

CRISIS PREGNANCY
CENTER of Tidewater's

2025

WALK

FOR

LIFE

AMBASSADOR'S HANDBOOK

cpcfriends.org/ambassadorresources

LIFE
TO THE *Full*

WHAT IS A WALK FOR LIFE AMBASSADOR, ANYWAY?

The Walk for LIFE is the Crisis Pregnancy Center of Tidewater's (CPC) largest annual fundraiser. The money raised goes toward the work of saving the lives of preborn babies in South Hampton Roads and sparing the hearts of their moms, dads, and families from the devastation of abortion.

God loves these men, women, and babies—and we know you do too. Participation from churches like yours in the Walk for LIFE enables us to continue sharing the message of Christ's love with those who come to us for help.

The role of a Walk for LIFE Ambassador is crucial. An Ambassador enables members of their church to participate in the event, raise money for the ministry of CPC, and have a great time doing it!

An Ambassador promotes the event at church, motivates church members to raise funds, and regularly encourages their Fundraising Walkers in their fundraising efforts.

We will help you every step of the way! You will receive regular updates from our CPC team (directly from your staff support person), along with resources to help you share about the Walk for LIFE in your church.

Your love for Christ, care for your church, and passion for LIFE will greatly impact the families we serve. Thank you for serving alongside us!

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Questions

GENERAL QUESTIONS

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REGISTRATION QUESTIONS

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God literally sent us to you all so that we could bring these babies into the world. So I think that, if anything, it was just further proof that God always will have your back no matter what.”

– A patient of **CPC's** pregnancy medical clinics

Guide

1. Understand your role.

Being the Walk for LIFE Ambassador for your church is one of the easiest, fun, and impactful volunteer opportunities at CPC.

Walk for LIFE Ambassadors do two primary things:

- They promote CPC's Walk for LIFE in their church AND
- They help recruit Fundraising Walkers

2. Pick up your Walk for LIFE Starter Kit.

- Your CPC staff support person will need some information from you in order to get your pack ready.
- Each starter kit contains everything a Walk for LIFE Ambassador needs to promote the Walk for LIFE at their church.
- Your CPC staff support person will let you know when your starter kit is ready for pickup!

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

- Choose your goal based on your church's Walk for LIFE history information provided by CPC.
- Try to beat your church's all-time record number of Fundraising Walkers.
- See page 10 to learn about a contest specifically for our Walk for LIFE Ambassadors!

4. Set up a creative table display.

- Set up your table early and keep it up during the entire Walk for LIFE season (or at least 3 Sundays).
- Make your table attractive! Use the supplies provided in your Walk for LIFE Starter Kit.
- If possible, bring a laptop or tablet so walkers can register to raise funds at your table!
- Engage people as they walk past your table. Make eye contact, share why you're raising funds, and personally ask church members to participate.

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

- Ask your pastor to share about CPC's Walk for LIFE during one of your services.
- If your pastor can't make the announcement, ask CPC to make an in-person or video announcement on his behalf.

6. Contact past Fundraising Walkers from your church and ask them to raise funds again this year.

- Use the list of your church's past Fundraising Walkers from the past three years provided by CPC to contact those individuals and ask them to raise funds again this year.
- Send them the link to register online or make sure they get a paper fundraising form.

7. Put a paper fundraising form in the hands of as many people as you can.

- In your Walk for LIFE Starter Kit, you will find enough paper fundraising forms to give to everyone in your church.
- Ask your pastor if you can place them on the seats of your sanctuary one Sunday AND/OR . . .
- Recruit friends or family to stand at the doors and hand them out as people leave AND/OR . . .
- Visit Sunday school classes, youth groups, Bible studies, etc., to hand them out there.

8. Promote your church's fundraising webpage.

- Share it on social media.
- Ask your church to email it out to everyone so they can see how your church's Fundraising Walkers are doing.
- If you are able to set up a laptop or tablet at your Walk for LIFE table in the lobby, show your church's fundraising page for people to sign up.

9. Promote CPC's Walk for LIFE using the online resources provided.

- See the example promotional schedule on page 6-7.
- Visit cpcfriends.org/ambassadorresources to download:
 - Patient videos
 - Social media posts
 - Printable resources
 - And much more (see page 9)!

10. Keep in contact with your walkers.

- **VERY IMPORTANT!** Be sure your walkers register online to raise funds for the Walk for LIFE as soon as possible. Online registration is required.
- Get in touch with walkers early to introduce yourself, keep in touch with them to answer questions, and cheer them on!
- Encourage your church's walkers with personal phone calls, texts, or emails from you. Communicate with them however works best for you!

Sample Schedule

Sundays

FIRST PRIORITY

Connect with your pastor to discuss your church's involvement. Encourage him to share about CPC's Walk for LIFE during a service and to Walk for LIFE himself—if he raises funds, others will too. If you received a Mega Walk for LIFE Starter Kit, 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 your registered walkers to encourage them in their fundraising efforts.

Use the provided resources on the Ambassador's resources page to promote the Walk for LIFE on your church's social media page.

[cpcfriends.org/
ambassadorresources](http://cpcfriends.org/ambassadorresources)



*All funds received
through May 11
still qualify for
rewards!*

MARCH

WEEK 1	SUN, MAR 2	Wear your Walk for LIFE t-shirt to church!	Talk to your church administrator about scheduling bulletin announcements, a display table, updates via emails and social media, and a speaker (or ask your pastor to speak).
WEEK 2	SUN, MAR 9	Set up your Walk for LIFE table display in the lobby using the materials provided in your Walk for LIFE Starter Kit.	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 16	Give a Walk for LIFE fundraising form to everyone at church.	Contact past Fundraising Walkers from your church (CPC will provide a list of Fundraising Walkers from your church for the past three years). Ask them to raise funds again.
WEEK 4	SUN, MAR 23	Show your church's personalized video prerecorded by CPC.	Post about Walk for LIFE on your church's social media accounts. Visit some of your church's small groups to tell them about Walk for LIFE and ask them to raise funds.
WEEK 5	SUN, MAR 30	Have your pastor or a CPC staff member make an announcement during a Sunday service. 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! Chesapeake Walk for LIFE - April 5

APRIL

WEEK 6	SUN, APRIL 6	Place a Walk for LIFE fundraising form on every seat in the sanctuary. REMINDE EVERYONE ABOUT THE WALK FOR LIFE ON SATURDAY!	Post about Walk for LIFE on your church's social media accounts. Virginia Beach Walk for LIFE - April 12
WEEK 7	SUN, APRIL 13	Show one of CPC's patient videos during the Sunday morning service.	Ask your church to send an email to your registered walkers to encourage them to continue raising funds.
WEEK 8	SUN, APRIL 20	Easter Sunday! REMINDE EVERYONE ABOUT THE WALK FOR LIFE ON SATURDAY!	Norfolk Zoo Walk for LIFE - April 26

DURING THE WEEK

Information

FOR FUNDRAISING WALKERS

Chesapeake City Park | SATURDAY, APRIL 5

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

Virginia Beach Town Center | SATURDAY, APRIL 12

222 Central Park Ave, Virginia Beach, VA 23462 | **CHECK-IN AT 8:30AM**

Virginia Zoological Park | SATURDAY, APRIL 26

3500 Granby St, Norfolk, VA 23504 | **CHECK-IN AT 8:15AM**

NEW 2025 REWARDS

RAISE \$300

Pick one of our three premium "LIFE to the Full" T-shirts!



ADULTS

RAISE \$600

Pick one Bag
Plus T-shirt



RAISE \$1,200

Pick one Yeti
Plus T-shirt and Bag



RAISE \$1,800

President's Club Dinner
Plus all other rewards



TEENS

RAISE \$600

Crossbody Bag
Plus T-shirt



RAISE \$1,200

Pick one Yeti
Plus T-shirt and Bag



RAISE \$1,800

Gen NOTSilent Party
Plus all other rewards



KIDS

RAISE \$600

Justice Puzzle
Plus T-shirt



RAISE \$900

Justice Backpack
Plus T-shirt and Puzzle



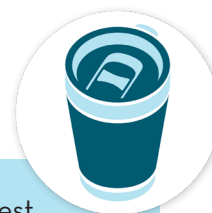
RAISE \$1,200

Justice Club Party
Plus all other rewards



Giveaways

AMBASSADOR GIVEAWAYS



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

This gift is compliments of generous donors.

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.
Drawing will take place after the Walk for LIFE event.*



WALKER GIVEAWAYS

Vacation Package Giveaway

Fundraising Walkers who **raise \$300** and are present at Chesapeake City Park at the time of the drawing are eligible to win. **For every additional \$300 raised, Fundraising Walkers earn an extra entry!**

*This gift is compliments of generous donors.
Drawing will take place at Chesapeake City Park on April 5.*

New Walker Giveaway

FIRST-TIME Fundraising Walkers who raise funds online before May 11 are eligible to win a **Weekend Getaway Package!**

*This gift is compliments of generous donors.
Drawing will take place after the Walk for LIFE event.*



For the full list of Giveaway Rules, visit cpcfriends.org/giveawayrules



ALL DRAWINGS

Limit one package giveaway per individual

Resources

Looking for something to help encourage others to get involved? Check out everything available at cpcf.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:



1. Fundraising forms
2. Fundraising tips handouts
3. Promotional social media posts
4. Church PowerPoint slides
5. CPC's patient testimony videos
6. Sample announcements



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

2025 AMBASSADOR Checklist

STEP 1: TRAINING

NEW AMBASSADOR

- ☐ Attend Ambassador Orientation

EXPERIENCED AMBASSADOR

- ☐ Watch refresher video

STEP 2: EQUIPPING

- ☐ Pick up your Walk for LIFE Starter Kit on your reserved date

STEP 3: PROMOTING

- ☐ Set up your Walk for LIFE table display
- ☐ Make a public announcement about Walk for LIFE on a Sunday morning
- ☐ Hand out fundraising forms to everyone in your church
- ☐ Contact your church's previous Fundraising Walkers

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!

- The 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, a non-medical satellite resource center in Suffolk, and our Great Expectations Parenting Support Center in Chesapeake. All services are available at no cost to our patients.
- Last year, CPC served 2,628 new patients!
- CPC receives no government funds. Events like the Walk for LIFE are vital to raising funds to support preborn 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 2023, 86% 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.

757.410.9703 | walk@cpcot.org



**Crisis Pregnancy
Center** OF TIDEWATER

