



# Resource Catalog 2026

IN-PERSON | ONLINE | IN-PRINT



A Message From



Jor-El Godsey

Welcome to the

HEARTBEAT

Academy



Heartbeat International’s network of more than 4,000 life-affirming pregnancy help organizations around the world represents a powerful movement of compassion and care. Together, we are reaching women and families in life-defining moments, offering hope grounded in truth and love.

From the beginning, Heartbeat has led by equipping leaders. We believe strong ministries are built through intentional learning, shared wisdom, and meaningful connection across our network. When one center grows stronger, the entire movement is strengthened.

Heartbeat Academy is here to support you in that calling. Through conferences, webinars, on-site consultations, and specialized trainings, we are committed to providing practical, relevant education that helps you serve with excellence in today’s changing landscape.

Our 2026 Conference theme, Power of Love, drawn from John 15:12, reminds us that love is both our motivation and our mandate: “Love each other as I have loved you.” As we continue learning together, may that love guide our service and sharpen our impact.

It is an honor to serve alongside you as we advance life-affirming pregnancy help worldwide.

In Christ,

Jor-El Godsey  
President, Heartbeat International

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# Our Mission

Heartbeat International's life-saving mission is to **REACH** and **RESCUE** as many lives as possible through an effective global network of life-affirming pregnancy help that **RENEWS** communities for LIFE.

We **REACH** people and organizations to empower them through services, products, and education that provide true reproductive health care and ministry.

We **RESCUE** those who are at risk for abortion through our network of care—where lives are saved and changed.

We **RENEW** broken communities around the world by developing and sustaining pregnancy help organizations where abortion clinics are the only alternative for abortion-vulnerable women.



# Our Vision

A world where every new life is welcomed and children are nurtured within strong families, according to God's Plan, so that abortion is unthinkable.





# The Heartbeat Difference

Being a Heartbeat affiliate means more than just connection—it means support in every aspect, from spiritual growth to everyday stewardship. Heartbeat is here to help pregnancy help organizations fulfill their God-given vision and equip their teams with tools for success. As part of the world's largest pregnancy help network, you'll stay connected to proven methods of client care and discover innovative ways to reach more individuals in your community.

**Heartbeat International is committed to investing in your success.** Whether your ministry is just starting or well-established, we are here to walk alongside you, offering the tools and support you need to thrive.

## Benefits of Affiliation

- **20% Discount** on most training, manuals, and webinars
- **Exclusive Grant Opportunities** to enhance your impact
- **24/7 Access to Option Line** with appointment scheduling for clients
- **Custom Training through Heartbeat Academy** tailored to your organization
- **Complimentary Affiliate-Only Resources** in specialized e-newsletters
- **Faith-Based Retirement Plan** exclusive to affiliates
- **On-Site Training and Consultation** to support your unique needs
- And much more!

When you join Heartbeat, you are part of a global movement with a God-given vision to advance life-affirming services. Whether you're already an affiliate or considering becoming one, there is so much more waiting for you in the Heartbeat network. Don't miss out on the resources, support, and encouragement designed to help your organization thrive. We're here to serve as you seek God's best in your mission.

Scan the QR code above to learn more and get started today!

## Pregnancy Help On-Demand

Heartbeat Academy | Pregnancy Help News | Pregnancy Help Podcast





## Heartbeat International Affiliation Cost:

\$300.00 per year (U.S.)

—Or—

\$250.00 per year (dual-affiliate discount)

We know that we are better together. Receive \$50 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, Life Matters Worldwide, National Christian Adoption Fellowship, ICU Mobile, Save the Storks.

—Or—

\$70.00\* per year for each organization outside the U.S.

\*Complimentary for non-U.S. organizations if affiliated with our joint-affiliate partners: Pregnancy Help Network (South Africa), Association for Life of Africa (AFLA), Be'ad Chaim, Centros de Ayuda para la Mujer Latinoamericana (CAM), Pregnancy Care Canada, Movimento per la Vita (MPV), Pregnancy Help Australia (PHA), ProVida, or Pregnancy Support Services Asia (PSSA).

## Invest in Your Growth with Heartbeat Academy

Heartbeat Academy offers life-affirming leaders, staff, and supporters access to essential courses, webinars, and workshops on topics like serving abortion-minded clients and identifying human trafficking victims.

With more than 450 live and recorded webinars, flexible online courses, and customized training options, the Academy is your go-to resource for professional development.

### Why Choose Heartbeat Academy?

- Earn your **Life-Affirming Specialist Certification** through tailored learning plans.
- Access **nursing contact hour courses and ultrasound training** for medical professionals.
- Enjoy **24/7 access** to webinars and online courses for self-paced learning.
- Join **live virtual classes** each quarter for in-depth, interactive training.

Explore more at [HeartbeatServices.org/academy/live-classes](https://HeartbeatServices.org/academy/live-classes).



# In-Person, Online, In-Print

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.

	In-Print	Online	eNews	In-Person
<b>Management and Training</b>				
Directing Essentials	✓		✓	✓
Staffing Essentials	✓			
Legal Essentials	✓	✓		
Sample Policies and Procedures	✓			
<b>Medical Impact</b>				
Medical Essentials	✓	✓	✓	
Sample Medical Policies and Procedures	✓			
Abortion Pill Rescue Training		✓	✓	✓
Ultrasound Training		✓		✓
<b>Staff and Volunteer Training</b>				
The LOVE Approach	✓	✓		✓
The LOVE Approach Leaders' Guide	✓			✓
The LOVE Approach Bilingual Kit	✓			
Built By Design	✓	✓		
Talking About Abortion	✓	✓		✓
HEART Manual and Leaders' Guide	✓	✓		✓
<b>Board Management</b>				
Governing Essentials	✓		✓	✓
A Health Assessment for Your Organization		✓		
A Vision for Your Organization/NGO	✓			✓
Pregnancy Help Salary Survey		✓		
<b>Fundraising Help</b>				
How to Write a Winning Grant Proposal	✓	✓	✓	
Banquet Planning from Scratch	✓	✓	✓	
Firm Foundations	✓	✓	✓	✓
201 Ways to Say Thank You	✓		✓	
<b>Housing Helps</b>				
Maternity Housing Essentials	✓	✓	✓	
<b>Sexual Integrity</b>				
Women's Sexual Wellness	✓	✓	✓	✓
<b>Bundles</b>				
Pregnancy Help Starter Kit	✓	✓	✓	✓



# In-Person: Experts on Your Side



## 2026 Event Calendar

<b>Annual Training Conference:</b> Birmingham, AL - April 30 - May 2	<b>Pregnancy Help Institute:</b> Columbus, OH – July 21-25
<b>ConCERT: Consultant Certification</b> Sessions start January & September	<b>Pregnancy Help Appreciation Week:</b> November 10-14

**LOVE Approach Ultrasound Clinic:**  
Orlando, FL - Feb. 4 - 6; Birmingham, AL - April 30 - May 2;  
Columbus, OH - July 22 - 24; Colorado Springs, CO - Sept. 23-25

### LOVE Approach Ultrasound Clinical (held quarterly)

Connecting the technical needs and the spiritual needs of those working in pregnancy help, this first-of-its-kind training is held in two parts: First, students complete an online didactic ultrasound training through Heartbeat International's Academy which meets the Association of Women's Health Obstetric and Neonatal Nurses (AWHONN) guidelines. Next, students come on-site to complete an in-person scan lab experience which provides the environment needed to complete the required scans on women. By combining the technical, practical, and spiritual elements into one pregnancy help medical training, nurses will work towards being fully equipped and ready to scan within their center.

### Pregnancy Help Institute

Join us in Columbus, OH, July 21-25, 2026, for the Pregnancy Help Institute. The Institute consists of four intensive, week-long, focused tracks. Whether you're a new director, fundraising specialist, or a seasoned professional, we have training designed for frontline lifesavers like you. Learn more online at [HeartbeatServices.org/Training](https://HeartbeatServices.org/Training).

# Elevate Your Mission with Heartbeat's On-Site Training & Consultations

## Tailored Solutions for Pregnancy Help Organizations

Equip your staff, board, and volunteers with the confidence and skills to advance your mission! Heartbeat's personalized, on-site consultations provide unique training solutions that elevate your center to new heights. Whether through a one-day, multi-day, or customized Concierge Consultation, we help you move forward with confidence.

### Training for Staff & Volunteers:

#### The LOVE Approach

A one-day training based on Peggy Hartshorn's proven method, equipping volunteers to handle client interactions with confidence.

#### Talking About Abortion

This comprehensive one-day session offers a helpline model for discussing abortion and covers critical safety information, updated methods, and emotional impacts.

### Consultations We Offer:

#### Governing Essentials Consultation

Empower your Board Members to excel in their roles. This one-day session covers vision, mission, legal obligations, and more, ensuring Board effectiveness.

#### Center 360° Assessment™

Gain a full perspective of your center's operations, management, and governance with a detailed two-day assessment, including legal and medical reviews.

#### Strategic Planning

Prepare your center for the future! This 1.5-day consultation helps your leadership envision the next 3-5 years and create a solid strategic plan.

### Concierge Consultation

For centers seeking a fully customized consultation experience, Heartbeat partners with you to design a personalized support strategy that advances your mission. *Pricing for Concierge Consultation through our Strategic Partnership is customized and built for each organization.*

*Special Discounts for  
Heartbeat Affiliates*



Affiliates enjoy a 20% discount on most trainings!

*Pricing for on-site training and consultation standard programs are offered at \$1,000/day (\$1,200/day for non-affiliates) with one Heartbeat consultant. This price applies to most trainings and consultations.*

For details and availability, email [Resources@HeartbeatInternational.org](mailto:Resources@HeartbeatInternational.org) or call (888) 550-7577.



# Volunteer & Staff



## In-Print: Compelling Resources at Your Fingertips



### 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 (LOVE Approach™ Manual included) 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.

LOVE Approach™ Leader's Guide Code: 10LOVE-LG2.1  
 Regular Price: \$74.00 | Affiliate Price: \$59.20

LOVE Approach™ Training Manual Code: 10LOVEAP4.1  
 Regular Price: \$44.00 | Affiliate Price: \$35.20  
 La Propuesta del Amor Code: 10LOVE-SP1.0  
 Regular Price: \$35.00 | Affiliate Price: \$28.00

## BUNDLE AND SAVE! *This is a great offer on great Heartbeat resources...*

### The LOVE Approach Kit

- The LOVE Approach™ Leader's Guide
- The LOVE Approach™ Training Manual

Product code: 20LOVELEAD  
 Regular Price: \$107.00  
 Affiliate Price: \$86.00

### Volunteer Training Kit

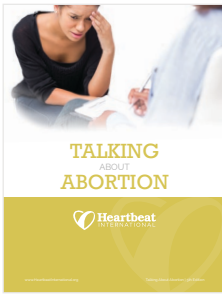
- The LOVE Approach™ Training Manual
- Talking About Abortion

Product code: 20TRAIN  
 Regular Price: \$79.00  
 Affiliate Price: \$63.00

### The LOVE Approach Bilingual Kit

- The LOVE Approach™ Leader's Guide (English, includes The LOVE Approach™)
- La Propuesta del AMOR (Spanish)

Product code: 20LOVE  
 Regular Price: \$85.00  
 Affiliate Price: \$68.00



## 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?

Enhanced with updated sections on chemical abortion and abortion pill reversal, *Talking About Abortion*<sup>™</sup> is the go-to resource for training paid staff and volunteers to speak either on the phone or face-to-face with a woman who feels abortion is her only choice.

Product Code: 10TALKAB6.0

Regular Price: \$44.00 | Affiliate Price: \$35.20



## H.E.A.R.T. Manual and Leader's Guide

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*<sup>®</sup>.

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.

Leader's Guide Code: 10HEARTL

Regular Price: \$28.00 | Affiliate Price: \$22.40

Manual Code: 10HEARTM

Regular Price: \$18.00 | Affiliate Price: \$14.40



## Women's Sexual Wellness

The Women's Sexual Wellness handbook was created with Dr. Joe Malone, PhD, SRAS, CPT, LWMC, CFE, to equip both you and your team with cutting-edge science on sexuality and human development, so you can understand and present women's sexuality with science and scripture to equip young women to better understand and self-manage their sexual behavior.

Women's sexuality and fertility is a superpower that scripture defines, and science proves. The well-researched and documented information in this resource will help you create Sexual Wellness Education for both your clients and presentations in your community. Science shows - Sexual Wellness Equals Sexual Integrity!

Product code: 10WSWELL1.0

Regular Price: \$28.00 | Affiliate Price: \$22.40

# Online: The Heartbeat Academy

## Academy Courses

### The LOVE Approach<sup>™</sup> Online

Heartbeat International's most popular resource is available online through the Heartbeat Academy. You and your staff can learn at your own pace with The LOVE Approach<sup>™</sup> Online. Subscribe at [www.HeartbeatServices.org/Resources](http://www.HeartbeatServices.org/Resources).

### ConCERT: Consultant Continuing Education, Renewal, & Training

Built for those who work with clients, this live virtual 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.



# Board Management



## In-Print: Compelling Resources at Your Fingertips



### GOVERNING ESSENTIALS

Your Personal Board Member Manual



### Governing Essentials: Your Personal Board Member, Updated 2026

Move your organization to the next level of effectiveness, and your governing body to the unreach heights of connectivity and teamwork with Governing Essentials: Your Personal Board Member Manual<sup>®</sup>. 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: 10GOWELL2.0  
Regular Price: \$44.00 | Affiliate Price: \$35.20



### A Health Assessment FOR YOUR ORGANIZATION



### A Health Assessment for Your Organization

**Available as a Digital Download!** 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<sup>®</sup> is a perfect place to start. Download this **complimentary** resource today in the Affiliates Only section of HeartbeatServices.org.

Product Code: 60HEALTH  
Regular Price: \$10.00 | Affiliate Price: FREE



### PREGNANCY HELP SALARY SURVEY



### Pregnancy Help Salary Survey

**Available as a Digital Download!** The Pregnancy Help Salary Survey<sup>®</sup> 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. The 2025 Salary Survey is available in March 2025.

Product Code: 60SALARY20  
Regular Price: \$99.00 | Affiliate Prices: \$79.00

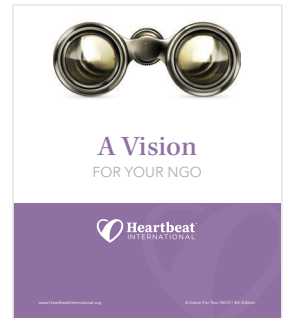


### A Vision for Your Organization/NGO

The long-term success of your life-saving endeavor depends—among other key factors—on a clearly defined vision that spells out who you are and what you’re setting out to accomplish.

Learn to define and cultivate your purpose, philosophy, and organizational structure with the 4th edition of *A Vision for your Organization*® designed specifically for US centers, or *A Vision for Your NGO*® designed for pregnancy help efforts outside of the U.S.

Product code: 10VISION4.1  
Regular Price: \$15.00  
Affiliate Price: \$12.00



Product code: 10VISINGO1.0  
Regular Price: \$15.00  
Affiliate Price: Complimentary

## 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](mailto:Trainings@HeartbeatInternational.org) to book your in-person training today!

## Online: The Heartbeat Academy

### Academy Courses

#### Built by Design Online

Your online guide to starting a pregnancy help organization from scratch, Built by Design will walk you through the foundational elements of starting a nonprofit life-saving entity, covering everything from founding and framing your organization, to fundraising, leadership, and more! With interactive activities and helpful to-do's this four-part online course will guide you through the building process, one step at a time.

### E-News Recommended for Your Executive Board

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 relevant legal issues. Non-affiliates can purchase this subscription at [HeartbeatServices.org/Resources](http://HeartbeatServices.org/Resources).





# Management & Training



## In-Print: Compelling 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 are included as a complimentary download.*

Product Code: 10LEGESS1.0  
Regular Price: \$124.00 | Affiliate Price: \$99.20



### Directing Essentials

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

Product Code: 10DIRWELL1.1  
Regular Price: \$124.00 | Affiliate Price: \$99.20



### 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: 17BBD1.0  
Regular Price: \$59.00 | 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 paid and volunteer staff in your life-affirming organization. *Additional resources are included as a complimentary download.*

Product Code: 10STAFF1.0  
Regular Price: \$124.00 | Affiliate Price: \$99.20



## Sample Policies and Procedures

**Available as a Digital Download!**

Make sure your organization is running as smoothly and efficiently 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: 10POLICY1.0  
Regular Price: \$59.00 | Affiliate Price: \$47.20

# Online: The Heartbeat Academy

## Academy Course

### 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](http://HeartbeatServices.org/Resources).

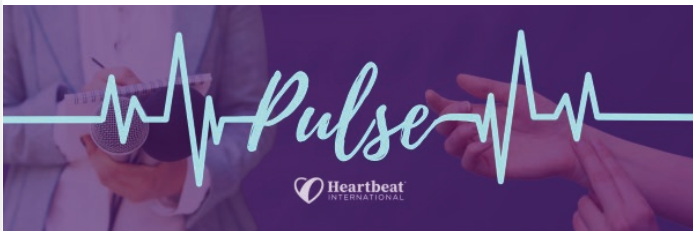
## Pregnancy Help Podcast



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

**Go to [HeartbeatServices.org/Podcast](http://HeartbeatServices.org/Podcast) and subscribe today.**

## E-News Recommended for Pregnancy Help Leaders



Delivered monthly, our *Pulse* e-Newsletter 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](http://HeartbeatServices.org/Resources).



# Medical Impact



## In-Print: Compelling 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: \$124.00 | Affiliate Price: \$99.20



### Sample Medical Policies and Procedures

**Available as a Digital Download!** The manual includes approved samples of procedures and guidelines for pregnancy help organizations offering medical services including: Operating and Administrative Policies, OSHA, HIPAA, Patient Charting, Pregnancy Testing, Ultrasound, Pregnancy Confirmation Examinations, Prenatal Care, Abortion Pill Reversal, as well as sample medical forms and job descriptions.

Product Code: 10MEDPOL1.0

Regular Price: \$124.00 | 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 offer information about additional medical services including abortion pill reversal and identifying victims of human trafficking, and have been reviewed and approved by Heartbeat's Medical Impact Team. The **digital download samples** can be customized for your organization, making creating or updating policies and procedures quick and simple.

Product code: 20MED

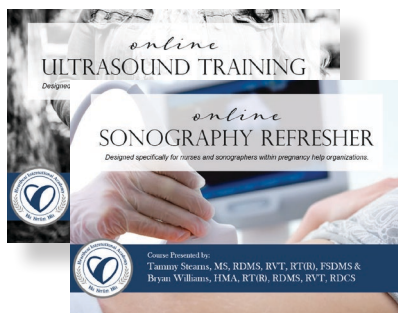
Regular Price: \$238 | Affiliate Price: \$188.40

# 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 a chemical abortion and are experiencing regret. In this training bundle, you'll receive access to five core training courses that will provide your organization with a strong understanding of the abortion pill reversal protocol. Available now at [HeartbeatServices.org/Resources](http://HeartbeatServices.org/Resources).



## Ultrasound Training & Sonography Refresher Courses\*

These courses are 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, these training courses are designed to meet you where you are. Available now at [HeartbeatServices.org/Resources](http://HeartbeatServices.org/Resources).

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



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](http://HeartbeatServices.org/Resources).

# In-Person: Heartbeat Experts on Your Side

## LOVE Approach Ultrasound Clinical (held quarterly)

Connecting the technical needs and the spiritual needs of those working in pregnancy help, this first-of-its-kind training is held in two parts: First, an online didactic ultrasound training and then an on-site, in-person scan lab experience. By combining the technical, practical, and spiritual elements into one pregnancy help medical training, nurses will work towards being fully equipped, qualified, and ready to scan within their center. See p. 8 for more details.

LOVE APPROACH  
**Ultrasound  
 Clinical** 



# Fundraising Help



## In-Print: Compelling 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 to *How to Write a Winning Grant Proposal*®. You'll have everything you need to effectively begin developing key partnerships with foundations, local governments and more.

**This resource includes free interactive training.**

Product Code: 40GRANT3.0  
Regular Price: \$28.00 | 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*. The tips and ideas within the manual bring in years of application and come directly from life-affirming efforts just like yours.

Product Code: 10BANQ2.1  
Regular Price: \$124.00 | Affiliate Price: \$99.20



### 201 Ways to Say Thanks

**Available as a 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 have access to 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: 10THANKS1.0  
Regular Price: \$59.00 | Affiliate Price: \$47.20



## **Firm Foundations: A Step-by-Step Guide to Raising Lasting Monthly Support**

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: 10FOUNDAT1.0  
Regular Price: \$124.00 | Affiliate Price: \$99.20

# Online: The Heartbeat Academy

## Academy Courses

### **How to Write a Winning Grant Proposal**

Fundraising 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 of your present development plans, introduce you to new revenue-generating opportunities, and empower you to improve your fundraising successes.

## E-News Recommended for Fundraising Teams



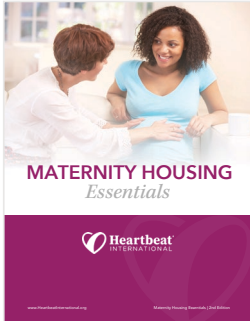
Delivered to inboxes monthly, the *Advancement Trends* eNewsletter provides insight on donor trends and engagement, along with sample letters Development Team Members can copy and paste. Written by the Heartbeat Academy faculty, you'll find content on fundraising throughout the year as well as marketing ideas for your organization.

Non-affiliates can subscribe at [HeartbeatServices.org/Resources](https://HeartbeatServices.org/Resources)

# Housing Helps



## In-Print: Compelling Resources at Your Fingertips



### Maternity Housing Essentials

Maternity Housing Essentials® includes content on starting a home from the ground up, evaluating your existing programs and practices, considering expansion, considerations on different staffing or programming models and more. Every home can learn something from this resource.

Product Code: 10MATESS2.0  
Regular Price: \$124.00 | Affiliate Price: \$99.20



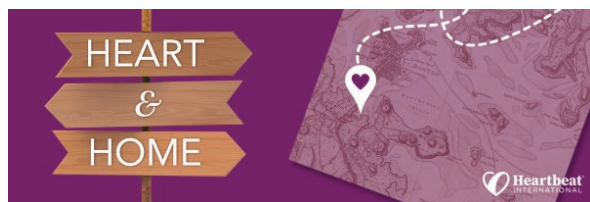
### Field Guide

This field guide equips maternity home leaders with practical tools, trauma-informed insights, and proven strategies to strengthen care, support residents, and lead with lasting impact. With over 80 pages, this guide is structured by topic for quick reference with thoughtful organization for maternity housing leaders. Each section includes in-depth insights and education, experiences, and resources for a wide array of maternity housing needs and resident circumstances.

Product Code: 10MHCFG1.0  
Regular Price: \$24.95 | Affiliate Price: \$19.95

## Online: The Heartbeat Academy

### E-News Recommended for Housing



The Heart and Home eNewsletter is designed specifically for maternity housing programs. Subscribe to Heart and Home today at [HeartbeatServices.org/Resources](http://HeartbeatServices.org/Resources).

### Pregnancy Help Podcast

The Maternity Housing Coalition publishes a new podcast each month on a variety of topics specific to those working within a housing ministry. Gain valuable insights from seasoned leaders within the Maternity Housing Coalition as they navigate how to effectively manage maternity homes and connect with women in need of the vital services within.



To inspire excellence among maternity home providers and articulate a collective voice, the Maternity Housing Coalition (MHC) is led by a governing Council elected from its membership. The Council operates in a partnership agreement with Heartbeat International to actively serve, promote and produce resources, programs, and a housing-specific publication, Heart & Home.

Go to [MaternityHousing.com](http://MaternityHousing.com) to learn more.

A WORLD WHERE EVERY NEW LIFE IS WELCOMED AND CHILDREN  
ARE NURTURED WITHIN STRONG FAMILIES, ACCORDING TO GOD'S PLAN,  
SO THAT **ABORTION IS UNTHINKABLE.**





## PREGNANCY HELP STARTER KIT

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