



### **IMPACT: A perfect antidote for times of recession**

In a time of recession it is imperative that we find imaginative ways to strengthen our financial support. **IMPACT**—a 48-page soft-cover book outlining 20 creative ways to give to your pregnancy care ministry—may be your answer.

IMPACT is a simple way to introduce others to your ministry in a low-key, but effective way. This little blue book reaches everyone, from the major financial partner who can start an endowment, to the family looking for a way to get their children involved in giving to your ministry. Pregnancy Help Centers are giving this book to:

- Banquet guests
- Attendees at church and small group presentations
- Guests at home gatherings

In addition, board members find handing IMPACT to friends is an easy way to bring new financial partners into the ministry. For more information, visit [www.lifetrendsonline.com](http://www.lifetrendsonline.com) or email author Kirk Walden at [kirk.walden@comcast.net](mailto:kirk.walden@comcast.net).