What if our resources suddenly tripled?

Kirk Walden, Publisher of The LifeTrends Connection

What would you think if the first four or five phone calls you received at the center one morning were all from people wanting to give financially? Going further, what if, after those phone calls, you checked your email inbox to find dozens and dozens of gift notifications from your web site?

And if that weren’t enough, what if your local letter carrier dropped by with more than one hundred checks in the morning mail? In short, what would your reaction be if your resources far outdistanced your center’s budget, perhaps even tripling over a short period of time?

Of course, we see the paragraphs above and say with a smile, “Now that would be nice!” Then, we go back to reality and leave fantasy behind, right?

This month however, let’s stop for a moment and consider, “What would we do?” What if resources weren’t an obstacle for us? What if, whenever we saw a particular area where we needed to grow as a center, the funding was available?

This scenario is possible. Really. No kidding.

A new reality

Surprisingly, the life issue is in the news again. Sadly, the Gosnell trial started this trend. From there however, we’ve seen numerous abortion centers closing, others investigated (and closing soon?), and new laws proposed in many states.

This trend benefits all pregnancy help centers, if we tell our story effectively. That’s the point of this issue, because this is a perfect time than now to draw new interest to your work, and new financial support for all that you do.

Why your center matters

Right now the pro-life community appears focused on abortion centers and their atrocities, and upon state initiatives to limit the scope of abortion (ending abortion at 20 weeks; requiring hospital admitting privileges for those who perform abortions). But . . .

This is an important time for pregnancy help centers to point out to our community that we are the ultimate answer for unplanned pregnancies. Limiting abortion is only a part of the solution; the true solution takes place when women and couples stop choosing abortion. We are, in every instance, the better choice.

Let’s make that case this month. The funding (perhaps even triple?) will follow.
The headlines are popping up nearly every day:

- Abortion centers under investigation.
- Governor of Wisconsin signs law to requiring abortionists to have admitting privileges at local hospitals.
- The State of Texas moves to limit abortion.

These stories are important, without a doubt. And for those in the pro-life community, they are encouraging. Even in the midst of a cultural and political climate where abortion appears rampant, the tide is turning back toward life. The process is slow, but clear: a culture of life is still present in our society, and gaining steam, too.

It would be easy for those of us in pregnancy help centers to trumpet these gains and move on to other things. But it would be a mistake, because there is so much more to do.

The truth is, we can limit abortion to 20 weeks and that’s a great start. But if no one wanted an abortion, the job would be finished.

And the truth is, abortion centers are places of horror; and in many cases, unsanitary. But if no one entered an abortion facility, every abortion center would be simply . . . empty.

The third truth? In states where admitting privileges are required to run a clinic, many abortionists cannot obtain those privileges. But if they had no clients, they could not stay open, anyway.

**The bottom line**

I’ve said this before and I’ll say it probably as long as I am in this life endeavor: If pregnancy help centers become the first choice for those facing unplanned pregnancies, the second choice, abortion, will become increasingly obsolete. It’s simple fact.

You know this fact. You know this because you know that in pregnancy help centers, nine of 10 women (or more) who come in your door choose what? LIFE.

My contention is this: If you have the tools, if you have the resources, and if you have the funding necessary to market and advertise your center effectively, you will be that first choice. Women and couples don’t run to abortion centers because they see abortion as a joyful option; they go because they see no other choice.

You offer that choice. If potential clients know about you, if they see you as a viable option, they will choose you more often than you can imagine.

**Reaching our financial supporters with the good news**

This is the case we must make for our supporters. The simple truth is, we can limit abortion through political and legal means, and I thank God for those who fight for life in the public square. But . . .

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*Our story counts, too*

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**Commentary with Kirk**

**Now is the time to tell our story!**
Telling our story (continued . . .)

We can virtually end abortion through pregnancy help centers. **End abortion?** Yes. And that’s the story you need to tell.

You need to tell all who support you that you are a part of a great endeavor; to be the first choice for all who face unplanned pregnancies. Tell others what you are capable of, should enough people join together to support the calling with their gifts and talents.

You and I both know that if you are the first choice—**the first choice**—not only will many more choose life, something else will take place as well. Abortion centers, reliant on income from paying customers, will have fewer and fewer clients coming in the door. The natural result is that when the client flow dries up, the abortion center closes.

Closed abortion centers mean fewer and fewer abortions. Certainly, a closed abortion center in one city means some clients will choose another center in another city. But at some point, the travel to the few remaining abortion centers will be so difficult that even those once bent on ending their pregnancies will choose life.

**Our story, our time**

You’ll see in the lower right corner of this page a photo of the cover of my new book, *The Wall*, which makes this case. There’s more information in the middle of this publication as well. Certainly I want every one of your constituents to have a copy of this book; I believe it makes the case for your center in a surprising way.

But more important, you need to be telling your supporters that your center is the place of hope, the place of options and the place where life wins. And you need to tell them that if they want to end abortion in your community, your center is the vehicle that will take the community to this destination.

**The results**

If you tell your story well, your supporters will rally to your side, and your base of support will grow, possibly exponentially. We must say it over and over: **If we want to create a culture of life, we do so through pregnancy help centers.**

We are where hearts are changed. We are where lives are saved. We are the first line of defense for the defenseless. And we are a haven of hope for those who see no hope.

**Convinced?**

My desire with these first two pages is to start to convince you that your center is the lynchpin that can turn our culture toward life. While I’ve focused a bit on the United States, this truth is universal.

In the following pages, let’s start the process of convincing our friends of this same truth.
Appeal letter: “Let’s dare to dream”

The following appeal letter is your opportunity to communicate the idea that your pregnancy help center is a key ingredient in creating a culture of life. While written from an American perspective, this letter, with a few changes, can be effective across national lines.

Dear (Constituent’s first and last name),

In a moment, I want you to dare to dream with me. Let’s set aside what we see—just for the time being—and think of what can be.

First though, let’s deal with the reality that abortion has been with us for a generation; a terribly long time. We are troubled by this, and many of us have come to the point where it is difficult to envision a future without this tragedy.

We see a Supreme Court that has failed, for 40 years, to do anything about its Roe v. Wade decision. In addition, we see many who are protecting the abortion industry, even as the truth of the horrors inside abortion centers trickles out. Just recently we saw Kermit Gosnell convicted of the murder of children born after his botched abortions. Yet many states, such as Pennsylvania, were failing to regulate this industry at all.

That’s the reality. For many, this reality is discouraging. We certainly understand that, don’t we?

But now, let’s consider a different reality. In this future reality, abortion may still be legal (let’s hope not), but what if few, if any, chose this option? In short, what if almost no one wanted to go to an abortion center?

The natural result
If the number of people choosing to go to abortion centers dwindled to near zero, we both know what would happen. Because abortion centers, even the so called “non-profit” clinics, need income to stay open, the overwhelming majority of these centers would close their doors. Regardless of laws or regulations then, abortion would be virtually obsolete.

“That would be nice,” one might say. “But it’s not possible.” I understand that, too. But after thinking about this a bit, I believe it is not only possible; it is hardly far-fetched.

A little math changed my mind
As a pregnancy help center, we are clearly the best alternative to any abortion center. When a client comes in our door, more than 90% of the time she chooses life for her child. This is an incredible number, and it points out just how effective this center is as we reach out to those facing unplanned pregnancies.

Here, we offer hope. Here, we offer practical help. And here, we offer the unconditional love of God.

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The Wall
Available on Amazon—Today!

At a time when many pro-life Americans are discouraged by a political and cultural climate which defends and promotes abortion, *The Wall* offers incredible hope and a powerful plan to create a societal shift toward life.

Though we’ve experienced a generation of tragedy following the 1973 Roe v. Wade decision, *The Wall* reminds us that it is often when hope seems lost that God orchestrates extraordinary victory through ordinary people. In addition, *The Wall* shows that surprisingly, today is the perfect time for victory on behalf of our most innocent.

Using the biblical illustration of Nehemiah and the rebuilding of the wall of Jerusalem, *The Wall* explores a modern wall of safety now rising; a wall that will provide hope for not only unborn children, but for their mothers and fathers as well.

Join author Kirk Walden as he brings Nehemiah’s story to life, and offers all of us an opportunity to accomplish the extraordinary: rebuilding a culture of life in America.

Be prepared to be inspired; and get ready to take your place in building *The Wall*.

[www.wallofhopechallenge.com](http://www.wallofhopechallenge.com)
Let’s dare to dream (continued)

This is a powerful combination; it’s no wonder that those who come to us often discard the thought of abortion after entering our door.

Common sense then, tells us that if a potential client chooses our center first, she will likely choose life. And if enough women and couples choose us—over the idea of heading to an abortion clinic—the number of lost lives in our area will drop quickly.

And there is good reason to choose us first. Here, we offer true choices. Should a woman visit us, she will hear about options such as adoption, co-parenting, single-parenting and marriage. And yes, she will hear the truth about abortion. Only here can she make an informed decision, and only here will she find the hope she is looking for.

You and I both know that few go to abortion centers because they think it is a good idea. No, people choose abortion out of fear, and because they see no other options. We are that option. They need to come in our door first.

The first choice means life
If we are the first choice, more will choose life. It’s that simple. So if we want to create a culture of life in this country, it starts here, with us.

Here is my question, for those who dare to dream: Why not make (name of center) the first choice in our community? If we focus on our mission of becoming that first choice, we will see a huge drop in the number of those choosing an abortion center. We can’t end abortion nationwide, but perhaps God has called us to do our part, right here in (name of community). If we do, we can be sure 2500 other centers across this nation are focusing on the same mission.

To be this first choice, we are creating a (place your next initiative here) powerful, effective marketing and advertising plan so that every young person in our community knows we are here, knows we are the home of true choice, and knows there is hope inside our offices.

I am asking you then, to join us in this endeavor with a financial gift. You’ll see the enclosed envelope, or you can give online at (web address). Would you consider a gift of $50, $100 or $250? If so, I believe we will be one step closer to turning what appears to be a dream today into a reality tomorrow.

Can we actually become that first choice? I think so. I look forward to hearing from you, and to reporting back to you the results of this initiative. Together, we are about to accomplish what seems impossible, and I can’t wait to get started.

Sincerely,
CEO

CEO
Thank you letters keep you connected to your partners

Each month, The LifeTrends Connection brings you a sample “Thank you note” to send to your supporters. August’s letter is below:

Dear Mike and Carol,

At a time when we thought the life issue was almost an afterthought for many in our culture, surprisingly, protecting life is on the front pages again. The trial of Kermit Gosnell and his conviction showed us a horrific picture of the inside of the abortion industry. Then, states began giving more scrutiny to abortion centers. Several are now closed. And in a number of states, legislators are taking action to limit abortion and better regulate those inside these centers.

For us at (name of center) all of this simply highlights the growing need for our work. Our goal is to become the first choice for all who face unplanned pregnancies in our area. When a client comes in our door, her odds of choosing life are 90% or more. So if we are her first choice, her second thought—of abortion—virtually disappears.

Nationally, we are seeing strides toward limiting abortion and we are thrilled. And at our center, we wish to take the next step and end abortion in our community. You play a key role in this dream, and we thank you. Because of you, we are one step closer to victory.

Sincerely,
CEO

CEO Commentary

A simple plan for a culture of life

Below is a commentary you may place in your newsletter or other communication. Use this as your own, making any changes necessary:

Though the trial of Kermit Gosnell in Philadelphia forced us to look again at the horrors of the abortion industry, since that time the pro-life community is seeing some encouraging news. Following Gosnell’s conviction for taking the lives of babies delivered alive after abortion and for taking the life of a female client, many states began looking more closely at the abortion industry.

As a result, some abortion centers have closed their doors. That’s good news. It is also good news when state legislatures, like those in Wisconsin, Texas and other places, move to limit and better regulate abortion.

Now it is time to take the next step: ending abortion as we know it.

Unfathomable? A mere pipe dream? Possibly. Or, this idea may be far more realistic than we can imagine.

Think about the following: what if, in our community, every woman or couple facing an unplanned pregnancy thought of (name of center) before going anywhere else? And what if they came in our door to consider their options before heading to an abortion center?

Did you know that more than 9 of 10 (use your own statistics here) women who come to us choose life? So theoretically, if we were the first choice for all, the abortion rate in our area would drop by 90% or more. Wow.

Let’s extrapolate this across our nation. If every center like ours had similar results to ours, and all of the 2500 centers (this is a U.S. figure; use your own) in America became this “first choice,” what would happen? The abortion rate would drop precipitously, wouldn’t it?

And without customers, abortion centers (perhaps almost all) would naturally close.

This is not impossible at all. This goal is simply dependent on our becoming that first choice. We need adequate funding for marketing (to reach those who need us), for our facilities and for our staffing and the many services we offer. With the best in marketing, facilities and services, we will be that first choice. Will this mean the end of abortion? I don’t know for certain, but it would be exciting to find out.

We are looking for those who believe in making dreams possible to join (name of center). Drop me an email at (exec director’s email here) and I’ll tell you our plan to create a new culture of life here in (name of community). The time is now. All we need is you.
As a board, one of the key responsibilities is to move the center forward. Part of this role should involve a bigger picture: growth through partnerships.

A partner to learn from
Let’s ask a question: As a center, what would happen if you had access to two centers that were well ahead of yours in many aspects, and the boards of these two centers agreed to offer advice and counsel to your board on how to take the next steps as an organization?

As a board then, you would have access to someone else's example; mistakes made, victories achieved. This can give your board a plethora of information to assist in your decision-making processes.

A partner to stand beside
Next question: How would it help your board to join a couple of other centers in the same approximate situation as yours (perhaps budgetary, years of operation, services offered, number of clients seen), to bounce ideas off of and stand beside as co-encouragers moving forward?

A partner to build up
Finally, would it help your center to connect with two other centers that are wanting to reach your growth point, so that your center can assist and encourage these centers toward further advancement?

A simple model
Would we be stronger as centers if each of us used this simple model? If every board sought to make these partnerships possible, at least three results would ensue:

- Every pregnancy help center would have partners to help encourage growth
- Every center would be giving of itself to build the overall outreach of our movement
- Bonds between centers would grow stronger, furthering advancement in a variety of areas

Getting started
Our first action point is this: At www.optionline.org, we would quickly find centers within our geographical region (or elsewhere in the country if we wish) we can consider as partners. From here, the board can appoint a task force to gather information (regarding budgets, services, client load) that will assist us in finding where potential partners fit in this model. By the end of the year, every Pregnancy Help Center can have partners. And partners make all of us stronger, all of us closer, and all of us more united than ever.
And do not be conformed to this world, but be transformed by the renewing of your mind, so that you may prove what the will of God is, that which is good and acceptable and perfect. — Romans’12:2

Once Peter completed his message in front of a throng of thousands in Acts, Chapter 2, those listening to him asked a question: Brethren, what shall we do?

Peter’s response started with a direct command, “Repent . . .”

The word “repent” as used here means literally, “to change one’s mind.” Peter was saying then, that before any other action was taken, the listener had to change his or her mind; in this case, regarding Jesus.

Those gathered had been told, and perhaps believed, that Jesus was somehow an enemy, undermining the government and the Jewish faith. In his message, Peter said to the crowd, “Let all the house of Israel know for certain that God has made him both Lord and Christ—this Jesus whom you crucified.” In short, Peter was saying that everyone needed to change their minds about the subject of his message, Jesus Christ.

In order to claim faith in Jesus, we must do the same, correct? This is our starting point. From there, we of different backgrounds have various interpretations of our next actions. Yet we all agree that a changed mind is vital to our faith.

In Romans 2, Paul points out that after we gain our understanding of Jesus, a renewing of the mind should be an ongoing characteristic of our lives. Renewing means we gain new perspectives and new depth in our understandings of God; a renewing that results in a more effective walk of faith.

A question to ourselves then, is, “How am I renewing?” Am I involving myself in regular activities that renew my mind so that my faith doesn’t become stagnant or stale? Someone once told me that if my story of faith cannot be renewed with an update every few months, I need to ask whether I am growing in my faith.

What am I learning? How is my following of Jesus Christ becoming more active and powerful?

In our work with the pregnancy help center, it is vital that we seek regular renewal of our minds. Let’s challenge ourselves, tackling new subjects and seeking the things of God. When we do, we won’t fall into the trap of which Paul warns, of being “conformed to this world.”

In addition, we will see a great benefit: As we renew our minds, we will encourage others and perhaps find greater opportunity to bring others along to join us in our journey of faith.