



April 5, 2018

Dear Church Ambassador,

Thank you for your willingness to encourage others to participate in the Walk for Life! The role you play as you engage your congregation is vital to the success of this life-affirming fundraiser. We're looking forward to working with you as we encourage fellow believers to put their feet into action and *Walk for Life!*

The funds raised through the Walk for Life will help to financially sustain the ministry of Life Network as it seeks to impact and transform people with the love of Christ. Last year, Life Network had the honor of reaching over 15,000! This was accomplished through our four outreaches:

- **The Colorado Springs Pregnancy Center** provides pregnancy tests, STD testing and treatment, pregnancy options counseling, ultrasounds, maternity clothes, emergency baby items, and referrals. Last year The Colorado Springs Pregnancy Center served **8,495** clients. We were privileged to provide **486** ultrasounds for women who were making decisions about their pregnancies resulting in **212** babies saved from abortion! We had **418 clients tested** through our STD testing and treatment outreach.
- **LifeSteps** offers support and practical assistance with material needs. Participants attend parenting classes, watch videos and complete homework, earning cribs, car seats and other baby necessities while developing healthy parenting skills. Last year, **241** women and men participated twice each month, meeting with a LifeSteps coach who helped to prepare, equip and empower them to become healthy parents to their little ones! We also offered **56** classes, with **290 clients**, covering topics related to childbirth, infant care, relationships and budgeting.
- **Education for a Lifetime** provides education on sexual risk-avoidance to local high school students. Last year, Education for a Lifetime presented the importance of character development, sexual risk avoidance, and living a lifestyle of purity to **8,055** students at **35** schools in Colorado Springs and the surrounding areas.
- **Bridges of Hope** ministers to those who have been impacted by the tragedy of abortion. Last year, Bridges of Hope facilitated **5** groups for individuals who have experienced an abortion. Memorials were held honoring the lives of **26** babies.
- **We rejoiced** with **72** clients who made commitments to Jesus Christ after spiritual counsel by volunteers and staff!

Incredible ministry is taking place at Life Network. Thank you for representing us in your sphere of influence and making this ministry well known in the community. We are thrilled and excited to partner with you as we promote the 2018 Walk for Life and raise funds for this life-giving ministry!

Walking with you,

Tricia Worsham, Events Coordinator
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WALK FOR LIFE JUNE 2, 2018

WWW.WALKFORLIFE.COM



ON THE FOLLOWING PAGES YOU WILL FIND:

- ✓ **2017 Walk for Life Results and our 2018 Goals**
- ✓ **What is Life Network?**
- ✓ **Walk for Life Information**
- ✓ **Church Ambassador Marketing Calendar**
- ✓ **Your Walk for Life Display Table**
- ✓ **Suggested Announcements**
- ✓ **How to Involve Children and Youth**
- ✓ **Fundraising Tips**
- ✓ **How to Find Sponsors**
- ✓ **How to Raise \$500 in 10 Days**
- ✓ **Sample Sponsor Request Letter**



2017 WALK FOR LIFE RESULTS

602 Fundraising Walkers
(Goal was 1,000 Fundraising Walkers)

104 People raised at least \$1,000
(Goal was 110 people)

11 Teams raised at least \$1,000
(Goal was 30 teams)

13 Churches raised over \$5,000
(Goal was 20 Churches)

\$352,266 Raised through the Walk
(Goal was \$350,000)

2018 WALK FOR LIFE GOALS

1,000 Fundraising Walkers

110 People raising at least \$1,000

20 Teams raising at least \$1,000

20 Churches raising over \$5,000

\$350,000 Raised through the Walk

LAST YEAR THE AVERAGE WALKER/RUNNER RAISED \$585

(In 2016, the average was \$534)

YOUR CHURCH'S 2017 RESULTS:

_____ Church *(out of 109)*

\$ _____ Total Raised

_____ Total Fundraising Walkers

YOUR CHURCH'S 2018 GOALS:

_____ Church

\$ _____ Total Raised

_____ Total Fundraising Walkers



Enhancing Trust



WHAT IS *Life* NETWORK?

Life Network is a nonprofit, life-affirming ministry which includes the **Colorado Springs Pregnancy Center**, **LifeSteps**, **Education for a Lifetime** and **Bridges of Hope**. Life Network has been faithfully impacting the community since 1983 through a model of prevention, intervention and transformation while sharing the love of Christ and boldly speaking the truth that every human life is valuable.

INTERVENTION

With a desire to protect the unborn and bring hope to the hurting, the goal of the **Colorado Springs Pregnancy Center** is to preserve life while impacting people with the love of Christ. In a compassionate, Christ-centered environment, volunteers and staff offer life-affirming alternatives to those facing unplanned pregnancies. As a result, tens of thousands of lives have been impacted for eternity!

LifeSteps, Life Network's Earn-While-You-Learn program, exists to educate and equip teen and first-time parents. By attending parenting classes, watching videos and completing homework, LifeSteps clients earn credits to be used toward clothing, cribs, car seats and other baby supplies.

The pregnancy center and LifeSteps are committed to making a difference – equipping clients to make the best decisions possible for themselves and their children.

PREVENTION

Addressing issues such as sexual integrity, sexually transmitted infections, and healthy relationships, **Education for a Lifetime** (EFL) reaches El Paso county high school students with risk-avoidance education. This multi-faceted program encourages students to abstain from all high-risk behaviors. Parenting seminars are offered to equip parents to position abstinence until marriage as the healthiest choice for their teens. EFL is "education you can use forever" and teaches concepts such as decision-making, refusal skills, healthy relationship formation, media analysis, and character education.

TRANSFORMATION

Every year in the United States over 1.2 million women have abortions, including evangelical Christians. Abortion has left a legacy of devastation in the life of millions. **Bridges of Hope** offers hope and restoration to men and woman who are dealing with the consequences of an abortion, through a Bible-based healing and support group. In addition, we purpose to partner with and motivate the Church to become active in defending and protecting life while providing support, resources and spiritual healing to those directly impacted by an unplanned pregnancy.



WALK FOR LIFE EVENT INFORMATION

WHEN: Saturday, June 2nd, 2018

LOCATION: Memorial Park (Northeast side of Prospect Lake)
Memorial Park is located near the intersection of Pikes Peak Ave. and Union Blvd.

EVENT HIGHLIGHTS:

- ☆ 5K Fun Run
- ☆ 2-mile walk
- ☆ Kids ½K Fun Run (ages 3-9)
- ☆ Participation of 1,500-2,000 people
- ☆ Food trucks
- ☆ **Free*** Chick-fil-a Breakfast
- ☆ **Free*** family fun activities include:
 - ★ Bouncy Houses
 - ★ Face-painting
 - ★ Balloons
 - ★ Games for all ages
 - ★ Snow Cones & Cotton Candy*

**While supplies last*



SATURDAY, JUNE 2ND, 2018
WALK DAY SCHEDULE

7:00 am	5K Fun Run Check-In
8:00 am	5K Fun Run Begins
8:00 am	Walk Check-In
9:00 am	Kids' Race (Ages 3-9)*
	<small>*No registration required to participate - release form must be signed at the event.</small>
9:30 am	Walk Begins
After Walk	Vendor Fair and Kids Zone

2018 WALK FOR LIFE PRIZES



RAISE \$150

Walk for Life T-shirt



RAISE \$500

T-shirt and 18oz Speckled Stainless Steel Travel Mug



RAISE \$1000

T-shirt, 18oz Speckled Travel Mug, Field & Co. Backpack, and an invitation to the Life Savers Club private dinner!




Life Network is a 501(c)(3) non-profit ministry. All Walk for Life contributions are tax-deductible.

WALK FOR LIFE JUNE 2, 2018

WWW.WALKFORLIFE.COM

The following is a suggested promotional plan for your church.
We recommend you read through the calendar and choose the ideas that best fit your church!

APRIL 2018


SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Schedule promotion times with various groups within your church: <ul style="list-style-type: none"> • Men's group (is there an upcoming breakfast or men's outing?) • Women's group (upcoming Bible study meeting?) • Youth group (do you know a teen who is participating & would encourage their peers?) • Missions team (will they adopt Life Network as a local missions outreach?) <i>Encourage group leaders to walk and invite their group members to join them!!</i>			4	5  KICKOFF!	6 <i>Contact friends & past WFL participants about helping you promote this year's Walk.</i>	7 Brainstorm ways to encourage your congregation to participate. Make a list of ideas & contacts.
8			11	12	13	14 Schedule a meeting with your pastor about church involvement, encourage him to share about the WFL from the pulpit and to walk – if he walks, others will too!
15			18 Talk to your church administrator about scheduling: <ul style="list-style-type: none"> • Bulletin Inserts & Bulletin Announcements (throughout May) • Walk for Life information table (4-5 weeks prior to the WFL) • Life Network staff person to speak and show Walk for Life promotional video to your congregation • Additional video showing and final push of WFL during service on Sunday, May 27! 			21 Set a goal for your church. Goals may include <u>amount raised</u> or <u>number of fundraising walkers</u> .
22 6 SUNDAYS LEFT! Display pledge forms and posters in prominent areas at your church.	23	24 (See Balloon)	25 (See Balloon)			28 5 Weeks Left! Pray for your church's involvement.
29 5 SUNDAYS LEFT! Show the Walk for Life promotional DVD at your church services this weekend.	30					

WALK FOR LIFE JUNE 2, 2018

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We recommend you read through the calendar and choose the ideas that best fit your church!

MAY 2018

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2 Contact those who signed up to participate and encourage them in their fundraising!	3	4 Do you have everything you need for your display table for Sunday?	5 <i>4 Weeks Left!</i> Pray for great attendance on Walk day.
6 <i>4 SUNDAYS LEFT!</i> Promote the Walk to your small group, Sunday School class, Bible study group, or women's group.	7	8	9 Call and/or email 2017 fundraising walkers from your church. Encourage them to participate!	10	11	12 <i>3 Weeks Left!</i> Pray at least 1,000 fundraising walkers/runners participate in the 2018 Walk for Life
13 <i>3 SUNDAYS LEFT!</i> Remind your congregation of their goals and encourage them to meet them!	14	15	16 <i>Do you need more supplies? Contact Tricia or Gaby at 591-2609. We'll get you whatever you need!</i>	17	18	19 <i>2 Weeks Left!</i> Pray for details and logistics in the final weeks of preparations.
20 <i>2 SUNDAYS LEFT!</i> Contact those who signed up to participate and encourage them in their fundraising!	21	22	23 Does your church send weekly emails? Encourage them to email Walk for Life information this week.	24	25	26 <i>1 Week Left!</i> Pray for beautiful weather at the Walk!
27 <i>FINAL SUNDAY!</i> Remind everyone to meet you at The Meeting Place Tent at the Walk this Saturday.	28	29	30	31	1	2  WALK DAY! We'll see you at Memorial Park!
Continue to pray for the Walk and encourage everyone you know to participate this Saturday!						

WALK FOR LIFE JUNE 2, 2018

WWW.WALKFORLIFE.COM



Your Walk for Life Display Table

It is ideal to have a bright, eye-catching display in a prominent location at your church for the four to five weekends prior to the Walk for Life.

(April 29th – May 27th)

MAKE SURE YOUR DISPLAY IS INFORMATIVE

- ✓ Walk for Life pledge forms
- ✓ 2018 Walk for Life t-shirt – wear it or leave it on display
- ✓ Walk for Life prizes display sheet
- ✓ Walk for Life poster
- ✓ Life Network ministry card
- ✓ Your church's goal chart



SUGGESTIONS TO MAKE YOUR TABLE EYE-CATCHING

- ✓ Bright-colored tablecloth
- ✓ Colorful balloons
- ✓ Photo display from your church members at the Walk last year
- ✓ Feet or stars leading to the table
- ✓ Lifesavers (because participants will be saving lives as they Walk for Life and everyone loves candy!)
- ✓ Baby items (diapers, clothes, baby toys, etc)

BE INTERACTIVE AND ATTRACT ATTENTION

- ✓ Make eye contact with people and smile – say hello to everyone.
- ✓ Stand in front of your table, not behind it.
- ✓ Be bold. Explain the Walk for Life and the ministry of Life Network.
- ✓ Make it personal! Share why you are fundraising!
- ✓ Personally ask church members to participate. Have them sign up so you can add them to your goal chart and so you can encourage them!
- ✓ Strength in numbers! Ask your Walk for Life team members, or regular Walk participants from your church to help you staff the table.



SUGGESTED BULLETIN, EMAIL, AND WEBSITE ANNOUNCEMENTS

- APRIL 29TH** **Be a part of the 31st Annual Walk for Life!** Support the ministry of Life Network and the Colorado Springs Pregnancy Center – begin fundraising and join us June 2nd at Memorial Park to make a difference in the life of an unborn child! Get a pledge sheet from the Walk information table **[table location]** or visit WWW.WALKFORLIFE.COM. Our goal is **[number]** fundraising walkers from our church – will you join us?
- MAY 6TH** **One person can make a difference!** Participate in the 31st Annual Walk for Life on Saturday, June 2nd at Memorial Park. This event provides funds for the ministry of Life Network and the Colorado Springs Pregnancy Center, which serves over 15,000 individuals in our community annually. Our goal is **[number]** fundraising walkers from our church. Start by getting a pledge sheet from the Walk information table **[table location]** or by visiting WWW.WALKFORLIFE.COM.
- MAY 13TH** **CALLING ALL SMALL GROUPS!** Walk as a team at the 31st Annual Walk for Life on Saturday June 2nd. Give yourselves a team name and start asking people to sponsor you – making a difference in the life of an unborn child really is that easy! Get a pledge sheet from the Walk information table **[table location]** or visit WWW.WALKFORLIFE.COM for more information about teams.
- MAY 20TH** **Go the extra mile for a baby!** Participate in the 31st Annual Walk for Life on Saturday, June 2nd! Last year over 600 walkers went the “extra mile” and provided funds for Life Network and the Colorado Springs Pregnancy Center, helping to reach over 15,000 individuals in our community. Our goal is **[number]** fundraising walkers from our church – will you join us? Get a pledge sheet from the Walk information table **[table location]** or visit WWW.WALKFORLIFE.COM.
- MAY 27TH** **The 31st annual Walk for Life is this Saturday!** Join hundreds of others THIS Saturday, June 2nd, at Memorial Park to support the life-saving work of Life Network and the Colorado Springs Pregnancy Center. Every \$150 you raise will provide free support services for 3 clients and their babies. Get a pledge sheet from the Walk information table **[table location]** or visit WWW.WALKFORLIFE.COM.



HOW TO INVOLVE CHILDREN AND YOUTH

CHILDREN



- ☐ **Connect with your children's pastor.** Share your passion for the ministry of Life Network and explain the Walk - encourage them to get church kids to participate.
- ☐ **Have a "Save the Babies" campaign:** give the children a pledge sheet to take to family, friends, neighbors, babysitters, etc. and have them collect sponsors.
- ☐ **Start a *Fill a Shoe* promotion.** Encourage kids to fill a shoe with quarters/coins to raise money for the Walk. Encourage them to do odd jobs at home for money to contribute.
- ☐ **Recruit a team of walkers** to represent the children's department at the Walk.
- ☐ **Double what's raised!** Ask your Missions Committee to agree to match the funds raised by the children.

YOUTH



- ☐ **Connect with your youth pastor.** Share your passion for the ministry of Life Network and explain the Walk - encourage them to get the youth group to participate. Stress the specific impact the pregnancy center has on this age group.
- ☐ **Invite a Life Network Education for a Lifetime** speaker to speak to the students during a youth group meeting to kick off their involvement.
- ☐ **Have groups form teams.** Initiate a *boys vs. girls* contest or a *middle school vs. high school* contest on who can raise the most money. Offer a special prize such as a pizza or ice cream party for the winning team.
- ☐ **Recruit a team of walkers** from the middle school and high school youth group. Create a goal and have the youth sign up as a commitment - then fill in your goal chart!
- ☐ **Double what's raised!** Ask your Missions Committee to agree to match the funds raised by the youth.



Additional copies of
FUNDRAISING TIPS
available online
www.walkforlife.com

FUNDRAISING TIPS

**THE FOLLOWING FUNDRAISING TIPS WILL HELP YOU AS YOU
STRIVE TO MEET YOUR PERSONAL FUNDRAISING GOAL:**



- ☐ **Set a goal.** Write the number on your pledge form or online personal fundraising page. Be sure to let your sponsors know that their contribution helped.
- ☐ **Start your pledge sheet(s) with a generous pledge.** Most people will follow the example of the first pledge on your walk form or online fundraising page.
- ☐ **Support yourself.** Others will appreciate that you are devoting both your time and your own finances.
- ☐ **Dedicate your walk or run to someone** who has been touched by an unplanned pregnancy, to teenagers who need to hear the sexual risk-avoidance message, or to a man or woman who has been impacted by abortion.
- ☐ **Create a personalized fundraising page** that can be connected to your social networking sites and emailed to your friends and family. Use this page like an online pledge sheet to ask for and collect secure donations. Visit WWW.WALKFORLIFE.COM for the link to design your personalized fundraising page.
- ☐ **Contact everyone who sponsored you last year.** Thank them for their pledge and ask for their support again. Ask for a specific amount, such as \$50 or \$100; if they can't donate that much, they will offer what they can. Be sure to direct your sponsors to your personalized fundraising page!
- ☐ **Make an announcement or show the short Walk for Life video** at your social club, service club or small group. Call Tricia at 355-1183 to schedule a Life Network speaker for a short presentation.
- ☐ **Be enthusiastic when asking for pledges.** Let people know that their money makes a difference in the lives of babies, women, teenagers, men, and families in our community.
- ☐ **Use special occasions.** If you have a birthday, anniversary or other special occasion coming up, ask for Walk for Life pledges in lieu of gifts.

It's so easy!



Additional copies of
HOW TO FIND
WALK SPONSORS
available online
www.walkforlife.com

HOW TO FIND WALK SPONSORS

PERSONAL CARE

Your Hairstylist
Your Manicurist
Your Tanning Salon
Your Massage Therapist
Your Favorite Day Spa
Your Favorite Clothing Store
Your Jeweler
Your Tailor
Your Drycleaner

SOCIAL MEDIA

Your Facebook Friends
Your Instagram Followers
Your Twitter Followers
Your LinkedIn Colleagues

FITNESS AND SPORTS

Health Club Owners
Health Club Employees
Your Personal Trainer
Your Aerobic Instructor
Your Club Daycare Provider
Your Golf Buddies
Your Tennis Partner
Your Softball Team
Sports Shops You Frequent

FAMILY AND FRIENDS

Your Spouse
Your Friends
Your Co-workers
Your Spouse's Co-workers
Your Parents
Your Grandparents
Aunts, Uncles and Cousins
Your Adult Children
Your Neighbors
Your Godparents

CHILDREN'S CIRCLES

Their Favorite Teachers
The School Principal
The School Secretary
The School Nurse
Their Academic Counselor
Their Music Instructors
Carpool Moms
Your Babysitters
Play Groups
Your Daycare Provider

MEDICAL SERVICES

Your Family Doctor
Your Family Dentist
Your Favorite Nurse
Your Children's Pediatrician
Your Children's Orthodontist
Your Optometrist
Your Pharmacist
Your Chiropractor

CHURCH CIRCLE

Senior Pastor
Youth Pastor
Music Pastor
Sunday School Teacher
Your Bible Study Friends
Your Choir Friends
Your Small Group

HOBBIES AND CLUBS

Creative Memories
Consultants
Hobby Stores You Frequent
Book Stores You Frequent
Your Book Club Friends
Scout Leaders
Other Scout Families
Your Bunko Girlfriends
Your Travel Agent

HOME AND AUTO

Your Realtor
Your Builder
Your Plumber
Your Electrician
Your Lawn Service
Your Milkman
Your Auto Repair Shop
Your Jiffy Lube Man
Your Favorite Car Wash



HOW TO RAISE \$500 IN ONLY 10 DAYS!



- ☐ **DAY 1** **Sponsor yourself** for \$50.
- ☐ **DAY 2** **Ask two family members** to sponsor you for \$25.
- ☐ **DAY 3** **Ask five friends** to sponsor you for \$20.
- ☐ **DAY 4** **Ask five people from your church** to sponsor you for \$10.
- ☐ **DAY 5** **Ask five neighbors** to sponsor you for \$10.
- ☐ **DAY 6** **Ask two other family members** to sponsor you for \$25.
- ☐ **DAY 7** **Ask your boss or company** to sponsor you for \$25
or see if your company will match the amount you raise.
- ☐ **DAY 8** **Ask five social media friends** to sponsor you for \$20.
- ☐ **DAY 9** **Ask one business** you frequent to sponsor you for \$25.
- ☐ **DAY 10** **You've done it! Great job!**
Ask a friend to join you at the Walk!



SAMPLE SPONSOR REQUEST LETTER

Dear Friend,

On June 2nd I am going to participate in the 31st Annual Walk for Life to benefit Life Network. Life Network is a life-affirming ministry whose mission is to cultivate a community that values life through the love of Christ. They compassionately serve women, men and families facing unplanned pregnancies, offering them a meaningful alternative to abortion. All of their services are provided free of charge – I am participating so they can continue serving all who walk through their doors!

Life Network ministers in many ways:

- Through the Colorado Springs Pregnancy Center, they offer pregnancy tests, STD testing, and counseling while meeting spiritual and practical needs - maternity and baby clothes, formula, diapers, parenting classes and medical ultrasounds.
- Through their LifeSteps program they provide practical assistance and education for teen and first-time parents from pregnancy through a child's second year.
- Through Education for a Lifetime, they challenge teens with the message of sexual risk-avoidance, reminding them of their incredible value and worth as human beings.
- Through Bridges of Hope, they reach out to the church with the sanctity of life message and provide support to post-abortive men and women.

For more information, please visit their website at www.elifenetwork.com.

I am writing to invite you to sponsor me. For every \$150 I raise, Life Network can provide life-changing services for three clients. My goal is to raise **[your goal amount]**. Will you help? The pledge amount is not a per-mile pledge, but rather a one-time donation. Some sponsors give \$100, some \$25, others \$10. Your gift is tax-deductible and any amount impacts lives!

There is no need to send a check now. Life Network will collect your pledge through the mail **after** the Walk for Life. Thank you for supporting me as I put my feet into action on Saturday, June 2nd.

Thank you,

[Your Name, phone # and email]