

Build *The Wall* in your community

3 Ideas on inviting others to join your vision

In just 53 days, Nehemiah and those who captured his vision rebuilt the wall of Jerusalem, protecting thousands from the enemies outside.

Today, we have an opportunity to build a 21st Century Wall of Hope to protect millions of women and men facing unplanned pregnancies . . . *And their children waiting to be born.*

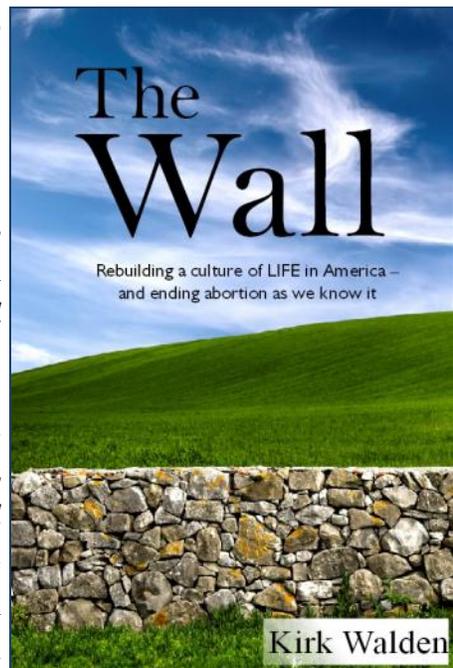
This wall is rising through pregnancy help centers like yours. The goal behind *The Wall* is to put hundreds of thousands of dollars in *new annual funding* in front of you, giving you every resource you need to become the first choice for every person in your area facing an unplanned pregnancy. When they come to you first, we are on the verge of ending abortion as we know it.

This entire plan is laid out in *The Wall*.

When those in your area read *The Wall*, they will see—clearly—why *your center* is the answer to rebuilding a true culture of life in America. And they will see how they can support you with creative and powerful gifts.

In this publication we outline 3 ways you can distribute *The Wall* in your area. These are simple ideas. And they will be effective.

If your center is ready for an exponential growth in funding, and ready to transform our culture, read on. The time to rebuild our culture is now. And your center is about to play a pivotal role.



Idea #1: Start at the top

The two groups most connected to your center are the board of directors and your paid and volunteer staff members. And these two groups are the perfect place to start as we expand the vision.



Our board of directors

The board of directors is a collection of ambassadors for the center; yet not all are comfortable asking for funds. *The Wall* changes this dynamic.

Distribute 20 copies or so to each board member; to place in the hands of like-minded friends, small group and Sunday school class members, and other acquaintances in the Christian community.

The Wall is self-explanatory. A board member can hand a copy to a friend and say, “This book explains exactly how we can turn our country toward life again. That’s part of our mission at First Choice Pregnancy Center. In fact, we’re part of the wall of hope described inside and we’re looking for people with vision to join us. Give this a read. And if this idea captures your interest, let me know.”

Our paid and volunteer staff

These people believe in the mission and pour their time and effort into fulfilling their calling. And they are ready to tell friends about the center.

Because this book invites people not only to give but *also* to volunteer or consider a paid position, it’s easy for a current staff member to say, “Take a look at what we are involved in. It’s in the book. You would be a great addition to our team.”

These don’t have to be long conversation. The book does the “work,” pointing readers in your direction. And once they come to you, your ministry grows.

*Quick thought—Can you imagine what would happen if 100 people caught the vision presented in **The Wall** and began giving to your center every month?*

Idea #2: Grow the vision after your fundraising dinner

As your banquet guests prepare to head home after a great night of envisioning, keep the momentum going.

After all commitments are made, your emcee can close the evening with, “Thank you for joining us tonight and for your generous gifts to First Choice Pregnancy Center. And as a token of our appreciation, we want to provide you with a gift.”



“Our gift is the book, *The Wall*, and I would ask our hosts to give you your copy. Inside is a vision to rebuild a culture of life in America by building, just as Nehemiah did in the Old Testament, a modern-day Wall of Hope. By your gifts tonight, you have joined us in building this Wall, and we appreciate you.”

Giving a *gift* to your guests adds credibility to your organization, and builds relationships. And for those who did not give, your gift makes it more likely that they will go home and think again about supporting you.

Yet *The Wall* is not just “any” gift. Because of the book’s premise (*that PHCs like yours are the #1 answer to turning our culture toward life*), even those who have decided to support your center may consider larger, more consistent gifts.

This is one of the most powerful ways to build long-term support. Gifts build friendships. And gifts with a purpose build connection to your center.

Quick thought—What would it say about your center if your guests told others, “That’s the only event I’ve ever attended where they were kind enough to give me a book as a thank-you gift for just showing up. They must be doing something right.”

Would this lead to better relationships, closer relationships and stronger financial partnerships with your supporters? Yes.

Idea #3: Make more friends



Most of our financial partners expect a ministry or non-profit organization to always *ask*. Rare and unexpected is the center that *gives*.

Be different. Offer the gift of *The Wall* to your supporters over a cup of coffee or when they drop by for a visit. It's a way to say "thank you" for their partnership that is so much more impactful than they can imagine.

Think about this: Your center is on the front line of possibly *ending* the thought of abortion in America. All you need is the support to build your portion of the Wall of Hope. When you are the first choice, the second choice—abortion—will rapidly disappear from the social landscape. It's true.

When you offer this book to your supporters, you offer them a new vision. And when your supporters catch this vision, they will be on your team for a long, long, time. They will be more active and more engaged. And that's exactly how we go about changing a culture.

Consider *The Wall* . . .

- As a thank you gift (on the occasion of a first gift, for completing a commitment, etc.), or "just because."
- As a welcome gift for touring your center
- At Open House events, for in-home gatherings, after special presentations

*Quick thought—**The Wall** takes your center's vision one step further and places you in the middle of a national movement that could bring America back to its roots as a country that believes in freedom **for all**. Offering your friends a bigger picture of the impact of your ministry will open the door to a greater commitment to all that you seek to accomplish.*

A Closing Note

T*he Wall* was priced affordably with a specific purpose. We wanted anyone to be able to purchase the book, and to have an opportunity to participate in building the national Wall of Hope.



This is why we've created a cost-effective way for your center to obtain hundreds of copies and realize generous returns as more and more of your constituents catch this vision.

Inside *The Wall* is a simple proposition:



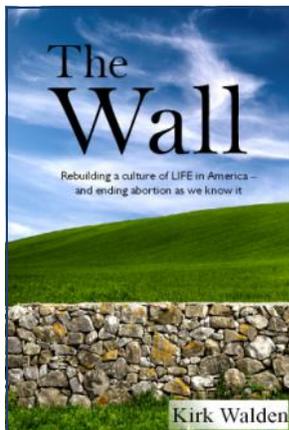
Regardless of who serves on the Supreme Court, and regardless of who sits in the White House; the Christian community can bond together and with God's help, accomplish the impossible.

Just as Nehemiah built a wall in the Old Testament, we can build a modern-day Wall of Hope that turns our culture back toward life, and back toward the God who made us.

This Wall of Hope is being constructed through America's Pregnancy Help Centers. All these centers need are more who will join the building effort.

When those in your community who believe in life read *The Wall*, they will join you.

They will give financially in new and creative ways.



They will volunteer their time, and their talents.

And your center will be transformed.

Obtain Quantity Discounts here:

www.lifetrendsonline.com/bulk.html

Watch The Wall of Hope rise here:

www.wallofhopechallenge.com