



119 Sloan Ave., Ashland, OH 44805
www.AshlandCareCenter.org/Walk



2021 Walk for Life & 5K Fun Run

Dear Fellow Kingdom Worker,

Thank you for serving as liaison at your church for Ashland Pregnancy Care Center. Our annual Walk for Life & 5K Fun Run is one of our biggest fundraisers for the center. The role you play as you engage your congregation is vital to the success of this life-affirming fundraiser. We're looking forward to working with you as we encourage fellow believers to put their feet into action.

Everything you need to promote the Walk/Run is included in this packet. Here are some key details and new information:

- **Date:** Saturday, October 2, 2021
- **Location:** Downtown Ashland Corner Park- at the square in downtown Ashland (corner of Claremont & W. Main St.)
- **Schedule of Events:**

7:00 a.m.	5K Fun Run Check-In	8:00 a.m.	5K Fun Run Begins
8:15 a.m.	Walk Check-In	9:30 a.m.	Walk Begins

*We will have a short program at 9:00 a.m. followed by a group picture.
Refreshments and snacks will be provided.*
- **CONTINUING THIS YEAR – 5K FUN RUN!**
 - ♥ **Pre-register for our fourth 5K Fun Run at AshlandCareCenter.org/Walk!** When you pre-register, there is a \$25 sponsorship (per runner) required. The required sponsorship increases to \$50 on the day of the event. This is a self-timed unofficial 5K, and there will be no medals awarded, but walkers/runners will receive prizes based on their individual fundraising.
- **GREAT PRIZE INCENTIVES!** *(see attachment)*

Incentives are based on individual fundraising. **T-shirts are FREE with a sponsorship of \$25!** (T-shirts are available on a first-come, first-served basis the day of the event). Encourage each walker/runner to set a personal goal.
- **FUNDRAISING EASIER THAN EVER! ONLINE PERSONAL FUNDRAISING TOOL...**

Walkers/Runners can create an online personal fundraising page and share with family and friends using an email and their social network, OR walkers/runners can record sponsors on a paper pledge form. It is recommended that walkers/runners using the paper pledge form and collecting checks/cash return them to Ashland Pregnancy Care Center by - Tuesday, September 28, 2021. Walkers/Runners may also bring them on the day of the Walk/Run to the event.

Visit www.AshlandCareCenter.org/Walk for more details, digital downloads, and to register online. Please do not hesitate to call me at 419.281.1111 with any questions. Thank you for your support! May the Lord bless you out of His abundance.

In His Service Alone,

Melanie Miller

Melanie Miller

Board of Directors:

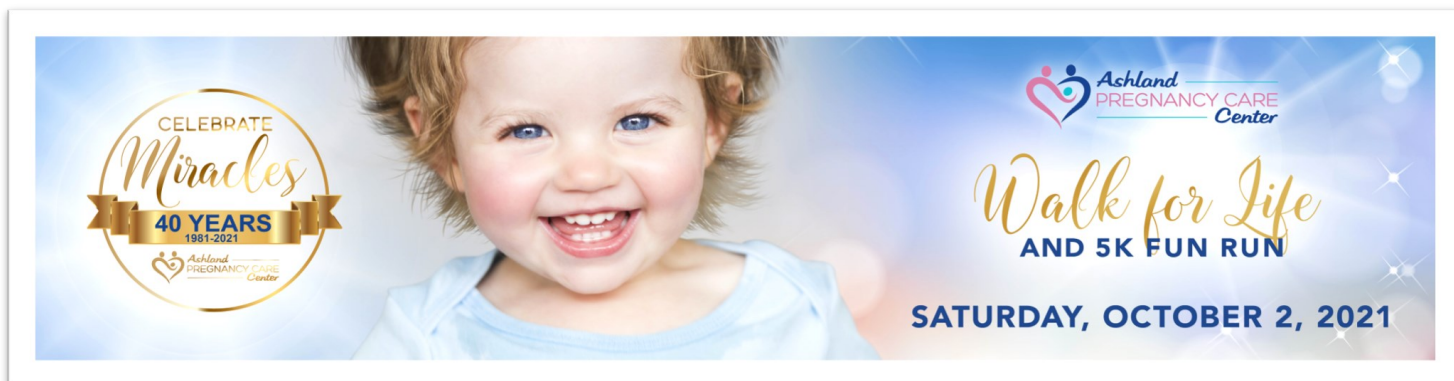
Lorin Weaver- President; Barbie Lange- Vice-President; Travis McKenzie- Treasurer; Renee Maggelet- Secretary; Eric Abel; Tanya Blough, RN; Adrea Tennant; Joan Scott, RN; Melanie Miller (Ex-Officio)



Enclosed You Will Find:

- ♥ Liaison Checklist
- ♥ Ultimate Walk/Run Promotion
- ♥ Sample Bulletin Announcements
- ♥ Fundraising Tips
- ♥ 2021 Prize Incentives
- ♥ Team Sign-Up Sheet (Your Records Only)
- ♥ Bulletin Insert
- ♥ Pledge Sheets (5 copies)
- ♥ Event Poster 11 x 7





2021 Liaison Checklist

- ♥ Meet with your Pastor, and OK the Walk/Run promotion with them.
- ♥ Set a goal for the number of walkers/runners from your church.
- ♥ Appoint a Team Captain from your church and have that person register online at AshlandCareCenter.org/Walk, and add your team.

As a team captain, just follow the easy steps below to create a team.

1. *Identify a unique Team Name (Example: "APCC Staff").*
 2. *Register yourself: Be sure to enter your team name when registering at AshlandCareCenter.org/Walk.*
 3. *Encourage each of your teammates to register online – make sure they select your team name upon registration.*
 4. *Visit the Resource section of the website for helpful fundraising tips to share with your team!*
 5. *Set a team goal, and encourage your team to meet it! Check in with your team members weekly to see how their fundraising is going.*
 6. *Join us at the Walk/Run! Be sure each team member has registered online as a part of your team and/or written your team name on their pledge sheets.*
- ♥ Choose bulletin announcements from the samples given, and arrange with your church secretary to have an announcement in your bulletin 9/5, 9/12, 9/19, and 9/26.
 - ♥ Announce the Walk/Run from the pulpit (Pastor, you, or someone else) on 9/5, 9/12, 9/19, and 9/26. Be creative to catch people's attention (see suggestions in 'Ultimate Walk/Run Promotion').
 - ♥ Ask EACH walker/runner to officially register online at AshlandCareCenter.org/Walk. A sign-up sheet is enclosed for your Team Captain to keep track of those planning to join your church.
 - ♥ Encourage your team to pre-register by Tuesday, September 28, 2021. Walk-ins are welcome the day of the event!
 - ♥ Give each registered walker a paper Sponsor Pledge Form. **OR**
Promote an Online Personal Fundraising Page for each walker/runner. When each person registers online at AshlandCareCenter.org/Walk, they have the opportunity to set-up a FREE fundraising page. This makes fundraising easier than ever! They can invite friends & family to sponsor them online using an email and their social network.
 - ♥ Remind Walkers/Runners to get pledges as quickly as possible. **All walkers with \$25 or more in pledges receive their T-shirt for FREE.** (*T-shirts will be available on a first-come, first-served basis. See the PRIZE INCENTIVES for individual fundraising goals.*)
 - ♥ Follow-up with each registered Walker/Runner on your list to see if they have any questions and how they are doing in gathering pledges.





2021 Ultimate Walk/Run Promotion

EVERYONE CAN MAKE A DIFFERENCE

- ♥ Every walker/runner is valuable! Think **number of walkers/runners**, not just \$\$\$.
- ♥ Large churches could easily recruit 15 or more walkers/runners; small churches could recruit 5-10 walkers/runners.
- ♥ You are doing your church a spiritual service and favor by engaging His people in making an eternal difference. It is more blessed to give than to receive.
- ♥ **Your job is to communicate – the Lord is in charge of the results.**
- ♥ No fanfare . . . our focus is on a lot of people doing a little part.
- ♥ Remember . . . you only have five seconds to get someone's attention when making an announcement.

WHAT TO HIGHLIGHT

- ♥ It's Easy! The Walk is only two miles ... everyone can do that!
- ♥ Small time commitment ... only 90 minutes on Saturday morning.
- ♥ Each walker/runner has a sphere of influence.
- ♥ **GREAT PRIZE INCENTIVES THIS YEAR! Incentives are based on each individual's fundraising efforts.**
FREE T-SHIRT FOR ALL WALKERS/RUNNERS OBTAINING \$25 IN CASH AND/OR PLEDGES.
- ♥ **Registration deadline** for paper forms is Tuesday, September 28, 2021.
- ♥ Can't walk/run on October 2, 2021? **NO PROBLEM! Walk/Run on any other day prior to that date.**
- ♥ Can't walk/run? **NO PROBLEM! Skip, hop, crawl, or take the bus. Wheelchairs & strollers are welcome!**
- ♥ This is not an athletic event - but a walk in which ALL can participate.
- ♥ Encourage each individual to **pre-register online at www.AshlandCareCenter.org/Walk.**
- ♥ We encourage that completed paper Pledge Forms be turned in to Ashland Pregnancy Care Center before the Walk/Run – or – they may be brought the day of the Walk/Run to the event. **Bring completed paper Pledge Form(s) and checks/cash to Ashland Pregnancy Care Center by Tuesday, September 28th.**

TIPS FOR PROMOTION

Approval of the pastor and/or church leadership is necessary to do promotion. We do not want to coerce the pastor. We respect their decision. Assure your pastor that our desire is not to take tithes away from the church. Ashland Pregnancy Care Center is an extension of the church, and we are here to support the work of the church through offerings.

Our **ideal** situation would be to meet with the pastor of every church either on the telephone or in-person and present the **Walk for Life & 5K Fun Run** to them. Our desire is for your pastor to help present the Walk/Run to your church and agree personally to walk in the Walk for Life. We have found that this level of support from your church leaders is so beneficial.





2021 Ultimate Walk/Run Promotion (cont.)

KEY QUESTIONS YOU SHOULD ASK THE PASTOR ARE:

1. Will you personally walk/run in the Walk for Life & 5K Fun Run?
2. May we distribute the Walk/Run brochure via bulletin insert to every adult in church in a Sunday morning service, have a promotional announcement made about the Walk/Run, and then register those interested in participating?
3. What do you think is a reasonable **goal** for the number of sponsored walkers to be recruited from the church?
4. Will you pray for us and for the Walk/Run that the Lord would raise up the number of walkers we have set as the goal?

THE ULTIMATE PROMOTION

1. Presentation from the pulpit on Sunday a.m.
 - ♥ Announcement from the pulpit by you, your pastor, or Ashland Pregnancy Care Center staff
 - ♥ Skit
2. Presentation to small groups within the church.
 - ♥ Home Fellowships
 - ♥ Sunday School
 - ♥ Youth Groups
3. Bulletin announcement & display table with Walk for Life & 5K Fun Run materials.
4. Personally ask your friends from church to participate.

It is very effective to mention what the goal of your church is in terms of # of sponsored walkers (*remember: your church will decide what is reasonable for YOU*).

The announcer would ask those wanting to participate to register and pick up their pledge forms after the service at the information booth or table. As the liaison – you would of course be there to help sign up those interested and answer questions they may have.

As the liaison, you, together with your church's leadership will determine what of the above suggestions will work best at your church.

PROMOTE!! PROMOTE!! PROMOTE!!

If you have any questions, please don't hesitate to contact Melanie Miller, Executive Director, at 419.281.1111 ext. 103.





2021 Sample Bulletin Announcements

Ashland Pregnancy Care Center's Annual Walk for Life & 5K Fun Run is on Saturday, October 2, 2021! Start getting your pledges! Sign up after the service today at the information table, AND **officially** register online at www.AshlandCareCenter.org/Walk. This event benefits the ministries of APCC and helps provide alternatives to abortion while sharing the love of Christ to women and men in unplanned pregnancies. Join us and (Your Pastor), and help us reach our goal of (# of walkers) from (Your Church).

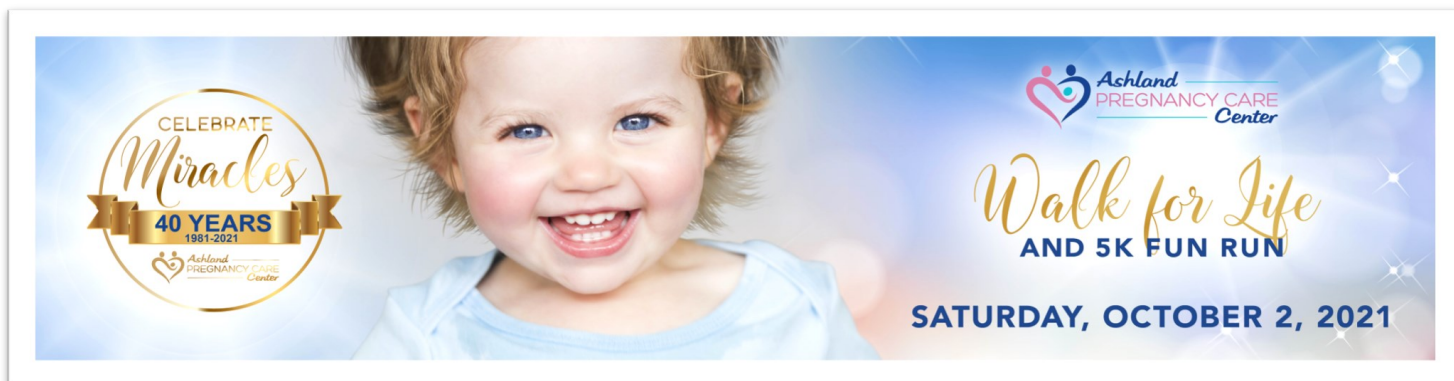
Sign up now for the Walk for Life & 5K Fun Run on October 2, 2021 benefiting the ministries of Ashland Pregnancy Care Center. We want to have at least (# of walkers) from this church participate! More information is available at the table in the lobby following today's service, or you may call Ashland Pregnancy Care Center at 419-281-1111, or go to www.AshlandCareCenter.org/Walk.

Calling all walkers! Ashland Pregnancy Care Center is hosting their annual **Walk for Life & 5K Fun Run on October 2, 2021**. For more information, see (church liaison) at the information table, or call Ashland Pregnancy Care Center at 419-281-1111. Join us to show your support for and belief in the value of all human life.

Join us in supporting Ashland Pregnancy Care Center's annual Walk for Life & 5K Fun Run on October 2, 2021. This pledge-to-walk event supports alternatives to abortion. Sign up at the information table in the lobby, and **officially** register at www.AshlandCareCenter.org/Walk, or call (church liaison at 555-5555) for more information.

Go the extra mile for a baby! Participate in the annual Walk for Life & 5K Fun Run on Saturday, October 2, 2021. Last year nearly 230 walkers/runners went the "extra mile" and provided funds for Ashland Pregnancy Care Center, helping reach over 2,000 individuals in our community. Our goal is (#) fundraising walkers from our church—will you join us? Get a pledge sheet from the Walk information table, or visit www.AshlandCareCenter.org/Walk.





Fundraising Tips

USE THESE TIPS TO HELP YOU MEET YOUR PERSONAL FUNDRAISING GOAL:

- ☐ **Set a goal.** Write the number on your pledge form or online personal fundraising page. Be sure to let your sponsors know that their contribution helped.
- ☐ **Start your pledge sheet(s) with a generous pledge.** Most people will follow the example of the first pledge on your walk form or online fundraising page.
- ☐ **Support yourself.** Others will appreciate that you are devoting both your time and your own finances.
- ☐ **Dedicate your walk or run to someone** who has been touched by an unplanned pregnancy, to teenagers who need to hear the sexual risk-avoidance message, or to a man or woman who has been impacted by abortion.
- ☐ **Create a personalized fundraising page** that can be connected to your social networking sites and emailed to your friends and family. Use this page like an online pledge sheet to ask for and collect secure donations. Visit WWW.ASHLANDCARECENTER.ORG/WALK for the link to design your personalized fundraising page.
- ☐ **Contact everyone who sponsored you last year.** Thank them for their pledge, and ask for their support again. Ask for a specific amount like \$50 or \$100; if they can't donate that much, they will offer what they can. Be sure to direct your sponsors to your personalized fundraising page!
- ☐ **Make an announcement.** Call Melanie at 419.281.1111 to schedule a Ashland Pregnancy Care Center speaker for a short presentation.
- ☐ **Be enthusiastic when asking for pledges.** Let people know that their money makes a difference in the lives of babies, women, teenagers, men, and families in our community.
- ☐ **Use special occasions.** If you have a birthday, anniversary, or other special occasion coming up, ask for Walk for Life pledges in lieu of gifts.





Fundraising Tips

HOWTO RAISE \$500 IN ONLY 10 DAYS!

- **DAY 1** Sponsor yourself for \$50.
- **DAY 2** Ask two family members to sponsor you for \$25.
- **DAY 3** Ask five friends to sponsor you for \$20.
- **DAY 4** Ask five people from your church to sponsor you for \$10.
- **DAY 5** Ask five neighbors to sponsor you for \$10.
- **DAY 6** Ask two other family members to sponsor you for \$25.
- **DAY 7** Ask your boss or company to sponsor you for \$25
or see if your company will match the amount you raise.
- **DAY 8** Ask five social media friends to sponsor you for \$20.
- **DAY 9** Ask one business you frequent to sponsor you for \$25.
- **DAY 10** You've done it! Great job!
Ask a friend to join you at the Walk!





2021 Prize Incentives

PERSONAL FUNDRAISING INCENTIVES:



**Receive a FREE T-SHIRT
& entry into prize drawings
with \$25 sponsorship!**

**Level 1 -
Raise \$150**
Earbuds



**Level 2 -
Raise \$600**
Picnic Blanket



**Level 3 -
Raise \$1,000**
Roller Cooler



Please note: Incentives will not be available for purchase before the Walk/Run or the day of the event. These incentives are for personal fundraising efforts. T-shirts sizes are first-come, first-served basis.

*** Incentives are based on individual fundraising efforts. T-shirt sizes will be available on a first-come, first-served basis. ***



2020 Walk for Life & 5K FUN RUN

Saturday, October 2, 2021
Downtown Ashland Corner Park
8:00 AM 5K Fun Run 9:30 AM Walk

- ♥ Only a 2-mile walk
- ♥ Walk/Run as an individual or team
- ♥ Come rain or shine!
- ♥ Prize Incentives & Drawings

Take the first step: ASHLANDCARECENTER.ORG/WALK





SIGN UP TO JOIN YOUR CHURCH
AND MAKE A DIFFERENCE IN THE LIVES OF
MOMS, DADS, & BABIES THROUGH THE

WALK FOR LIFE & 5K FUN RUN!

OUR GOAL:

#	NAME	PHONE	EMAIL	I WILL BE...

THIS SIGN-UP SHEET IS INTENDED FOR YOUR RECORDS ONLY —ASHLAND PREGNANCY CARE CENTER DOES NOT NEED THIS INFORMATION.
ENCOURAGE ALL WHO SIGN UP ON THIS SHEET TO ALSO OFFICIALLY REGISTAR AT ASHLANDCARECENTER.ORG/WALK.

DOWNLOAD ADDITIONAL SIGN-UP SHEETS AT ASHLANDCARECENTER.ORG/WALK.