

CRISIS PREGNANCY CENTER
of Tidewater's **2024**

WALK

FOR

LIFE

2024

**Ambassador's
Handbook**

CPCFRIENDS.ORG/AMBASSADORRESOURCES

Shine

JOHN 1:4-5

WHAT IS A WALK FOR LIFE AMBASSADOR, ANYWAY?

The Walk for LIFE is Crisis Pregnancy Center of Tidewater's (CPC) largest fundraiser. It is critical to financially sustaining the ministry of CPC as it seeks to impact and transform people with the love of Christ.

God is moving through CPC, and we can't wait to share what He's doing with our entire South Hampton Roads community!

CPC needs all the help possible to engage others in this fundraising event! An ambassador helps CPC by:

- Promoting the event in their church.
- Recruiting Fundraising Walkers for CPC's Walk for LIFE.
- Connecting with their registered walkers on a regular basis to encourage them in their fundraising efforts.

Ambassadors will receive regular updates from CPC's Walk for LIFE team (directly from your CPC staff support person) and helpful resources to aid their promotion efforts. You're not in this alone! Your willingness to share your passion for the sanctity of human life and your love for this ministry will greatly impact the success of CPC's Walk for LIFE.

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Questions

GENERAL QUESTIONS

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REGISTRATION QUESTIONS

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“During the ultrasound, I got to see the heartbeat and my heart filled with so many emotions. I couldn't stop staring. In my heart, I knew I wanted to keep it.”

- A PATIENT OF CPC'S PREGNANCY MEDICAL CENTERS

Checklist

1. Understand your role.

An ambassador promotes CPC's Walk for LIFE in their church, recruits Fundraising Walkers, and connects with their Registered and Fundraising Walkers on a regular basis to encourage them in their efforts.

- Contact and communicate with your pastor or church leadership early to secure their support.
- Provide Walk for LIFE resources to your pastor and church leadership.
- Ask friends in your church to help you - 2 are better than 1 (*Ecclesiastes 4:9*)

2. Set a goal for the number of Fundraising Walkers at your church.

- Choose your goal based off your church's Walk for LIFE history information provided by CPC. Contact your CPC staff support person if you have any questions about setting your goal. **See page 10 to learn about a contest specifically for our Walk for LIFE Ambassadors!**

3. Set up a creative table display

- Set up your table early and keep it up during the entire Walk for LIFE season. Leave it up for *at least 3 Sundays*.
- Make your table attractive! Use the supplies provided in your starter kit, and include photos of your church members from past Walk for LIFE events, posters with your church's goal, etc. If possible, bring a laptop so Walkers can register then and there!
- Engage people as they walk by. Make eye contact, share why you're raising funds, and personally ask church members to participate. Ensure your contact information is available and make sure to respond to inquiries.

4. Ask your pastor to challenge the church to register to raise funds for CPC's Walk for LIFE.

- Ask the pastor to share about CPC's Walk for LIFE during one of your services.
- Coordinate with your pastor or media team to send out a church-wide email with the Walk for LIFE registration link.
- Encourage the congregation to register online and start raising funds immediately.

5. Contact past Fundraising Walkers from your church and ask them to raise funds again this year (list provided by CPC).

- Confirm they have the registration link and ask if they need help registering or entering funds.

6. Talk to as many small groups as possible and ask them to become Fundraising Walkers.

- Schedule a time to join various groups within your church (e.g. small groups, Sunday School classes, men's group, women's group, MOPS, etc.) to talk about CPC's Walk for LIFE.
- Ask the friends who are helping you with promoting to join different small groups to cover more ground.
- Help new Walkers register online.
- Encourage a friendly competition within the groups to see which can raise the most pledges!

7. Promote your church's fundraising webpage.

- Share it on social media.
- Ask your church to email it out to everyone so that they can see how your church's Fundrasing Walkers are doing.

8. Promote CPC's Walk for LIFE.

- Use the promotional schedule (page 6-7)!
- Stand at the door and give a Fundraising Form to everyone as they exit church.
- Use the sample announcements on page 11 to put a different announcement into the bulletin or church-wide email each week.
- Talk about CPC's Walk for LIFE during announcements.
- Show CPC's 2024 Shine video during your service.
- Promote CPC's Walk for LIFE on your church's social media platforms.

9. Keep in contact with your registered walkers.

- VERY IMPORTANT! Be sure your walkers register online to raise funds for the Walk for LIFE as soon as possible. They can register at cpcfriends.org/walk. **Online registration is required.**
- Boost their fundraising efforts - use the Fundraising Tips document to help them think creatively!
- Encourage your Fundraising Walkers with personal phone calls, texts, or emails from you. Communicate with them however works best for you!
- Get in touch with walkers to introduce yourself, answer questions, and cheer them on!

Schedule

Sundays DURING THE WEEK

FIRST PRIORITY

Connect with your pastor to discuss your church's involvement. Encourage him to share about CPC's Walk for LIFE during service and to Walk for LIFE himself - if he raises funds, others will too. If you received a full ambassador starter pack, be sure to give your pastor the thank you gift!

If your pastor is unable to share about the event, schedule a CPC staff person to come speak!

Have you scheduled your Walk for LIFE Sunday yet?

WEEKLY

Connect with those who have registered to encourage them in their fundraising efforts.

Pick an announcement each week for your church's bulletin or church-wide weekly email. See provided samples from page 11.

All funds raised through May 12th still qualify for incentives!

MARCH

WEEK 1	SUN, MAR 3	Set up a Walk for LIFE table display.	Talk to your church administrator about scheduling bulletin announcements or emails, a display table, updates via emails and social media, and a speaker (or ask your pastor to speak).
WEEK 2	SUN, MAR 10	Pass out Walk for LIFE Fundraising Forms as people leave church.	Schedule times to join church groups and share about Walk for LIFE. Consider small groups, youth groups, missions teams, and children's church.
WEEK 3	SUN, MAR 17	Have your pastor or a CPC staff member speak to your church.	Contact past Fundraising Walkers from your church (CPC will provide a list). Ask them to raise funds again.
WEEK 4	SUN, MAR 24	Show your church's personalized video prerecorded by CPC.	Post about Walk for LIFE on your church's social media accounts. Ask your church to send a reminder email to your congregation. Include your church's fundraising page in the email!
WEEK 5	SUN, MAR 31	Easter Sunday!	Post about Walk for LIFE on your church's social media accounts.

APRIL

WEEK 6	SUN, APRIL 7	Put a Walk for LIFE Fundraising Form on every seat in the sanctuary. REMINDE EVERYONE ABOUT THE WALK FOR LIFE ON SATURDAY!	Ask your church to send a reminder email to your congregation. Include your church's fundraising page in the email! Walk for LIFE - April 13th
WEEK 7	SUN, APRIL 14	Show the 2024 Shine video during the Sunday morning service. REMINDE EVERYONE ABOUT THE WALK FOR LIFE ON SATURDAY!	Post about Walk for LIFE on your church's social media accounts. Walk for LIFE - April 20th
WEEK 8	SUN, APRIL 21	REMINDE EVERYONE ABOUT THE FINAL WALK FOR LIFE ON SATURDAY!	Ask your church to send an email to your registered walkers to encourage them to continue raising funds. Walk for LIFE - April 27th

Information


FOR WALKERS

Chesapeake City Park* | SATURDAY, APRIL 13TH
900 City Park Dr, Chesapeake, VA 23320 | CHECK-IN AT 8:30AM

Virginia Beach Town Center | SATURDAY, APRIL 20TH
222 Central Park Ave, Virginia Beach, VA 23462 | CHECK-IN AT 8:30AM

Virginia Zoological Park | SATURDAY, APRIL 27TH
3500 Granby St, Norfolk, VA 23504 | CHECK-IN AT 8:30AM

WALK FOR LIFE **NEW 2024 ADULT REWARDS**
Adults, raise funds for LIFE and receive these great rewards:

			
T-SHIRT RAISE \$300	BUCKET OR TRUCKER HAT plus t-shirt RAISE \$600	CREW NECK SWEATSHIRT plus hat and t-shirt RAISE \$1,200	PRESIDENT'S CLUB DINNER plus all other rewards RAISE \$1,800

GENERATION NOTSILENT **NEW 2023 TEEN REWARDS**
Teens, raise funds for LIFE and receive these great rewards:
AGES 13-17

			
T-SHIRT RAISE \$300	BUCKET OR TRUCKER HAT plus t-shirt RAISE \$600	PJ PANTS plus hat and t-shirt RAISE \$1,200	GENERATION NOTSILENT PARTY plus all other rewards RAISE \$1,800

JUSTICE **NEW 2024 KIDS REWARDS**
Kids, raise funds for LIFE and receive these great rewards:
AGES 0-12

			
T-SHIRT RAISE \$300	BUCKET HAT plus t-shirt RAISE \$600	GLOW PACK plus bucket hat and t-shirt RAISE \$900	JUSTICE CLUB PARTY plus all other rewards RAISE \$1,200

Resources

Looking for something to help encourage others to get involved? Check out everything available at cpcfriends.org/ambassadorresources. If it's not available online, our Walk for LIFE team is happy to gather supplies for you! Some of our resources include:



- Fundraising forms
- Fundraising tips handouts
- Promotional social media posts
- Church PowerPoint slides
- CPC's 2024 Shine video



Join CPC's Ambassador Facebook group by going to facebook.com/groups/walkforlifeambassadors and clicking "Join Group."

Giveaways



GIFT PACKAGE GIVEAWAY

Fundraising Walkers who raise \$300 and attend the **CHESAPEAKE CITY PARK WALK FOR LIFE EVENT**

are eligible to win. For every additional \$300 raised, Fundraising Walkers earn an extra entry!

(For example, raise \$1,200 and earn 3 extra entries into the drawing!)

Winner gets to pick 1 of 3 prize package options:

ROOM MAKEOVER PACKAGE, TECHNOLOGY PACKAGE, OR VACATION PACKAGE
*This gift is compliments of generous donors. If vacation package is selected, the trip can be taken at a later time. Drawing will take place at Chesapeake City Park on April 13th. You must be present at the time of the drawing to win.



GIFT PACKAGE GIVEAWAY RULES

This giveaway is open to all Fundraising Walkers who raise \$300 or more for Crisis Pregnancy Center of Tidewater through Walk for LIFE. Fundraising cutoff date is April 13th at the Chesapeake City Park Walk for LIFE event at the time of the drawing. Crisis Pregnancy Center of Tidewater employees are not eligible. The winner will be drawn at random at the event. You must be present at the time of the drawing to win. Follow @CPCfriends on Facebook, Instagram, or YouTube for drawing updates.

Giveaways

CONTINUED



NEW WALKER GIVEAWAY

FIRST TIME Fundraising Walkers who raise funds online before May 12th are eligible to win a **Weekend Getaway Package!**

**This gift is compliments of generous donors.*

*This trip can be taken at the date of the winners choosing.
Drawing will take place after the Walk for LIFE event.*

NEW WALKER GIVEAWAY RULES

This giveaway is open to all FIRST TIME Fundraising Walkers who raise money online for Crisis Pregnancy Center of Tidewater through Walk for LIFE. Fundraising cutoff date is May 12th, 2024. Crisis Pregnancy Center of Tidewater employees are not eligible. The winner will be drawn at random after the cutoff date.

AMBASSADOR GIVEAWAY

Ambassadors who exceed their church's historic best Fundraising Walker count will receive a **CPC sweatshirt!**

For each Fundraising Walker above their church's historic best, Ambassadors will receive one entry into a drawing for a **Weekend Getaway Package!**

**This gift is compliments of generous donors.*

*This trip can be taken at the date of the winners choosing.
Drawing will take place after the Walk for LIFE event.*

AMBASSADOR GIVEAWAY RULES

This giveaway is open to all Crisis Pregnancy Center of Tidewater's Walk for LIFE Ambassadors who recruit Fundraising Walkers. Fundraising Walker count cutoff date is May 12th, 2024. Crisis Pregnancy Center of Tidewater employees are not eligible.

The winner of the Weekend Getaway Package will be drawn at random after the cutoff date. Stay tuned to CPC's Ambassador Facebook group (facebook.com/groups/walkforlifeambassadors) and watch your email for updates about the drawing date.

Sample Announcements

Raise funds, SAVE LIVES! <Church name> is committed to supporting Crisis Pregnancy Center of Tidewater's 2024 Walk for LIFE. Our church's goal is to have <goal> Fundraising Walkers - will you help? Pick up a fundraising form from our Walk for LIFE info table and register to raise funds at cpcfriends.org/walk and start asking others for pledges. Raising funds is the key to helping support moms, dads, and babies!

Help reach our goal! Support Crisis Pregnancy Center of Tidewater's 2024 Walk for LIFE. Remember, our church's goal is <number> Fundraising Walkers, and we still need <number remaining> more Fundraising Walkers! Pick up a fundraising form from our Walk for LIFE info table and register to raise funds at cpcfriends.org/walk. It's not too late to participate!

Local Missions Opportunity! Partner with Crisis Pregnancy Center of Tidewater (CPC) in providing support for families in our community facing unplanned pregnancies. Pick up a fundraising form from our Walk for LIFE info table and register to raise funds at cpcfriends.org/walk to help CPC save more lives, spare more hearts, and spread the gospel here in South Hampton Roads!

"I saw the heartbeat, which ruled out abortion." Crisis Pregnancy Center of Tidewater has a unique opportunity to minister to women and families as they experience the challenge of an unplanned pregnancy. Pick up a fundraising form from our Walk for LIFE info table and register to raise funds at cpcfriends.org/walk to help CPC continue REVEALING LIFE in our community!

Go the extra mile for moms and babies! Help raise funds to support Crisis Pregnancy Center of Tidewater's 2024 Walk for LIFE - every dollar makes a difference for this vital, local ministry. Pick up a fundraising form from our Walk for LIFE info table and register to raise funds at cpcfriends.org/walk to get started helping to save lives!

Don't Forget! April 21st is the final Sunday to promote CPC's Walk for LIFE during your church's weekly gathering.

Facts about CPC

As you encourage others to become Fundraising Walkers, you may need to answer questions about the ministry of CPC. Here are a few quick facts that may help!

- Crisis Pregnancy Center of Tidewater (CPC) is a Christ-centered 501(c)(3) non-profit organization. We exist to affirm LIFE by assisting women and families who are unprepared for pregnancy.
- CPC operates four medical clinics offering LIFE-revealing ultrasounds in Chesapeake, Norfolk, Portsmouth, and Virginia Beach and a non-medical pregnancy resource center in Suffolk with all services available at no cost to our patients.
- Last year, CPC served 2,196 new patients!
- CPC receives no government funds. Events like the Walk for LIFE are vital to raising funds to support pre-born babies and their moms and dads!
- CPC is a member of the Evangelical Council for Financial Accountability. We promise to honor all gifts by using them where they are needed most. In 2022, 87% of our total expenditures went toward patient programs and services.
- Your story is powerful, too. Share why you're passionate about LIFE and why you support CPC!

Raise Funds. Save Lives.

FOLLOW US FOR UPDATES ON FACEBOOK, INSTAGRAM, AND YOUTUBE @CPCFRIENDS



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