



# ***WALK FOR LIFE***

Dear Pastor,

March 2019

We are excited to begin preparation for our upcoming *Walk for Life* on May 18, 2019.

We hope that you will once again partner with us to promote the *Walk*. We depend heavily on the churches to get the word out about this event. The *Walk for Life* is one of our two major fund raising efforts for the year. We would love to have a team from every church in the area participate this year so that we can make a bold statement about our shared support for the protection of the unborn. As we partner together, we can make a real difference in our community.

We suggest that you designate a "Walk Liaison" (Point Person) who could promote the *Walk* in your church. Please give the information sheet to the Point Person, along with the enclosed pledge sheets that he/she would distribute to potential walkers.

If there is anything, we can do to help you, help us; please don't hesitate to contact us. Thank you for being part of the *Family Resource Center of Zion* family!

*Mary King*  
Mary King  
Center Director

*Esmeralda Diaz*  
Esmeralda Diaz  
Administrative Assistant



# **WALK FOR LIFE**

*Saturday, May 18, 2019*

*Registration: 8:30am*

## **Point Person Instruction Sheet**

Thank you for your willingness to lead the *Walk for Life 2019* effort at your church. It makes such a difference in assuring participation in the *Walk* by having just one person from the congregation overseeing the process. **Please take a moment and contact the center, so we are able to reach out to you with new details and updates.**

The following are suggestions to help you promote the *WFL* event:

1. Familiarize yourself with the Pledge form so that you will be able to answer any questions that may come up. The Walk is 2.2 miles and children and strollers are welcome. Call or stop by the Family Resource Center of Zion if you have any questions or need more sponsor sheets.
2. Ask your Pastor to share about the *Walk* from the pulpit.
3. Ask your Pastor if you may place an announcement in the bulletin at least 4 weeks prior to the *Walk* or if you might say a few words about the event during the Sunday morning announcement time.
4. Gather sponsors and plan to walk yourself on May 18<sup>th</sup>. The best way to get people to sign up is to invite people to walk with you. (Remember \$75 in pledges gets you a T-shirt!)
5. Encourage the youth group or women's ministry group to form a team.
6. Set an all-church goal (i.e. amount to be raised or number of sponsored walkers from your church).
7. Encourage those that cannot walk on May 19<sup>th</sup> to sponsor someone that is walking. The Walk is 2.2 miles and children and strollers are welcome.

***THANK YOU so much for your help!***



## **CHURCH LIAISONS**

### **PROFILE:**

As the church liaison, you are the primary link between your church and Family Resource Center of Zion (FRCZ). You are responsible for meeting with your Pastor and seeing that the Walk is presented to the church. Then you are to help with the recruitment of Walkers.

### **MAIN TASKS:**

- Pick up Walk materials (Church bulletins, Posters, Pledge forms etc.)
- Meet with your Pastor and share the vision of FRCZ from your perspective. Include the fact that there are many Christian churches working together.
- Encourage your Pastor to walk. If he walks, many more from your congregation will be likely to walk.
- Ask your Pastor if he will share about the walk or let you do a walk presentation. Wear your T-shirt and explain how easy it is.
- Ask your Pastor to do pulpit announcements.
- Talk to all your friends about walking.
- Develop a team of people in your church to help make the walk a tremendous success and then walk as a team.
- See that an announcement is placed in your church bulletin EVERY week, 5 or 6 weeks before the walk.
- Do creative pulpit announcements (funny skits), by recruiting the best people in your church to do this.
- Distribute Church bulletins and Pledge forms at the doors of your church.
- Share with the bible study groups, home groups, women's groups, etc. in the church.
- Remind people that they may walk two miles on another day if they cannot on the walk day.
- Set a goal for the number of walkers from your church. Let the congregation be aware of that goal.
- Set a goal for yourself of \$175 or more per walker in pledges.
- Extra Pledge forms will be at the center. Please call or email if you need more. It will save postage costs if forms can be picked up.
- Have a table in the back of the church for Walk material and Pledge forms.
- Get youth groups involved!
- Do your best to inspire your walkers.
- The walkers need to be convinced that this is something they can do and will have fun in the process.



## **THE FOLLOWING FUNDRAISING TIPS WILL HELP YOU AS YOU STRIVE TO MEET YOUR PERSONAL FUNDRAISING GOAL**

- ❖ Set a goal and write that figure on your pledge form. Be sure to let your sponsors know that their contribution helps.
- ❖ Start your Pledge form with a generous pledge. Most people will follow the example of the first pledge on your walk form or online fundraising page.
- ❖ Pledge yourself. Others will appreciate that you are devoting both your time and your finances.
- ❖ Dedicate your walk to someone who has been touched by an unplanned pregnancy, to teenagers who need to hear the sexual risk-avoidance message, or to a man or woman who has been impacted by abortion.
- ❖ Contact everyone who sponsored you last year. Thank them for their pledge and ask for their support again. Ask for a specific amount, such as \$50 or \$100; if they cannot donate that much, they will offer what they can.
- ❖ Make an announcement about Family Resource Center of Zion at your social club, service club or small group. Call Mary or Esmeralda at 847-731-8370 to schedule a Speaker for a short presentation.
- ❖ Be enthusiastic when asking for pledges. Let people know that their money makes a difference in the lives of babies, women, teenagers, men, and families in our community.
- ❖ Use special occasions. If you have a birthday, anniversary or other special occasion coming up, ask for Walk for Life pledges in lieu of gifts



## **HOW TO INVOLVE CHILDREN AND YOUTH GROUPS**

### **CHILDREN**

- ❖ Connect with your children's Pastor. Share your passion for the ministry of Family Resource Center of Zion and explain the Walk encourages them to get church kids to participate.
- ❖ Have a "Save the Babies" campaign: give the children a Pledge Form to take to family, friends, neighbors, babysitters, etc., and have them collect sponsors.
- ❖ Start a Fill a Shoe promotion. Encourage kids to fill a shoe with quarters/coins to raise money for the Walk. Encourage them to do odd jobs at home for money to contribute.
- ❖ Recruit a team of walkers to represent the children's department at the Walk.
- ❖ Double what's raised! Ask your Missions Committee to agree to match the funds raised by the children

### **YOUTH**

- ❖ Connect with your youth Pastor. Share your passion for the ministry of Family Resource Center and explain the Walk encourage them to get the youth group to participate. Stress the specific impact the Pregnancy Centers have on this age group.
- ❖ Have groups form teams. Initiate boys vs. girls contest or a middle school vs. high school contest on who can raise the most money. Offer a special prize such as a pizza or ice cream party for the winning team.
- ❖ Recruit a team of walkers from the middle school and high school youth group. Create a goal and have the youth sign up as a commitment then fill in your goal chart! Double what's raised! Ask your Missions Committee to agree to match the funds raised.



## SUGGESTED BULLETIN ANNOUNCEMENTS 2019

These announcements can be placed in your bulletin (one each week) on Sundays leading up to the Walk, or to use for bulletin inserts. Please fill in the **highlighted** information with the proper verbiage for your church.

### April 14<sup>th</sup>

It's that time of year! Time to prepare for the **9th Annual Walk for Life**. Support the ministry of Family Resource Center of Zion by putting together your team. Now is your chance to begin collecting pledges and join us Saturday, May 18th at Lakeview Church. Help make a difference in the life of an unborn child! Create a team and get a pledge sheet from **the Walk information table**.

### April 21<sup>st</sup>

One person can make a difference! Participate in the 9th Annual Walk for Life on Saturday, May 18th! This event provides funds for the ministry of Family Resource Center of Zion. Start by joining the **(group or church's name)** team and by getting a pledge sheet from the **Walk information table**.

### April 29<sup>th</sup>

**CALLING ALL SMALL GROUPS (ABF's, Growth Groups, etc)!** Walk as a team at the 9th Annual Walk for Life on Saturday, May 18th. Give your team a name and start asking people to sponsor you, as you, make a difference in the life of an unborn child. Really is that easy! Stop by the **Walk information table**.

### May 5<sup>th</sup>

Go the extra mile for a baby! Participate in the 9th Annual Walk for Life on Saturday, May 18th! Last year 119 sponsored walkers went the "extra mile" and provided funds for Family Resource Center of Zion. Our goal is **[number]** of fundraising walkers from our church – will you join us? Get a pledge sheet from **the Walk information table**.

### May 12<sup>th</sup>

The 9th annual Walk for Life is only **1 week away!** Join many others this Saturday, May 18th at Lakeview Church to support the life-saving work of Family Resource Center of Zion. Every dollar you raise will provide free support services for clients and their babies. Get a pledge sheet from **the Walk information table**.