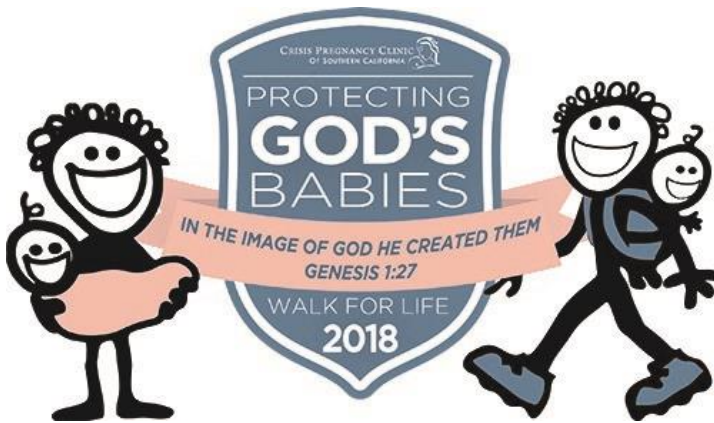


CRISIS PREGNANCY CLINIC  
OF SOUTHERN CALIFORNIA



# Rep Handbook



[www.goWalkforLife.org](http://www.goWalkforLife.org)

## Walk for Life Quick Info:

**Saturday June 23, 2018**

check in at 8:00 a.m.; Walk/Rally at 9:00 a.m.; Walk  
Concludes 11:00 a.m.

- ◆ It's our 30th Anniversary celebration — Join Us!
- ◆ It's free to register
- ◆ Walk will be at **Pacific Park** in Glendale
- ◆ It's not a race, it's a stroll through the neighborhood!
- ◆ Route 1.8 miles— on flat residential sidewalks
- ◆ Pledges are flat-rate pledges (not per mile)
- ◆ Online fundraising (with customized fundraising pages) is available at [goWalkforLife.org](http://goWalkforLife.org)
- ◆ Walkers don't have to collect money. Submit your pledges and we take care of the rest.

*Please contact Jolene at (818) 843-0422  
or [jolene@avenuespc.org](mailto:jolene@avenuespc.org) with any questions.*

WFL Location:

Pacific Park  
501 S. Pacific Ave. Glendale, CA 91204

Your committed action makes a difference to the ministry.

**Walk for Life** is one of our top fundraising opportunities for the clinics. The Walk allows us to continue the mission God has given us. Success is determined by the following things:

- ◆ The amount of prayer invested in the Walk and all of its volunteers
- ◆ You, our awesome and dedicated Walk REP, promoting the event at your church
- ◆ Walkers who follow God's calling while experiencing your passion and want to help by raising funds and walking for life!

**WALK FOR LIFE**  
*is a celebration of life and God's blessings!*

**Key #1: SET THE EXAMPLE:** Create your own individual or team fundraising page via [GoWalkForLife.org](http://GoWalkForLife.org) AND make an online donation to the walk. Others will follow YOUR example.

**Key #2: REGISTER WALKERS:** Encourage everyone you see or meet to join the walk—every walker is valuable and will follow your example.

**Key #3: USE YOUR NATURAL CREATIVITY:** Make announcements, distribute flyers, hang posters, perform skits, beautify your display table with teasers: candy, stickers & WFL prize samples. Encourage healthy competition between the groups — see who can enroll the most walkers and pledges.

## **What is my job as a REP?**

RECRUIT WALKERS! 8 walkers from your church, each raising \$150, is \$1,200—which provides a full day of client services!

## **What tools will I be using to promote the WALK?**

Bulletin Inserts  
Bulletin Announcements  
Pledge Forms  
PowerPoint  
Footprint Graphics  
Sign-up Sheets  
Walk Video  
Ideas on how to get sponsors

*If you need more of anything, please contact Jolene at (818) 843-0422 or visit [www.goWalkfoLife.org](http://www.goWalkfoLife.org) to download and print additional copies yourself.*

## **Steps for Promoting the Walk for Life:**

### **Meet with your Pastor!**

- Share the vision with him
- Invite him to walk—sheep follow the shepherd
- Ask him to share about the WALK and/or the clinics from the pulpit (or, with his permission, schedule a speaker from Avenues)
- Ask if you can show the WALK video or Power-Point announcement during the service(s)
- Ask him to remind the congregation about the walk, date, time, and location the Sunday before the walk

Set up your WALK display table ASAP with WALK materials in a visible place within the church. Stock with lots of pens and teasers to attract a crowd. Wear your Walk tee shirt and display prizes to show what other walkers can earn just by raising pledges!

Ask your church office to put bulletin announcements in the bulletins or print Walk inserts for the bulletin. Have announcements spoken from the pulpit and/or Power Point slide. Show the slide every week for 4 weeks before the WALK (see packet enclosures).

Encourage friends and walkers to complete their registration forms that day. Mail the forms or deliver them to the Clinic the next day.

Speak to all your church groups: Sunday School, House Groups, Youth Groups, Women's and Men's Bible Studies—meaning everyone!

Post the goal for your church and show the progress.

Inform ALL walkers that they DO NOT HAVE to be at the WALK to be a sponsored walker. They can raise pledges and walk on their own.

Encourage walkers to use technology. By using email and our custom fundraising pages it is easy to collect pledges from everyone in their network.

***Call us with any questions you may have!***

# Sample

**TODAY:** Make arrangements at church for a WALK TABLE, presentations to Sunday School Classes and Small Groups, and bulletin/service announcements. Register at [gowalkforlife.org](http://gowalkforlife.org)!

**April 29:** Spread the word.

**May 6:** Share your gratitude that Christ gave His life to save yours. Encourage others to use their soles to save souls and lives by being a sponsor for our 30th Anniversary celebration - Walk for Life.

**May 13:** Set up a WALK TABLE at church (and every week until the Walk) and 1st Bulletin Announcement.

**May 20 & 27:** Use the Walk for Life video during the announcements before your worship service. Have the pastor tell people to talk with you after the service.

**June 3:** Set up a WALK TABLE at church (and every week until the Walk) and 2nd Bulletin Announcement.

**June 10:** Make Bulletin Announcement and ask the Pastor to speak to the congregation about walking in a couple weeks.

**June 17:** Final Bulletin Announcement—**Last Sunday to recruit walkers.** Use the video one last time!

**Saturday, June 23: WALK FOR LIFE!**

## Church Representative FAQs:

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

Pre-registration lets us know how many walkers to expect and to effectively plan for the day of the event. With pre-registration, we are able to send the walkers reminders and encouragements, as well as catch up with them if they are unable to attend the Walk for any reason.

### How do I help my walkers raise money or achieve their goals?

- Ask everyone they know—most will say yes!
- Place larger donations on the top of the pledge sheet
- Remember, small donations add up!
- Check the Walk for Life Brochure for extra tips

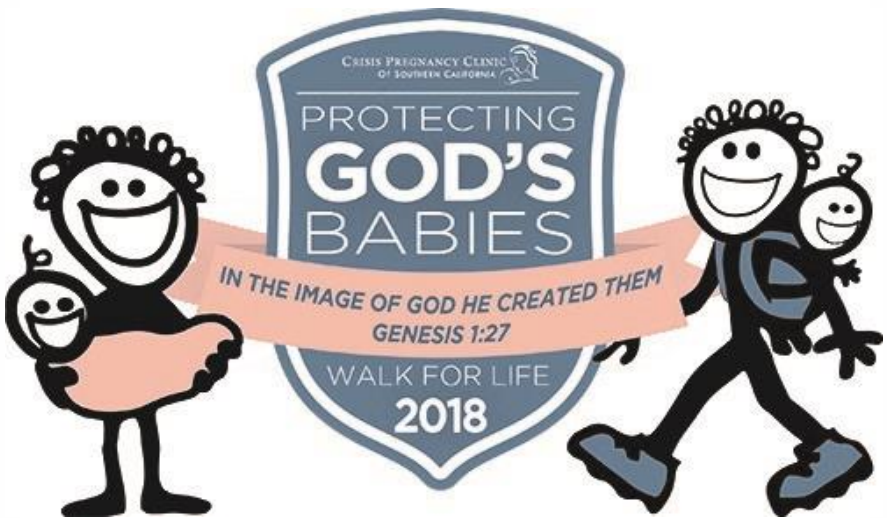
### What does the Crisis Pregnancy Clinic do?

**Mission:** Avenues Crisis Pregnancy Clinic is a Christ-centered ministry dedicated to affirming the value of life. For 30 years, we have been helping women in our community who are unprepared for pregnancy and sharing the Gospel with them in word and deed.

**Services:** We offer free services including pregnancy tests, ultrasounds, medical and housing referrals, baby clothes, diapers, as well as 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 2017 alone, 69 babies were saved from abortion and 81 clients accepted Jesus as their Savior.**

CRISIS PREGNANCY CLINIC  
OF SOUTHERN CALIFORNIA



Crisis Pregnancy Clinic of Southern California  
1911 W. Glenoaks Blvd. Suite A  
Glendale, CA 91201  
T (818) 843-0422 Fax (818) 334-2804