



The Pregnancy Center of Gadsden County

Walk

for *Life*

LIAISON GUIDE

LIAISON OVERVIEW

The Pregnancy Center of Gadsden County's annual fundraising event is a great success each year because of people just like YOU – people who love the mission and ministry and want to get involved! We know the best way to promote the Walk for Life fundraising event is within the church - and that is where you come in! Your primary function as liaison is to help promote this amazing event in your church, as allowed by your leadership. We appreciate whatever opportunities your church allows.

This week...

COMMUNICATE the VISION

- Share the vision of the event with your pastor/leader from your perspective. Touch base with him/her on the details of the Walk for Life promotion. Would he/she wear a walk t-shirt one Sunday? If so, let us know. Ask if he/she will commit to walking - more people will walk if they know he/she will be participating!
- Talk with leaders from small groups, Bible school, student ministry, women's/men's ministry, etc. to motivate their groups to participate. (See Walk for Life Promotion Ideas.)

CONFIRM the DETAILS

- Check your liaison box and list of materials for details of the Walk for Life promotion within your church.
- Deliver the resources to the appropriate person(s) at your church office. Confirm resources emailed to the church, have been received. (Please notify PCGC right away if they have not.)
- Confirm the promotion dates and details and be available to answer questions for your congregation after services.

***Best Case Scenario** – Leadership shows W4L promotional video, utilizes inserts and digital media; allows the pastor, liaison, or someone from PCGC to give a PCGC/Walk for Life presentation; encourages congregation to visit your table after the service to pick up their Fundraising Packet and become a fundraising walker.*

COMMIT to PLAN

- Set a goal. How many fundraisers/teams would you like to recruit?
- Prepare to set up a display table the Sunday your church “kicks off” the promotion; plan to be at all services. If your church has multiple services, enlist past walkers or friends to help cover each one.
- Create your online fundraising page. It's easy! Visit www.Letswalkforlife.com to set it up.
- Pray! It is God who sustains the ministry of The Pregnancy Center of Gadsden County and brings the results.

Each week before event day...

CONTINUE to...

- Recruit fundraisers.
- Consider contacting your fundraisers at least once in the weeks leading up to the event to cheer them on!
- Thank them for participating and encourage them in their fundraising efforts.
- Send them the online fundraising link.
- Keep them up to date on the progress of your church's goal.
- Pray for the Walk for Life event.
- Like and follow our Facebook and Instagram page @friendsofpcgc.

WALK FOR LIFE PROMOTIONAL RESOURCES

Maximize your promotion! Use as many resources as you can to reach people in the weeks leading up to the Walk for LIFE!

- **Walk Promotion Video:** Show this year's promo video during worship services and ask that it be included in online services also. Consider sending it in a church-wide email and post on social media too.
- **Fundraiser Packet:** The most important promotional item! The Fundraiser Packet has all the information needed for anyone who wants to raise funds.
- **Info Flyer/Bulletin Inserts:** If your church does not use bulletins, consider having a stack available at the church information counter.
- **11x17 Posters:** Post wherever people gather.
- **Church Screen Advertisement:** For pre-service announcements or any digital communication.
- **Publication Announcements:** Customizable announcements that can be used in any church publication.
- **Pulpit Announcement:** Customizable announcement that can be given by liaison, pastor, or Sunday service host.
- **PCGC Speaker:** Request a PCGC speaker to give a Walk for Life announcement during church services or to groups.
- **Social Media:** Keep promoting throughout the campaign to encourage people to become a fundraiser.
- **Email Blast:** Email information to your entire church.
- **Signup Table:** Sign up Fundraising Walkers.

Most Effective Scenario for Walk for Life Promotional Launch: Walk for Life Walk promotional video shown during services, info flyer/bulletin insert distributed, pastor, liaison, or PCGC representative gives a Walk for Life announcement; congregation is encouraged to visit sign up table after the service to pick up their Fundraising Brochure and become a fundraising walker.



WALK FOR LIFE DISPLAY TABLE

It is ideal to have an eye-catching display in a prominent location at your church during your church's promotion dates for Walk for Life. (Confirm your church's promotion dates and have your table ready on the first Sunday promotion begins. Optimum weeks for promotion are Sept. 25th – Oct. 16th.)

MAKE SURE YOUR DISPLAY IS INFORMATIVE AND INCLUDES:

- Walk for Life Fundraising Packets**
- Walk for Life T-shirt** – wear it or leave it on display
- Walk for Life Poster**
- Out of Town Fundraising Letter** – make available to people who prefer to contact people by mail
- Walk for Life Sign-Up Sheet**
- How to Raise Funds handout** – Make a copy to place at your display or make copies for fundraising walkers

Optional:

- Show the Walk for Life promotional video on a laptop. Found on facebook or can be emailed**
- Have your Online Fundraising Page available** – open it on your phone, laptop, or tablet for people to see how easy it is.

SUGGESTIONS TO MAKE YOUR TABLE EYE-CATCHING:

- Tablecloth (match the brochure)**
- Colorful balloons (match the brochure)**
- Lifesavers candy** – because participants will be saving lives as they Walk for Life (*check out Pinterest for other fun ideas*)

BE INTERACTIVE AND ATTRACT ATTENTION:

- Make eye contact** with people when they walk by – say hello to everyone.
- Stand to the side** of your table, not behind it (please do not sit as it discourages interaction).
- Be bold!** Explain the Walk for Life Fundraising Event and the ministry of The Pregnancy Center of Gadsden County.
- Make it personal!** Share why you are a fundraiser!
- Personally ask church members to participate.** Have them sign up so you can send them an encouragement!
- Ask people to give a donation to you if they are unable to be a fundraiser.** Have your Walk for Life Donation Form on the table or direct them to www.Letswalkforlife.com to donate to someone.
- There's strength in numbers!** Ask other Walk for Life participants from your church to help you staff the table

and recruit new fundraisers each week of your church' promotion.



WALK FOR LIFE PROMOTION IDEAS

How to Involve Church Ministry Groups

We are very appreciative of whatever opportunities your church allows.

SMALL GROUPS, WOMEN'S MINISTRY and MEN'S MINISTRY

- **Connect with your small groups pastor or ministry leaders.** Share your passion for the ministry of The Pregnancy Center of Gadsden County and explain the event - encourage them to encourage groups to participate. Stress the specific impact PCGC has on women, men, babies, students and families.
- **Encourage small groups to form teams.** Provide teams with Fundraising Packets. Encourage teams to do online fundraising. It's easy!
- **Invite a The Pregnancy Center of Gadsden County representative** to speak to the groups to kick off their involvement.

KIDS and STUDENTS

- **Connect with your kids and student pastors.** Share your passion for the ministry of PCGC and explain the event - encourage them to get the kids/students/families to participate. Stress the specific impact PCGC has on this age group and that Walk for Life is a family-friendly event.
- **Invite a The Pregnancy Center of Gadsden County representative** to speak to the students during student services to kick off their involvement. (We have age-appropriate lessons for kids too!)
- **Encourage families to participate together.** We can provide parents talking points for how to talk with their kid about the value of life at an age-appropriate level.
- **Encourage small groups to form teams.** Offer a special prize such as a pizza or ice cream party for the winning team.



THINGS TO KNOW

- **More fundraisers mean more money will be raised.**

As a liaison, your primary focus is to recruit fundraisers.

- **Most fundraisers come from personal presentations in churches.**

A PCGC staff member, PCGC volunteer, pastor or liaison can present Walk for Life.

- **People decide to fundraise because they believe in our cause, not necessarily for prizes.**

However, the T-shirt and other prizes are great motivators for fundraisers to raise more money! Check out our new prize options and the fun and local prizes that can be good for groups or Christmas presents.

- **People give because they support the fundraiser, not necessarily because they believe in our cause.** So, ask everyone you know! (...and tell them about the mission and ministry of PCGC.)

- **People might be discouraged to participate if they perceive Walk for Life as an athletic event.**

The Walk is less than 2 miles - a "stroller to wheelchair" event.

- **Walkers don't have to be at the event to participate as a fundraiser.**

If you can't be there the day of event, or feel safer at home, you can still raise funds and participate anywhere, any way and any time!

COMMON FEARS ABOUT FUNDRAISING

What if they say no?

You'll never know unless you ask. The worst that can happen is that someone can decline to give a donation. Remember, beyond raising funds, Walk for Life is also an opportunity to raise awareness about the value of life and the ministry of The Pregnancy Center of Gadsden County. You never know who might need to know we are here. Also, when you ask someone to give a donation, you are inviting people to be a part of the mission of PCGC to uphold the truth that life is valuable.

I feel uncomfortable asking for money.

Although asking people for money may feel uncomfortable, think about how their support can contribute to empowering women and men to make life affirming decisions. In 2021, countless women came to PCGC thinking abortion was their only option. Through the no cost services provided, they were empowered to choose life for their unborn babies. You're not asking for you, you're asking for them! So, don't just ask - tell people why you are asking.

\$500 is a lot of money! I don't think I can do it.

It's easy to raise \$500 or whatever fundraising goal you set if you break it down into small pieces. Check out "How to Raise Funds in 10 Days" in this guide. Like and follow our Facebook and Instagram page @friendsofpcgc for motivation and fundraising ideas.

GET CREATIVE

Fundraising is rewarding and it can be a lot of fun! Here are some creative ways to raise money. Some ideas are quick and easy, and some will take a little more time. Look over the list and let your creativity flow! Be sure to tell people why you are raising funds and thank them for their generosity.

A FEW IDEAS:

- **COLLECT CHANGE:** Set a jar or bottle somewhere where your family, friends or co-workers can drop their spare change.
- **POST ON SOCIAL MEDIA:** Posting on social media is a great way to share “why” you Walk for Life! You can also share your online fundraising page there or our “Why we Walk” video!
- **IN HONOR OF YOUR BIRTHDAY:** In lieu of gifts for your birthday or other special occasion, ask your friends and family to give a donation.
- **BUSINESS CARDS:** Make up business cards with Walk for Life information that state, *“I’m participating in Walk for Life. Will you give a donation to help me reach my goal of _____?”* Be sure to include your name and address where people can send cash or check donations and include your online fundraising information.
- **HOST A SALE:** Use your front yard for a garage sale or use your passion and skills to bake or make items for a pre-specified donation.
- **PROVIDE A FREE SERVICE:** People are always looking for reliable services. Ask for a donation in return for providing one of these services.
- **HOST A PARTY:** Gather friends together around one of these themed ideas, provide the food and the fun, and ask for a pre-specified donation.

HOW TO RAISE FUNDS IN 10 DAYS

TO RAISE \$500

- **DAY 1 – Donate to yourself** for \$25.
- **DAY 2 - Ask two family members** to give \$25.
- **DAY 3 - Ask five friends** to give \$20.
- **DAY 4 - Ask five people from your church** to give \$10.
- **DAY 5 - Ask five neighbors** to give \$10.
- **DAY 6 - Ask two other family members** to give \$25.
- **DAY 7 - Ask your boss or company** to give \$25.
- **Bonus:** See if your company will match the amount you raise.
- **DAY 8 - Ask five social media friends** to give \$20.
- **DAY 9 - Ask two businesses** you frequent to give \$25.
- **DAY 10 - You’ve done it!** Great job – now please invite a friend to become a Fundraising Walker.

TO RAISE \$1,000

- **DAY 1 – Donate to yourself** for \$50.
- **DAY 2 - Ask four family members** to give \$25.
- **DAY 3 - Ask four friends** to give \$50.
- **DAY 4 - Ask 10 people from your church** to give \$20.
- **DAY 5 - Ask five neighbors** to give \$20.
- **DAY 6 - Ask two other family members** to give \$25.
- **DAY 7 - Ask your boss or company** to give \$50.
- **Bonus:** See if your company will match the amount you raise.
- **DAY 8 - Ask ten social media friends** to give \$20.
- **DAY 9 - Ask two businesses** you frequent to give \$25.
- **DAY 10 - You’ve done it!** Great job – now please invite a friend to become a Fundraising Walker.

YOU CAN DO IT! ASK EVERYONE YOU KNOW TO MAKE A DONATION!

A copy of this resource is available on the website for use at your liaison table.



Got questions? Contact PCGC at 850-539-1221 or info@pcgc.life

To download resources and event information: Visit www.friendsofpcgc.life/events