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"I have no greater joy than to
hear that my children are
walking in the truth."

3 John 1:4

Walk for Life REP Handbook



How to
Put Your Best Foot Forward



TODAY: Make arrangements at church for a WALK TABLE, presentations to Sunday School Classes and Small Groups, bulletin announcements, and announcements in the service.

March 29: Set up a WALK TABLE at church (and every week until the Walk) and 1st Bulletin Announcement.

April 5: Hand out Walk Brochures to everyone at church (at WALK TABLE or in the bulletin).

April 12: EASTER—Share your gratitude that Christ gave his life to save yours. Encourage others to use their lives to save lives and souls by Walking for Life.

April 19: Use “Why Walk?” bulletin insert and/or 2nd Bulletin Announcement.

April 26: 3rd Bulletin Announcement and Pastor speaks to the congregation about walking in a couple weeks.

May 3: Final Bulletin Announcement—Last Sunday to recruit walkers.

Saturday, May 9: WALK FOR LIFE

Thank you for
being part of our
lifesaving team!



Your steps make
a difference!

- 1 hour on a Saturday morning—with fellow Christians! What a great way to spend a morning!
4. If they don't like to ask for money, assure them that they don't have to—their sponsors can simply make a pledge and the Pregnancy Clinic will do the rest! We send pledge reminders to sponsors. Also, creating an online fundraising page is an easy way to let people know they are walking without asking for money.
 5. If they aren't sure they can raise enough money, tell them that just as every baby counts, that every walker counts—and every amount raised is important! Share ideas and encouragement from your REP materials to help them see how easy it can be.

What is the Ultimate way to Promote the Walk?

1. Get approval from your pastor and/or Church leadership. We never want to coerce the Pastor or Church. We respect them and their decisions. Assure them that our desire is not to take away from the church. The Pregnancy Clinic is an extension of the church and we are here to support the work of the church.
2. Ask your pastor to WALK and let the congregation know about it so others may follow his leadership.
3. Have an attractive and eye-catching display during the weeks leading up to the WALK.
4. Ask your Pastor about having the WALK announced during the church service and other activities.
5. Get a WALK brochure in everyone's hand!
6. Put up posters everywhere!
7. Use the bulletin insert and Announcements.
8. Present to Church Groups.

What is a Crisis Pregnancy Clinic?

Avenues Crisis Pregnancy Clinic is a Christ-centered ministry dedicated to affirming the value of life. Since 1988 we have been helping women in our community who are unprepared for pregnancy and sharing the Gospel with them in word and deed.

We offer free services including pregnancy tests, ultrasounds, medical and housing referrals, baby clothes, diapers, and pre- and post-abortion counseling. Over the years, the Lord has used this practical assistance to touch thousands of hearts and save hundreds of lives and souls. **In 2008 alone, 42 babies were saved from abortion and 93 clients accepted Jesus as their Savior.**

The Walk for Life is one of the largest fundraising opportunities we have at the clinic, and because of the Walk we are able to continue the mission God has given us. The success of the Walk each year is determined by the following things:

- The amount of prayer invested in the Walk and all of its volunteers
- You, our dedicated and wonderful Walk REPs, promoting it in your churches
- Walkers who catch the vision and want to help by raising funds and walking for life!

We could not do what we do without you—and we are so grateful to you! May the Lord bless you as you bless us and those we serve.

Welcome to the wonderful world of Walk for Life!

Thank you for becoming a lifesaving Church REP—one who has been appointed by God to serve his children. By promoting the WALK in your church each Sunday for two months before the WALK you are working a short-term mission field.

This handbook is meant to be a quick reference for you as well as a companion to your REP packet. This REP handbook contains useful information that you will be able to carry with you wherever you go!

Remember, the key to being a good REP is to sign up walkers! Encourage everyone you see or meet to walk—every walker is valuable to the Pregnancy Clinic and the clients we serve. A lot of people doing a little can make a BIG difference.

Feel free to be creative! Make announcements, pass out flyers, go into Sunday School classes and Women's/Men's Groups, etc. You are doing your church a spiritual service by engaging God's people in making an eternal difference for life! Your job is simply to communicate—God is in charge of the results!

Remember, the WALK FOR LIFE is not a protest, but a celebration of life—and who doesn't like to celebrate God's Blessings? Everyone will want to get involved and WALK FOR LIFE! Every step counts...every life counts.

How can I help my walkers raise money or achieve their fundraising goals?

Tell them to ask everyone they know to sponsor them—experience shows that 9 out of 10 people will say yes. Advise them not to be discouraged by small donations, because those amounts add up if they keep asking people. Another rule of thumb is to place the larger donations at the top of the pledge form—this way the sponsors underneath will see the pledges above them, and can get ideas about what level to sponsor at. The Walk Brochure has ideas for how to raise pledges as well as the “Need More Sponsors” sheet.

What about rejections? What if a potential walker says no?

Find out, if possible, why they have turned down the opportunity to participate.

1. If they feel athletically challenged, let them know that this is not an athletic event. We have people who participate in wheelchairs, strollers, etc. It's an easy two-mile walk through a neighborhood—NOT a race.
2. If they will be out of town the day of the WALK, advise them that this is okay. They can walk on their own anytime and send in their pledge sheet directly to the Pregnancy Clinic—it will still count—and if they qualify, they will earn prizes too! Also, they can take their pledge form with them while they are out of town and raise even more money!
3. If they have too busy of a schedule, again, they can walk on their own—but let them know it is only about

a reminder postcard a week before the WALK. After the WALK, if they were unable to join us, it allows us to let them know that there is still time to turn in any late pledges they may have collected. You see, it's never too late to participate in the WALK FOR LIFE! God's timing is always perfect!

When a person agrees to be a walker, have them fill out the Registration Form in the Walk Brochure. At the end of the day, collect the forms and mail them back to the Clinic the following Monday.

Should my Pastor walk?

The best way to know the answer to this question is to ask him. Your pastor does not need to raise money to walk, and it is not essential that your pastor walk. The most important thing he can do is promote the WALK from the Pulpit.

When you approach him, simply share with him the ministry of the Pregnancy Clinic and all that you have learned about it. Encourage him that if he takes the time to join us on WALK DAY, that others will follow him. It is our experience that the “sheep will follow the shepherd” and many will want to join with him in walking—a chance to spend time with their Pastor and help women throughout our community! Be sure to let us know if your Pastor DOES plan to walk, so we may acknowledge him that morning.

How do I get Started?

You have taken the first step by saying “yes” to the Lord and volunteering to be a Church REP. So let's review the rest of the steps:

1. Set up your WALK display table as soon as possible with WALK materials in a visible place within the church.
2. Keep lots of pens available and think about placing some candy out on the table too. This will encourage people to visit your display.
3. Do not stand behind your display table, but rather be somewhere near it so you can be talking to people as they come by—and pass out a Walk Brochure to everyone you see!
4. Have all walkers fill out a Registrations Form and then mail them to the Pregnancy Clinic the following Monday so we can enter them into our database.
5. Meet with a Pastor!
 - Share the vision with him.
 - Encourage him to walk—the sheep will follow the shepherd.
 - Ask him to share about the WALK and/or the Pregnancy Clinic from the pulpit (or, with his permission, schedule a speaker from the Pregnancy Clinic).
 - Ask him if you can show a WALK PowerPoint announcement in the church.
 - On the Sunday before the WALK, have your pastor remind everyone of the date, time, and location of the WALK

6. Talk to your friends about WALKING and encourage them to walk as well!
7. Get the bulletin announcements printed in the bulletins (or have them made as announcements from the pulpit) every week for 4 weeks before the WALK (see the insert in your packet).
8. If your church uses bulletins, please have copies made of the master insert in your packet—be sure to copy both sides.
9. Do a creative skit or presentation in front of the church.
10. Ask to speak to all groups (Sunday School, Home Groups, Youth Groups, Women’s Groups, Men’s Groups, etc.)
11. Put up a sign with your church’s number of walkers goal and keep your congregation informed on the progress.
12. Show off the prizes available to walkers. If possible, wear a WALK t-shirt to church and have the prizes available at your display so that people get to see and hold what they can earn just by raising pledges!
13. Inform ALL walkers that they DO NOT HAVE to be at the WALK to be a walker. They can raise pledges and walk on their own.
14. Encourage walkers to go high-tech and use email and our custom fundraising web pages to solicit pledges from friends, family, co-workers, business, etc.
15. Call the Pregnancy Clinic if you need anything at all! (Extra Walk Brochures, posters, etc. We’re here to help you as you help us promote the WALK!)

What is my job as a REP?

First and foremost—it is to RECRUIT WALKERS! Remember to be friendly, keep your display inviting, and encourage people to sign up to be walkers! Show them the prizes and how easy it is get sponsors (use the “Need more Sponsors” sheet for ideas).

Don’t focus as much on getting sponsors for yourself—focus on getting walkers. You may raise \$150 in sponsorships, and provide 1 hour of client services; but 8 walkers from your church, each raising \$150, is \$1,200—which provides a full day of client services! WOW!

What tools will I be using to promote the WALK?

The tools provided in your REP packet have been prepared for you to use as you promote the WALK in your church. Each piece is useful in many ways—be sure to review everything in your packet when you get it!

You will find things such as colored footprints, bulletin announcements, ideas to get sponsors, information on the Pregnancy Clinic, and much more. If you need more of anything, please do not hesitate to contact Joy at the clinic (818) 843-0422 or visit www.goWalkfoLife.org to download and print additional copies yourself.

Why do I need to have the walkers Pre-Register?

Pre-registration helps us to know how to plan for the number of people to expect at the WALK. It also provides us with a list of all potential walkers so we can send them