“A Passion to Serve, a Vision for Life” Tells the Story of Us!

Our story is finally being told. Your work is the “best kept secret” no longer. The release of Family Research Council’s “A Passion to Serve, A Vision for Life” that chronicles the history, evolution and impact of the pregnancy help over these past forty years is evidence that the good work of our movement is getting the attention it deserves.

More than a year in the making, this FRC publication was announced to the nation on September 30th, 2009, with an event at the National Press Club that featured leaders from the contributing national organizations, medical professionals and, best of all, a sample of the clients you touch and the impact that represents. A complimentary hard copy has been sent to U.S. pregnancy help organizations, courtesy of the kind folks of Family Research Council. A pdf downloadable version is available at www.apassiontoserve.org.

“A Passion to Serve” is a powerful presentation of the vision we share and the work we are all accomplishing. Heartbeat highly recommends you use this publication to promote to your supporters, community and local media that:

- You are not alone, but are a network of compassionate, grassroots, nationwide and even international movement.
- The organizations and client stories highlighted are great examples of exactly what happens in your own community, among your clients and the outcomes you see.
- The work you do is respected and affirmed by key national leaders.
- Supporting your ministry is an investment in the future of your community and country.
- Millions stand in support of your core mission to promote a culture of life.

Some of our ideas for utilizing “A Passion to Serve, A Vision for Life” locally include:

- Purchase copies for use with media, major donors, and/or community leaders. (Available from FRC at www.apassiontoserve.org.)
- Email the link to your board, staff, and everyone on your email distribution list.
- Bring copies to your local elected representatives to help them understand the good work you are doing. (Consider joining us at the next “Babies Go To Congress”.)
- Write a donor letter featuring “A Passion to Serve” quotes or talking points thanking current supporters for what their contribution to this grand endeavor or as an encouragement to lapsed or inactive givers to invest again in this work touching lives across the globe.

Be creative! A key point of “A Passion to Serve” is the entrepreneurial and innovative nature of those who have been called to serve this vision for life!

We great appreciate the Family Research Council and the collaboration of Care Net, National Institute of Family Life Advocates and others for shining a light on good work of the pregnancy help movement.