

# **IMPACT released with new cover— perfect for PCCs that believe in friend-raising**

--For immediate release--

NASHVILLE, TN--LifeTrends, one of the leaders in providing pregnancy care ministries with cutting-edge development tools, is re-releasing its top-selling book, *IMPACT: 20 ways we can touch hearts, save lives—and create a culture of life in America*, and the timing could not be better.

“Experience in this ministry taught me that our friends believe in us and want to help,” Kirk said. “If we can put a tool in their hands that says, ‘here’s exactly how you can join us,’ they will. IMPACT is that tool.”

IMPACT is a 4 x 7, 48-page booklet that explains—in a conversational tone—20 creative ways financial supporters can give to a pregnancy care ministry.

The first version was so popular it went through four printings but LifeTrends founder Kirk Walden was looking to improve IMPACT even more. “We’ve created a sharper cover, re-written a few areas and taken this key resource to a new level,” Kirk says. “In challenging economic times, we’ve got to get this in the hands of our supporters as soon as possible.”

During a time of recession, IMPACT fills three key needs in a pregnancy care ministry’s development plan.

For fundraising events such as banquets, IMPACT is perfect for every attendee. “Placing this book in the hands of our friends keeps them thinking of us long term,” Kirk explains. “We want a couple who attends our event to give generously on banquet night, but we also want them considering us six months or more down the road. In short, IMPACT complements our banquet by providing long-term results.”

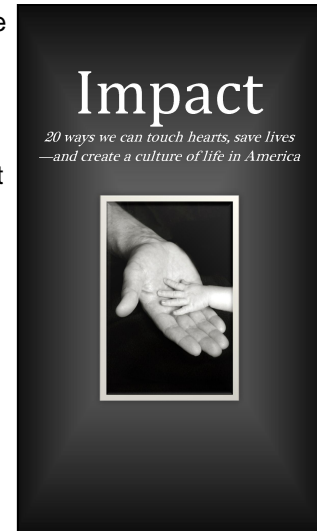
For appeal letters, IMPACT is essential. “The biggest challenge we have is getting our letter opened,” Kirk points out. “If we place a copy of IMPACT in with that letter, curiosity takes over. Our friends will read our message, and are more likely to respond.” LifeTrends has also created a specific appeal letter to work hand-in-glove with IMPACT.

“This year, those who place this book in with year-end appeals are going to see major results,” Kirk says.

IMPACT is also perfect for church and small group presentations. “At any presentation we’ve got to have a tool for those who want to get involved financially,” Kirk said. “IMPACT can fit in a pocket or purse and it gives anyone—at any financial level—opportunities to participate in the ministry.”

IMPACT meets the varied needs of financial partners, giving them the rare opportunity to give in ways they find comfortable. From families battling to make ends meet . . . to the wealthiest of philanthropists, IMPACT connects with supporters at every level. Every center, of every size, can build a development plan with this booklet.

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For Kirk, a former pregnancy care center director who has now assisted pregnancy care ministries in raising more than \$20 million, IMPACT is the culmination of years of experience. “The entire concept of this book is so simple,” he says. “If we show our friends how they can support us through ways that work for *them*, they are more likely to partner with us in saving lives.”

IMPACT’s first release connected with thousands of pregnancy care supporters across the country. This second release—with updated material—could soon be in the development plans of nearly every pregnancy care ministry in the country.

“We wanted to make this an easy decision for any executive director or board,” Kirk said. “We’ve kept the price low, made purchasing simple by paying the taxes and shipping ourselves, and in every shipment we’re including a guide to maximizing IMPACT’s effectiveness.”

The guide includes an appeal letter and even an effective one-minute script so a banquet emcee can introduce IMPACT to attendees at the close of the event.

“If a ministry cares about its supporters—and truly wants to be a friend-raising ministry--IMPACT is an essential component,” Kirk says. “When we build friends,” Kirk adds, “We’re building lasting relationships that survive the good times, or any recession that comes along.”

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