Welcome to the Academy

Your guide for finding in-person, online, and in-print resources to help you serve your community.

2021 is a special year for Heartbeat as we celebrate our 50th birthday!

So many things come to mind as we reflect on the original founders’ hearts to offer continuous learning for those serving in the pregnancy help community.

First and foremost, the evolution of the Academy. While we originally called our annual training conference “Academy,” we are sure our founders could not have imagined all the technological advances that has allowed us to expand our reach through the myriad of robust training options we offer in-person, online and in-print that now makes up our “Heartbeat Academy.”

Once our annual conference trained about 200 pregnancy help leaders each year. We now have over 6,500 active students and 350+ distinct training opportunities available at your fingertips!

We can only imagine the joy our founders would have seeing how God has blessed their efforts in the past 50 years.

As you utilize Heartbeat Academy resources, you participate in a network that has a vision to advance pregnancy help worldwide. You are making a difference for life as you become equipped with the most up-to-date, sector-specific resources available. Thank you!

We have much to be thankful for in 2021. Not only do we at Heartbeat celebrate our 50th birthday, but we also celebrate you. We look forward to the next 50 years as we together carry out a vision where abortion is unwanted today and unthinkable for future generations.

Thank you for investing in learning and please know we are here to serve you, in-person, online and in-print.

Betty McDowell, LSW, LAS
Vice President,
Heartbeat International

Our Mission

Heartbeat International’s life-saving mission is to REACH and RESCUE as many lives as possible, around the world, through an effective network of pregnancy help to RENEW communities for LIFE.

To achieve our mission, we do the following:

We REACH those who are abortion-vulnerable through Option Line’s® 24-hour contact center and cutting-edge website, www.OptionLine.org.

“Reach down your hand from on high; deliver me...” Psalm 144:7

We RESCUE those who are reached through our life-support network of pregnancy help organizations and the Abortion Pill Rescue Network where lives are saved and changed every day.

“Rescue me, O Lord, from evil men; protect me from men of violence.” Psalm 140:1

We RENEW broken cities around the world through the development of pregnancy organizations where abortion clinics are presented as the only choice for abortion-vulnerable women.

“He sent me to bind up the brokenhearted...to proclaim the year of the Lord’s favor... They will renew the ruined cities that have been devastated for generations.” Isaiah 61:1-4

OUR LIFE-SAVING VISION...

... is to make abortion unwanted today and unthinkable for future generations.
The Heartbeat Difference

Heartbeat International is a Christian-based, interdenominational association of pregnancy help organizations that provides the training, support, and resources members need to be effective, creative, and entrepreneurial in their own communities, as the Lord leads.

We are the largest pregnancy help association in the world, currently supporting, starting, and strengthening over 2,800 pregnancy help locations—including international affiliates on every inhabited continent—to provide alternatives to abortion. Our affiliates include pregnancy help centers, medical clinics, maternity homes, nonprofit adoption agencies, and abortion recovery programs.

Heartbeat International Provides...

- Listing on OptionLine.org, our 24/7 emergency client helpline
- Access to more than 350 live and on-demand webinars via the Heartbeat Academy
- Comprehensive trainings covering all aspects of pregnancy help
- Unique pregnancy center training opportunities on Human Trafficking, Online Ultrasound Trainings, and Abortion Pill Reversal
- Virtual consultations with Heartbeat experts
- Complimentary Materials at HeartbeatServices.org
- 20% Discount on resources and products – Extend Web Services and Next Level Center Management Software
- Exclusive access to the Heartbeat Retirement Plan
- Life-Affirming Specialist pregnancy help professional certification
- Invitation to our Babies Go to Congress event to meet with your lawmakers

Heartbeat International Affiliation Cost:

- $250.00 per year (U.S.)
- $200.00 per year (dual-affiliate discount)
- $70.00* per year for each organization outside the U.S.

*Complimentary for non-U.S. organizations if affiliated with ACJe, AFLA, Be’ad Chaim, CAM, Pregnancy Care Canada, Mpl, PHA, ProVida, or PSSA.

We know that we are better together. Receive 20% off your affiliation cost if you are a member of one (or more) of the following: National Institute of Family and Life Advocates (NIFLA), Care Net, Christian Life Resources, International Life Services, National Life Center, Life Matters Worldwide, National Christian Adoption Fellowship, ICU Mobile, Save the Storks.
Heartbeat International is committed to providing top-level training to the pregnancy help movement through our printed materials, on-site trainings and conferences, virtual consultations, and online academy resources. We believe that all pregnancy help organizations should have access to quality training at all times. Certain topics allow for continuous education through a variety of channels as indicated below.

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<th>Staff and Volunteer Training</th>
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<th>eNews</th>
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| Board Management             |          |        |       |           |
| Governing Essentials         | ✓        | ✓      |       | ✓         |
| A Health Assessment for Your Organization | ✓ | ✓ |
| A Vision for Your Organization/NGO | ✓ | ✓ |
| Pregnancy Help Salary Survey | ✓        |        |       |           |

| Management and Training      |          |        |       |           |
| Directing Essentials         | ✓        |        |       |           |
| Staffing Essentials          | ✓        |        |       |           |
| Legal Essentials             | ✓        |        |       |           |
| Sample Policies and Procedures | ✓          |

| Medical Impact               |          |        |       |           |
| Medical Essentials           | ✓        | ✓      |       |           |
| Sample Medical Policies and Procedures | ✓ | ✓ |
| Abortion Pill Rescue Training | ✓        | ✓      |       |           |

| Fundraising Help             |          |        |       |           |
| How to Write a Winning Grant Proposal | ✓ | ✓ | ✓ |
| Banquet Planning from Scratch | ✓ | ✓ | ✓ |
| Firm Foundations             | ✓        | ✓      |       |           |
| 201 Ways to Say Thank You    | ✓        | ✓      |       |           |

| Housing Helps                |          |        |       |           |
| Maternity Housing Essentials | ✓        | ✓      |       |           |
| My Baby and Me               | ✓        |        |       |           |

| Sexual Integrity             |          |        |       |           |
| Sexual Integrity Program Essentials | ✓ | ✓ | ✓ |
| SIP Fertility Package        | ✓        | ✓      |       |           |

| Bundles                      |          |        |       |           |
| Pregnancy Center Starter Kit | ✓        | ✓      |       |           |
| Volunteer Training Package   | ✓        | ✓      |       |           |
In-Person: Heartbeat Experts on Your Side

**2021 Event Calendar**

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<th>Event</th>
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<tr>
<td>Babies Go to Congress</td>
<td>January 27-29</td>
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<td>Annual Training Conference</td>
<td>April 27-30</td>
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<tr>
<td>Nurses Appreciation Week</td>
<td>May 6-12</td>
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<tr>
<td>Pregnancy Help Institute</td>
<td>July 26-30</td>
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<td>ConCERT – sessions start</td>
<td>February &amp; September</td>
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<tr>
<td>Pregnancy Help Appreciation Week</td>
<td>November 8-12</td>
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<td>Conference - In-person &amp; Online</td>
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<td>Be a part of the largest pregnancy help conference in the world from April 27-30, 2021 in Columbus, OH. We are preparing to host an in-person conference alongside a virtual conference, fusing the learning concepts and reaching more people with the insights and encouragement our Heartbeat Conference provides each year. This conference is full of learning and networking opportunities to train pregnancy center leaders and staff on all aspects of pregnancy help. Go to HeartbeatServices.org/Training for more details.</td>
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**Pregnancy Help Institute**

Join us in Columbus, Ohio, July 27-31, 2021, for Pregnancy Help Institute. The Institute consists of four intensive week-long focused tracks. Whether you’re a new director, fundraising specialist, seasoned professional, or aspiring ultrasound technician, we have a training designed for frontline lifesavers like you. Learn more online at HeartbeatServices.org/Training.

**Consults and Retreats**

Call (888) 550-7577 or email Trainings@HeartbeatInternational.org to book your in-person or virtual training consultation today!

**Abortion Pill Rescue Network Training**

The decision to join the Abortion Pill Rescue Network is exciting but also can also feel a bit daunting. This training will bring a Heartbeat expert on-site to answer your questions and guide you through the APRN implementation process as you join one of the fastest-growing pro-life networks in the world.

**Regular Price:** $900 | **Affiliate Price:** $700

**The Love Approach**

Introduce trainees to the tools that they need to begin helping in a life-affirming organization using The LOVE Approach™ Training manual. Paid and volunteer staff explore specific concerns with a Heartbeat expert, creating confidence leading into their initial client interviews, whether on the phone or in the office.

**Regular Price:** $900 | **Affiliate Price:** $700

**Talking About Abortion**

Volunteers learn the answers to tough questions in this in-depth training. The tried-and-true experience of Heartbeat affiliates and Option Line packed into this training helps volunteers learn how to adopt the Talking About Abortion© manual as a ready reference when talking with clients.

**Regular Price:** $900 | **Affiliate Price:** $700

**Governing Essentials Board Training**

A Heartbeat expert will work with your board members to discover and evaluate ways to grow in their roles in relationship to the executive director, staff, community, and each other based on Governing Essentials: Your Personal Board Member Manual©.

**Regular Price:** $900 | **Affiliate Price:** $700

**Abortion Recovery**

Heartbeat experts give personalized guidance regarding how to implement and facilitate an abortion-recovery program. Based on the H.E.A.R.T.© manual, the training includes a step-by-step approach and screening technique.

**Regular Price:** $900 | **Affiliate Price:** $700

**Sexual Integrity**

Prepare your organization through Heartbeat’s Sexual Integrity© Program, and bring the bright future of God’s universal plan for sexuality to your community. The Program covers the reproductive system, healing sexual abuse trauma, biblical foundations for God’s Plan for sexuality, and it is adaptable for diverse ethnic groups.

**Regular Price:** $900 | **Affiliate Price:** $700

**Strategic Planning**

Heartbeat experts can work with you to answer the questions, “What should our organization look like in three to five years?” and “How do we get there?” Advanced planning is required of your organization in preparation for the on-site visit.

**Regular Price:** $900 | **Affiliate Price:** $700

**Contemporary Conflict Resolution**

A Heartbeat expert walks with your staff through common conflict situations, using research-based principles in a hands-on, interactive setting.

**Regular Price:** $900 | **Affiliate Price:** $700

**Center 360° Assessment**

Gain organizational perspective as you make decisions to adopt new programs, meet leadership challenges, or work through staff changes. The Center 360° Assessment© reviews organization operations, including legal and medical issues. A detailed, written report summarizes your organization’s needs, strengths, and challenges.

**Regular Price:** $2,100 | **Affiliate Price:** $1,700

*Prices includes single-day, on-site training*

**Ministry Retreats and Banquets**

Let Heartbeat experts help you make the most of your special events. For facilitator and inspirational speaker availability and fees, please call (888) 550-7577 or email Trainings@HeartbeatInternational.org.
eNews Publications

From inspiration to eLearning to medical advancement, Heartbeat provides a library of specifically designed eNews for those directly connected to the pregnancy help movement.

Contact us at Support@HeartbeatInternational.org to subscribe.

Online: The Heartbeat Academy

The Heartbeat International Academy™ provides life-affirming leaders, staff, and supporters with access to online workshops, forums, and courses on timely pregnancy help topics such as the abortion-minded client and how to identify victims of human trafficking.

The Academy’s easy access to an ever-growing knowledge base appeals to people engaged in any life-affirming organization, and to those interested in getting involved in life-affirming ministry.

The Academy is your online source for:

- Access to More Than 350 Live and Recorded Webinars
- Life-Affirming Specialist Certification
- Nursing Contact Hour Courses
- Online Training Courses
- Private Customized Courses
- Ultrasound Training for Nurses

Webinars:
- Easy access anytime, anywhere with an internet connection
- On-demand training, 24/7
- Ever-increasing selection of programs
- Cost-effective prices

Online courses:
- Customizable for group instruction or self-paced study
- Accessible 24/7 via internet
- Dynamic, multi-media activities with progress-tracking features

ConCERT: Consultant Continuing Education, Renewal, & Training

Built for those who work with clients, this online class experience helps you gain confidence and take your current skills to a higher level. ConCERT covers topics such as consulting considerations, fertility, conception, fetal development, sexual integrity, contraception, sexually transmitted diseases, abortion risks and more. This eight-week course includes access to Heartbeat faculty and satisfies enough credits to earn or renew your Life Affirming Specialist Designation.

Start Your Online Learning Experience Today...

To learn more, visit HeartbeatServices.org/Academy to create an account and sign up for any online course today.

Ask about custom training options by contacting ELearning@HeartbeatInternational.org.
The LOVE Approach Leader’s Guide
The LOVE Approach™ is Heartbeat International’s foundational training resource for life-affirming staff and volunteers. Simple to learn, yet explosive in its impact, the LOVE Approach Leader’s Guide™ captures and communicates the essence of what it means to reach a woman in the “valley of decision” with the life-saving power of compassion and hope.

www.HeartbeatInternational.org

LOVE Approach Leader’s Guide Code: 10LOVE-LG1.0
Regular Price: $50   |   Affiliate Price: $40

2 great offers on great Heartbeat resources...

The LOVE Approach Bilingual Kit
• The LOVE Approach Leader’s Guide™
  (including The LOVE Approach™)
• La Propuesta del AMOR (Spanish version)

Product code: 20LOVE
Regular Price: $75.00   |   Affiliate Price: $60

Volunteer Training Package
• The LOVE Approach™
• Talking About Abortion™

Product code: 20TRAIN
Regular Price: $50.00   |   Affiliate Price: $40

Built By Design
Your guide to starting a pregnancy help organization from scratch, Built By Design© is a field manual to walk you through the foundational elements of starting a nonprofit life-saving entity.

Product Code: 57BBD1.0
Regular Price: $49   |   Affiliate Price: $39.20

Talking About Abortion
The phone rings. The caller tells you her situation: She needs an abortion and she needs one right away. What do you say? What would your volunteers say?

Talking About Abortion™ is the go-to resource for training staff and volunteers speaking either on the phone or sitting face-to-face with a woman who feels abortion is her only choice.

Product Code: 10TALKAB5.0
Regular Price: $25   |   Affiliate Price: $20

Lead your clients into a Scripture-based journey of healing from past abortion experiences with Healing the Effects of Abortion-Related Trauma, better known as the H.E.A.R.T. Manual©.

Utilizing outlines, readings, Biblical passages, pages for journaling, letter-writing and more, H.E.A.R.T. is designed to meet the needs of church groups, pregnancy help organizations and counseling agencies wrestling through the difficult reality of post-abortive pain.

Manual Code: 10HEARTM
Regular Price: $18   |   Affiliate Price: $14.40
Leader’s Guide Code: 10HEARTL
Regular Price: $28   |   Affiliate Price: $22.40

PREGNANCY HELP STARTER KIT
This suite of materials includes:
• A Vision for Your Organization©
• Built by Design©
• Directing Essentials©
• Legal Essentials©
• The LOVE Approach™ Training Manual & Leader’s Guide
• Sample Policies and Procedures©
• Staffing Essentials©
• Talking About Abortion™
• Firm Foundations©
• Governing Essentials©

Everything you need to go from zero to life-saving hero. (People not included.)

Product code: 20START
Regular Price: $549.00   |   Affiliate Price: $439.00
Board Management

In-Print: Dynamic resources at your fingertips

Governing Essentials: Your Personal Board Member Manual
Move your organization to the next level of effectiveness, and your governing body to the unreached heights of connectivity and teamwork with Governing Essentials: Your Personal Board Member Manual. Diving deep into six irreplaceable areas of essential board governance, the manual includes sample org charts, job descriptions, calendars, financial reports, vision and mission statements, and more.

Product Code: 10GOVWELL1.0
Regular Price: $28 | Affiliate Price: $22.40

A Health Assessment for your organization
As any doctor can tell you, good health starts with honest assessment. Just as there’s no way to beat cancer without a proper diagnosis, there’s no way to fix organizational problems at your life-saving nonprofit without identifying them first. A Health Assessment for Your Organization is a perfect place to start. Download this complimentary resource today in the Affiliates Only section of HeartbeatServices.org.

Product Code: 60HEALTH
Regular Price: $10 | Affiliate Price: FREE

Pregnancy Help Salary Survey
The Pregnancy Help Salary Survey is a biennial resource that gives you the latest in compensation trends and averages throughout the pregnancy help community and includes salary comparisons for a variety of positions in pregnancy centers, medical clinics, and maternity homes. This resource is complimentary for those who participated in the survey collection process, and is available as a digital download for anyone at the price below.

Product Code: 60SALARY20
Regular Price: $50 | Affiliate Prices: $40

In-Person: Heartbeat Experts on Your Side

Governing Essentials Consult
Get everyone on the same page with a one-day, on-site Governing Essentials consultation. Heartbeat experts will help your team focus on your center’s realities: vision and mission, legal obligations, planning and implementation, policies and evaluations, Board function and development, finances, development, and much more. Email Trainings@HeartbeatInternational.org to book your in-person training today!

Online: The Heartbeat Academy

Academy Courses:

Online Legal Review
For affiliates only, Heartbeat International’s Legal Review assesses eight (8) key areas of legal concern for your organization.

With Heartbeat International’s online Legal Survey, your organization can complete the first steps of the review process quickly and efficiently, as you quickly walk through the eight areas of review and submit documents for our legal counsel’s review.

To begin using the Online Legal Review, contact Heartbeat International at Support@HeartbeatInternational.org.

E-News recommended for Board Management:

Free to affiliates, the Leadership Subscription includes monthly newsletters On the LeaderBoard and Capitol Matters which are designed for executive staff and board members. These provide articles on leading a pregnancy center and law. Non-affiliates can purchase this subscription at HeartbeatServices.org/Resources.

 Perspectives for the Primary Leadership

Representing and Defending the Good Work of Pregnancy Help

For International Organizations ▲
Management and Training

In-Print: Dynamic resources at your fingertips

**Legal Essentials**
A reality too often overlooked is anybody can sue anybody else for any reason at any time. The question is, “Can they win?” Using real-life examples and ministry-proven criteria, Legal Essentials® is a legally sound, hands-on resource designed to help you set sensible policies and parameters, while giving you the framework to know when you need to seek legal help. Additional resources included as a complimentary download.

Product Code: s0LEGALESS1.0
Regular Price: $124 | Affiliate Price: $99.20

**Directing Essentials**
The foundational resource for Heartbeat International’s New Director track of our annual Pregnancy Help Institute, the newly revised Directing Essentials® equips directors on Six Key Responsibilities of Directing an Organization, along with tips on fundraising, legal issues, gathering volunteers, and hiring staff, all in a context of framing the big picture squarely within our Christ-centered values.

Product Code: s0DIRWELL1.1
Regular Price: $124 | Affiliate Price: $99.20

**Sample Policies and Procedures**
Available as Digital Download
Make sure your organization is running as smoothly and efficiently as it can with Sample Policies and Procedures®, a compilation of tested and true sample policies and guidelines both from and for life-saving outposts like yours.

Product Code: s0POLICYL1.0
Regular Price: $59 | Affiliate Price: $47.20

**Staffing Essentials**
Don’t scratch and claw for answers on recruiting and hiring before you have the essentials in order. A how-to guide for recruiting and hiring, Staffing Essentials® is a must-have resource for hiring and recruiting staff and volunteers in your life-affirming organization. Additional resources included as a complimentary download.

Product Code: s0STAFF1.0
Regular Price: $59 | Affiliate Price: $47.20

Online: The Heartbeat Academy

**Academy Courses:**

**Raising the Standard: An Introduction to Our Commitment of Care and Competence**
How often do you think about the Commitment of Care and Competence? Brush up on this vital ethical code of practice with a webinar through the Academy, available now for $4.95 (complimentary for affiliates!) at HeartbeatServices.org/Resources.

**Pregnancy Help Podcast:**
The Pregnancy Help Podcast provides information and education on the pregnancy help movement in short episodes to fit into your schedule.

Go to HeartbeatServices.org/Podcast and subscribe today.

**E-News recommended for Pregnancy Help Leaders:**
Delivered monthly, our Pulse eNewsletter provides key trends and news for the movement with updates on Heartbeat International and resources available for pregnancy help organizations to tap into. Subscribe to Pulse today at HeartbeatServices.org/Resources.
Medical Impact

In-Print: Dynamic resources at your fingertips

Medical Essentials
Now in its 2nd Edition, Medical Essentials helps you equip your board and medical staff to serve women with high-value medical services. From adding ultrasound and STD/STI testing to abortion pill reversal and more, Medical Essentials® is your go-to guide for adding and improving the tools and expertise you need to help each client make the healthiest choice for everyone involved in an unexpected pregnancy.

Product Code: 10MEDESS2.0
Regular Price: $124  |  Affiliate Price: $99.20

Sample Medical Policies and Procedures
Available as Digital Download!

The manual includes approved samples of procedures and guidelines for Pregnancy Help Organizations offering medical services including: Operating & Administrative Policies, OSHA, HIPAA, Patient Charting, Pregnancy Testing, Ultrasound, Pregnancy Confirmation Examinations, Prenatal Care, Abortion Pill Rescue, as well as sample medical forms and job descriptions.

Product Code: 10MEDPOL1.0
Regular Price: $124  |  Affiliate Price: $99.20

Bundle and Save!
The Medical Impact Kit
This kit is imperative for any pregnancy help medical clinic. If you are thinking of going medical, or have been serving for years, these updated manuals include additional medical services including abortion pill reversal and identifying victims of human trafficking and has been reviewed and approved by Heartbeat’s Medical Impact Team. In addition, the digital download makes customizing samples to make your policies and procedures fit your organization quick and simple.

• Medical Essentials
• Sample Medical Policies and Procedures Digital Download

Online: The Heartbeat Academy

Abortion Pill Rescue Network Training Bundle*
No woman in your community should be kept in the dark about options to rescue her baby. This training will provide the tools and information needed to become a part of the Abortion Pill Rescue Network, assisting women who have started chemical abortion and are experiencing regret. In this training bundle, you’ll receive access to five core trainings that will provide your organization with a strong understanding of the Abortion Pill Reversal protocol. Available now at HeartbeatServices.org/Resources.

Ultrasound Training*
This course is designed to empower and equip nurses and sonographers with the knowledge, skills, and abilities necessary to provide high quality limited obstetric ultrasound within the pregnancy help community. Whether you are looking to begin performing scans in your center or are looking to refine and enhance your current skills, this training is for you. Available now at HeartbeatServices.org/Resources.

Sonography Refresher Course*
This course is designed to enhance the skills of nurses and sonographers within the pregnancy help community currently performing limited obstetric ultrasound. The didactic portion of the training is composed of seven modules appropriate for nurses and sonographers on important topics like ultrasound physics, first trimester scanning, and more. Available in a convenient and easily accessible on-demand format, the didactic portions of the training can be completed on your own schedule over a six month period. Available now at HeartbeatServices.org/Resources.

*Provider approved by the California Board of Registered Nursing, Provider Number CEP 16061 for contact hours. See course for details.

E-News recommended for Healthcare staff and volunteers:
Our monthly Medical Matters eNewsletter provides insights on the latest medical trends and updates for pregnancy help medical clinics. Subscribe to Medical Matters® today at HeartbeatServices.org/Resources.
Fundraising Help

In-Print: Dynamic resources at your fingertips

How to Write a Winning Grant Proposal
Leveraging decades in the nonprofit pregnancy help world, as well as priceless experience as a government-employed grant reader, Heartbeat International’s Peggy Hartshorn, Ph.D., gives you a practical approach in How to Write a Winning Grant Proposal©. You’ll have everything you need to get a leg-up on other nonprofits seeking key partnerships with foundations, local governments, and more.

Product Code: 40GRANT3.0
Regular Price: $28 | Affiliate Price: $22.40

Banquet Planning From Scratch
Squeeze the very most you can out of your upcoming banquet—both in terms of fundraising and “friend-raising”—with Banquet Planning from Scratch from Heartbeat International’s Kirk Walden. A long-time pregnancy help leader and full-time pregnancy help banquet speaker, Kirk’s tips and ideas come directly from life-affirming efforts just like yours.

Product Code: 10BANQ2.1
Regular Price: $124 | Affiliate Price: $99.20

Online: The Heartbeat Academy

Academy Courses:

How to Write a Winning Grant Proposal
Funding is the fuel that keeps the ministry moving toward its mission. But while donors and fundraising events are indispensable, winning even one grant may spark a new season of sustainability and progress.

Included with Heartbeat International’s How to Write a Winning Grant Proposal, this online training provides an overview of the grant writing process and equips you with the tools you need to write—and win!—major funding through an irresistible grant proposal.

Advancement Boot Camp
In this course, you’ll join Kirk Walden as he guides you through the revenue streams your organization should be tapping into and helps you ensure you are making the most from your fundraising efforts. Whether you are starting from nothing, or have a sophisticated development plan in place, this video-based training will walk you through an assessment reviewing where you are in each area and offer you guidance on what next steps to take, and how to take your plan a step further.

E-News recommended for Fundraising Teams:

201 Ways to Say Thanks
Available as Digital Download
If you have ever found yourself struggling with how to thank your various donors throughout the year, look no further than 201 Ways to Say Thanks. A revision of The Ultimate Letter Book, you’ll find 201 proven and effective thank you letters, focusing on all topics from reaching out to new supporters to year-end appeals. Designed in an easy-to-copy format, this resource will save you countless hours throughout the year.

Product Code: s0THANKS1.0
Regular Price: $59 | Affiliate Price: $47.20

A strong financial future depends upon solid monthly support. While fundraising events are important, sustaining—and building—your ministry over the long term hinges on those who remember you each and every month. Whether your ministry is looking to build monthly support by $5,000 or $500,000, Firm Foundations© can help you get there.

Product Code: s0FOUNDAT1.0
Regular Price: $124 | Affiliate Price: $99.20

Non-affiliates can subscribe at HeartbeatServices.org/Resources.
Sexual Integrity

In-Print: Dynamic resources at your fingertips

Sexual Integrity Program Essentials
A negative-test client arriving at your organization time and again for a pregnancy test because, “This time I’m sure I’m pregnant” presents you with a unique challenge:

How can we get this young woman to understand, appreciate, and embrace God’s Plan for Sexuality, so she can express the gift of sexuality throughout life in a true, excellent, honest, and pure way?

Whether your clients are teens or adults, married or single, Sexual Integrity Program Essentials® equips you to grow a Sexual Integrity® Program customized to the community you serve. Now, your organization will be ready to empower all of your clients to make positive choices for the future.

Product code: 10SIPESS1.0
Regular Price: $59 | Affiliate Price: $47.20

Online: The Heartbeat Academy

Care for the Whole Woman Training Series
Advances to fertility care have progressed rapidly in the last few years. Now more than ever, we’re seeing fertility care programs that offer true alternatives to pharmaceutical driven women’s care.

In this training series, you’ll hear from fertility experts around the United States who are not only making fertility education more accessible to clients, but are pioneering ways to empower women through health care that works with their bodies.

This training series offers valuable insights from experts trained through various fertility approaches including FEMM: Fertility Education and Medical Management, NaPro Technology, as well as experts with training in the Creighton Model Fertility Care System and Natural Family Planning.

Provider approved by the California Board of Registered Nursing, Provider Number CEP 16061 for 4.0 contact hours.

E-News recommended for all pregnancy help organizations:

The Sexual Integrity Communique offers information to strengthen preventative programs for pregnancy centers and equips staff and volunteers with data and tools to encourage clients to have healthy relationships. Subscribe at HeartbeatServices.org/Resources

My Baby and Me - Client Resources
The My Baby and Me series includes client workbooks on the following topics:

- Basic Decision Making
- Looking at Adoption
- Looking At Parenting
- The Me I See (with corresponding Leader’s Guide)
- What About Adoption
- A Place To Call Home

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