



Assist Pregnancy Center 2021 Walk Captain Guidebook

About the VIRTUAL Walk Run Ride for Life:

Want to help women facing an unplanned pregnancy and protect unborn children? Assist Pregnancy Center's annual Walk Run Ride for Life provides a practical way for you and your church to support families and protect unborn children at risk of abortion in our community. You can support life by joining Assist for a fun virtual fundraising event. Sign up to participate as a walker, runner, or cyclist—and then invite others to sponsor you! Our fundraising goal is \$125,000 and all funds raised will support directly the no-cost medical and counseling care of Assist.

This year, instead of gathering in one place on one date, you have the opportunity to complete the event anytime between May 1st and May 9th on your own or with friends. Prizes will be awarded to top fundraisers, and you'll have the opportunity to pick up your free t-shirt, event swag, and see progress in Assist's 2021 building expansion when you stop by the Center for our pre-event expo. Read on for more details!

What is a Walk Captain?

Assist Pregnancy Center's Walk Run Ride for Life is critical to sustaining the ministry of Assist as it seeks to impact and transform lives through the Gospel. Assist needs your help to engage others in this fundraising event! A Walk Captain helps ensure a successful WRR by:

- Promoting the event in their church
- Recruiting fundraising walkers for the Walk Run Ride for Life
- Connecting with their team frequently to encourage them on their fundraising efforts
- Setting up a team on our simple event platform RunSignUP: www.runsignup.com/WRRforLife.

Captains will receive regular updates and helpful resources - you're not in this alone! Your willingness to share your passion for life and your love for this ministry will ensure more families access care at Assist in 2021.

Walk Run Ride for Life Captain Checklist:

1. Understand your role.

- ✓ A Walk Captain recruits fundraising participants for Assist's Virtual Walk Run Ride for Life, promotes the event in their church, and connects with their team on a regular basis to encourage them in their efforts.
- ✓ Meet with your pastor or church leadership to secure their support and share your plans to promote the WRR.
- ✓ Provide event resources (ex: PPT Slide, sample bulletin insert) to your pastor or church leadership.
- ✓ Ask your friends in your church to help you promote your team and the event!

2. Talk to as many small groups as possible and ask them to become fundraising participants.

- ✓ Schedule a time to talk about Assist's Virtual Walk Run Ride with various groups within your church (small groups, Sunday school classes, men's group, women's group, youth group, mom's group, etc.)
- ✓ Provide the groups with our Walk Run Ride Handout and Virtual Race Guide.
- ✓ Encourage a friendly competition within the groups to see which can raise the most!
- ✓ Ask the friends who are helping you to visit different small groups to cover more ground.

3. Ask your pastor to challenge the church to sign up and raise funds for Assist's Walk Run Ride for Life.

- ✓ Ask your pastor to share about Assist's Virtual Walk Run Ride for Life during one of your service's announcements.
- ✓ Staff an informational table outside a service to recruit more individuals to join your team.
- ✓ Be sure to pass out our Walk Run Ride Handbook.
- ✓ Encourage the congregation to register online and start raising funds.

4. Contact past fundraisers from your church and ask them to raise funds again this year (list provided by Assist).

- ✓ Encourage past participants to sign up again.
- ✓ Point them to this year's fundraising website, and tell them to join your team.

5. Promote the Walk Run Ride for Life.

- ✓ Promote online and through social media!
- ✓ Use the sample bulletin announcement text.
- ✓ Include the Virtual Walk Run Ride for Life in your church's weekly emails.

6. Keep in contact with your Team.

- ✓ **VERY Important!** Be sure your team members register to raise funds as soon as possible.
- ✓ Encourage your team with personal phone calls and emails from you.
- ✓ Get in touch with your team to introduce yourself, answer questions, and cheer them on!
- ✓ Boost their fundraising efforts- direct them to the Fundraising Tab on our website, where they can find information on "How to Recruit Sponsors."

Sample Bulletin Announcements:

Go the extra mile to save lives! Help raise funds to support life through Assist Pregnancy Center's 2021 Walk Run Ride for Life May 1st-May 9th. Every dollar makes a difference for this vital local ministry. To register or to sponsor a participant, visit www.runsignup.com/WRRforLife, and get started helping to save lives today!

Raise funds, Save Lives. For thirty-one years, Assist Pregnancy Center has promoted life through Christ to women and men vulnerable to abortion. Thanks to community supporters like you, Assist provides no-cost medical and counseling care to support women and men experiencing an unplanned pregnancy and to protect vulnerable children. You can help save more lives by joining Assist as a walker, runner, or cyclist for the Walk Run Ride for Life 2021 happening May 1st-May 9th! To register, or to sponsor a participant, visit www.runsignup.com/WRRforLife.

Don't forget May 2nd is the final Sunday to promote Assist's Walk Run Ride for Life during your church's weekly gathering.

Additional Resources:

Looking for some help to encourage others to get involved?

Assist Pregnancy Center will provide you with everything you need to help you get started! Some of our resources include:

- Walk Run Ride Handouts with Fundraising Form
- Complete Virtual Race Guide
- Fundraising Tips
- PowerPoint Slide

Need more resources? Contact Stephanie: development@assistcpc.org.

Questions About Assist Pregnancy Center:

As you encourage others to become fundraising participants, you may need to answer questions about the ministry of Assist. Here are a few quick facts that may help!

- Assist Pregnancy Center is a Christ-centered 501(c)(3) non-profit organization working to encourage, educate, and empower women and men to make life-giving decisions for themselves and their unborn children.
- Through the provision of medical services to confirm and date pregnancy, pregnancy options counseling, and practical assistance, Assist comes alongside abortion-vulnerable individuals to affirm life and share the hope found in the Gospel of Jesus Christ.
- Since 1990, Assist has served thousands of clients and celebrated thousands of babies being born. Strategically positioned inside the Beltway, Assist is located in a rapidly growing metropolitan area characterized by tremendous ethnic and religious diversity.
- On average, we see clients from sixty different countries each year. Our burden is to reach more of the over 21,000 women in our metro D.C. region choosing abortion annually, sparing hearts and lives from the pain of abortion.
- Because of the generosity of individual donors, churches, and businesses, all of our services are provided at no cost to those we serve. Assist receives no government funding.

Contact Information:

Walk Run Ride Questions:

Stephanie Lindsay, Development & Event Associate

development@assistpc.org

703-354-7291 ext. 4

Assist Pregnancy Center

5101-D Backlick Road

Annandale, VA 22003

www.assistpartners.org

