



## **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.

And if you're thinking about end-of-year appeals to your supporters, click to see a [sample end-of-year appeal letter](#) that you can adapt to your ministry and mail with this booklet.

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).