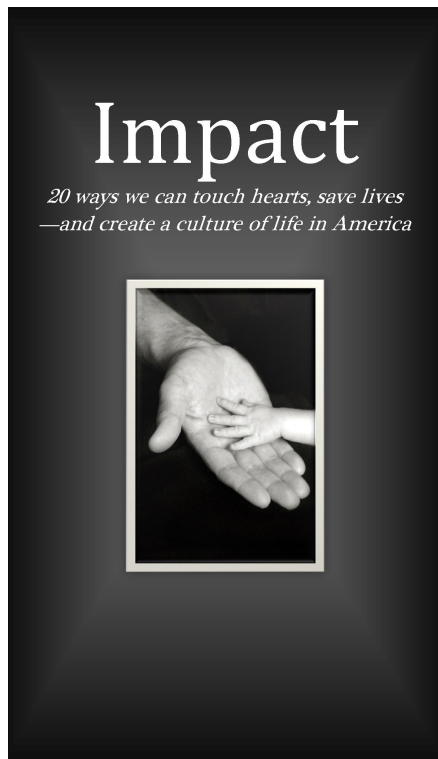


A preview of IMPACT

*20 ways we can touch hearts, save lives—
and create a culture of life in America*



Taking a quick look at IMPACT

IMPACT is the most effective resource you can give your supporters, for two key reasons:

1. The 20 creative ideas inside assist your friends in finding gift options that work for *them*. Too many ministries try to force supporters into just a few ways to give. IMPACT makes sure this never happens to your center.
2. These ideas reach people of all economic levels; from those battling to make ends meet to wealthy philanthropists. Each person who reads this booklet will find an idea—and several more—that fits his or her giving level.

Included here are just two of those ideas; one pertaining to stock gifts and another encouraging our friends to consider cutting out that cup of coffee on the way to work—every once in awhile—to support the ministry.

There are 18 other ideas in this booklet, such as endowments, wills and trusts, gifts-in-kind, year-end gifts, commemorative gifts, fulfilling your Wish List and many more.

Put this booklet in the hands of your supporters at banquets, presentations and other events.

And make sure to include a copy of IMPACT in your important appeal letters. When you do, your letter is more likely to be opened. This means with IMPACT, you will receive more responses, and powerful results.

For more information, email us:

kirk.walden@comcast.net

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Stocking up on tax-wise gifts

An easy but often overlooked way to support our center is through a gift of stock. For many, stock gifts optimize tax advantages.

For a hypothetical example, let's take the Smiths, who purchased stock in a fictional dog food company, "Woofies."

The Smiths paid \$2000 for the stock, and it rocketed up to a worth of \$15,000. Obviously, Woofies was barking up the right tree. But as markets slid, so did Woofies. Now, Woofies has its tail between its legs, and the Smiths' stock is worth only \$5,000.

That's more than they started with, but the Smiths want to sell and move on before Woofies is barely a whimper. Still, if the Smiths sell, they face capital gains taxes on their \$3,000 profit.

At the same time, the Smiths are considering a gift to their local pregnancy care center. For the Smiths, the answer is gifting the Woofies stock.

With this gift, the center receives \$5,000 after selling Woofies, and the Smiths earn a

tax write-off of \$5,000 on a gift that only cost them \$2,000.

The key for the Smiths would be gifting the stock outright, before selling. This way, they avoid capital gains taxes. In this case then, Woofies could be a winner for us all—even if its stock is headed for the dog house.

There are two ways to give stock.

First, if we have the actual stock certificate in our possession, we should not sign it. Instead, enclose the unsigned certificate in an envelope and send it by certified mail to the center. In a separate envelope, enclose a signed stock power. The stock power need not be sent via certified mail.

If our stock is in a brokerage account, we can notify our broker of our intentions and have our broker contact the ministry. If the center does not have a brokerage account, one can be set up quickly for the transaction.

If we take stock of our portfolio, we might find the perfect avenue for supporting our pregnancy care ministry—touching more hearts than we might imagine.

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Hold the java (every once in awhile)

Many of us have that one seemingly trivial expense that adds up over time. For some it may be that cup of coffee we pick up on the way to work. We can live without it of course, but we *like* getting that caffeine jump-start on the day.

Whether our quick expense is coffee, a cheeseburger, a soft drink or something else, it doesn't cost much and becomes part of our routine.

By slightly changing our habits however, we can make a significant gift—over time—to our pregnancy care ministry.

Let's take a look at that \$2.49 cup of coffee (perhaps \$3 with the tip). If we buy that coffee three times a week, that's \$9. Not much, but it adds up. We don't have to give up our gift to ourselves entirely, but if for a couple of months we limited that coffee trip to twice a week and donated the savings to the center, what would happen?

Over two months, just three dollars a week adds up to \$24. We may not see that as sig-

nificant, but if 50 people said, "Ah, I can do *that* for two months out of the year," \$1200 would flow into the ministry—or \$100 every month of the year. That's 685 pregnancy tests. It is 600 Bibles. Maybe it is some 3,000 informational brochures that could turn hearts toward life.

For us, it's a cup of coffee here and there; hardly a blip on our economic radar screen.

For those who come in the door at our pregnancy care center however, it could be the catalyst that saves a life.