

Crossroads Annual Walk for Life



Church Liaison Handbook

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Name	
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#	\$
(Fundraising Walkers/Runners)	(To Raise for Crossroads)
Church Goals	

Rescue Me 5k/Walk for Life



Dear Church Liaison,

Welcome to our team! I am so thankful for your desire to engage your church body in this life-affirming fundraiser! The role you play as you encourage your congregation to partner with Crossroads Clinic is vital to the success of the *Rescue Me 5k/Walk for Life*. I'm looking forward to working with you as we encourage fellow believers to put their feet into action and *Walk for Life*!

The funds raised through the *Rescue Me 5k/Walk for Life* will help to financially sustain the ministry of Crossroads Clinic as it seeks to impact and transform people with the love of Christ. This is accomplished through our four outreaches:

- ***Crossroads Clinic** provides pregnancy tests, pregnancy options counseling, ultrasounds, emergency baby items and referrals. These services are free and confidential to our clients.

- * **STD/STI Testing and Treatment Clinic** participants receive free testing and treatment of sexually transmitted diseases and infections. They are also given important medical facts to enable them to make the right and safe choices in the future. As a Christian-based organization, Crossroads always encourages abstinence outside of marriage and NEVER offers or refers contraceptives to our clients. We serve both men and women in our STD clinic.

- ***Trace** provides abstinence-centered presentations to local high school students and churches. Our presentations stress the importance of character development, abstinence until marriage and living a lifestyle of purity.

- ***Passages** reaches out to the Church with the sanctity of life message and ministers to those who need healing after an abortion.

Incredible ministry is taking place at Crossroads Clinic. Thank you for representing us in your church and making this ministry well known there. Your willingness to share your passion for the sanctity of human life and your love for this ministry will greatly impact the success of the *Rescue Me 5k/Walk for Life*.

Walking with you,

Event Coordinator
rescueme@crossroadsclinicok.com



ON THE FOLLOWING PAGES YOU WILL FIND:

What is Crossroads Clinic?

Rescue Me 5k/Walk for Life Information

Your Walk for Life Display Table

Suggested Bulletin Announcements

How to Involve Children and Youth

Fundraising Tips

How to Find Walk Sponsors

How to Raise \$500 in 10 Days

Sample Sponsor Request Letter

Pledge Sheets

Sign Up Sheet

Goal-Tracking Sheet



WHAT IS CROSSROADS CLINIC?

Crossroads Clinic is a nonprofit, Sanctity of Human Life ministry which includes Intervention, Prevention, and Restoration. Crossroads Clinic has been faithfully impacting the community since 1990 through intervention, prevention, and restoration while sharing the love of Christ and boldly speaking the truth that every human life is valuable.

INTERVENTION

With a desire to protect the unborn and bring hope to the hurting, the goal of our ***Pregnancy Services*** is to preserve life while impacting people with the love of Christ. In a compassionate, Christ-centered environment, volunteers and staff offer life-affirming alternatives to those facing unplanned pregnancies. As a result, many lives have been impacted for eternity!

PREVENTION

Addressing issues such as sexual integrity, sexually transmitted infections and abstinence until marriage, our ***STD/STI Testing and Treatment*** and ***Trace*** curriculum reaches high school and college students with abstinence-centered education. This multifaceted program encourages students to abstain from all high-risk behaviors. ***Trace*** is "education you can use forever" and teaches concepts such as decision-making, refusal skills, character education and abstinence from a biblically-based perspective.

RESTORATION

Every year in the United States over 1.2 million women have abortions, including Evangelical Christians. Abortion has left a legacy of devastation in the life of millions. ***Passages*** offers hope and restoration to men and women who are dealing with the consequences of an abortion, through a Bible-based healing and support group. In addition, it is our calling to encourage, equip, educate and exhort the Church to take its rightful place at the forefront of restoring the sanctity of human life. We purpose to motivate the Church to become active in defending and protecting the sanctity of life while providing support, resources and spiritual healing to those directly impacted by an unplanned pregnancy.



Rescue Me 5k/WALK FOR LIFE INFORMATION

LOCATION: Mineral Wells Park, 901 S Division St, Guthrie, OK

SCHEDULE:

8:30-9:00 am	5k Fun Run Registration
9:00 am	5k Fun Run
9:00 am	Walk for Life Registration
9:40 am	5k Awards and Fundraising Awards
10:00 am	Walk for Life
After Walk	Free hot dogs, chips & drinks as long as they last!

EVENT HIGHLIGHTS: 2-mile Walk and 5k Fun Run
Kids activities include: bounce house, face-painting, and balloon art

PRIZES:	<u>Raise</u>	<u>Prize</u>
	\$25	Rescue Me t-shirt!
	\$200	Entered for a chance to win Ray-Ban sunglasses with case!
	\$500	Jam XT Extreme Wireless Speaker! (Choose from blue, red, black, or pink)
	\$1000	Special Dri-Fit T-Shirt and Garmin Forerunner® 25 GPS Watch and Activity Tracker! (Male/female colors on Forerunner® 25)
	Grand Prize	For every \$300 you raise, you'll be entered for a chance to win a 42-mm Apple Sport Watch! (Must be present to win)
	Top Team	\$200 - Dinner at Ted's Escondido Mexican Restaurant! Each member of your team will receive a \$20 gift card! Go eat together as a team or celebrate on your own!

(PLEASE NOTE: PRIZES ARE SUBJECT TO CHANGE EACH YEAR. CHECK THE [REGISTRATION PAGE.](#))

ADDITIONAL: ccwalkforlife.com

CONTACT INFORMATION: Event Coordinator
rescueme@crossroadsclinicok.com

Crossroads Clinic is a 501(c)(3) non-profit ministry. All Walk for Life contributions are tax-deductible.



Your Walk for Life Display Table

*It is ideal to have an attractive, eye-catching display in a prominent location at your church for four to five weekends prior to the *Rescue Me 5k/Walk for Life**

MAKE SURE YOUR DISPLAY IS INFORMATIVE

Official Rescue Me t-shirt – wear it or leave it on display
Walk for Life poster
Rescue Me 5k/Walk for Life pledge sheets
Walk for Life sign up sheet
Your church's goal-tracking sheet
Walk for Life prize display sheet

SUGGESTIONS TO MAKE YOUR TABLE EYE-CATCHING

Bright-colored tablecloth
Colorful balloons
Feet or stars leading to the table
Lifesavers (because participants will be saving lives as they *Walk for Life*)
Baby items (diapers, clothes, baby toys, etc)

BE INTERACTIVE AND ATTRACT ATTENTION

Make eye contact with people when they walk by – say hello to everyone.
Stand in front of your table, not behind it.
Be bold. Explain the *Rescue Me 5k/Walk for Life* and the ministry of Crossroads Clinic.
Share why you are walking or running – make it personal!
Personally ask church members to participate. Have them sign up so you can add them to your goal chart!
Ask your Walk for Life team members, or other Walk participants from your church to help you staff the table.



SUGGESTED BULLETIN ANNOUNCEMENTS

- Week 1 **Be a part of the Annual *Walk for Life!*** Support the ministry of Crossroads Clinic and its Pregnancy Clinics – begin fundraising and join us at Mineral Wells Park on Saturday, _____ to make a difference in the life of an unborn child! Get a pledge sheet from the Walk information table located _____ or visit ccwalkforlife.com. Our goal is # _____ fundraising walkers from our church – will you join us?
- Week 2 **One person can make a difference!** Participate in the annual *Walk for Life* on Saturday, _____, at Mineral Wells Park. This event provides funds for the ministry of Crossroads Clinic, a life-affirming Pregnancy Clinic in Guthrie and OKC. Our goal is # _____ fundraising walkers from our church. Start by getting a pledge sheet from the Walk information table located _____ or by visiting ccwalkforlife.com.
- Week 3 **CALLING ALL SMALL GROUPS!** Walk as a team at the annual *Walk for Life* on Saturday, _____. Give yourselves a team name and start asking people to sponsor you – making a difference in the life of an unborn child really is that easy! Get a pledge sheet from the Walk information table located _____ or visit ccwalkforlife.com.
- Week 4 **Go the extra mile for a baby!** Become a fundraising walker and join us at the annual *Walk for Life* on Saturday, _____! Our goal is # _____ fundraising walkers from our church – will you join us? Get a pledge sheet from the Walk information table located _____ or visit ccwalkforlife.com.
- Week 5 **The annual *Walk for Life* is only 6 days away!** Become a fundraising walker and join other walkers and runners next Saturday, _____, at Mineral Wells Park to support the life-saving work of Crossroads Clinic, a Pregnancy Clinic in Guthrie and OKC. Funds raised will provide free ultrasounds and other services. Get a pledge sheet from the Walk information table located _____ or visit ccwalkforlife.com.



HOW TO INVOLVE CHILDREN AND YOUTH

CHILDREN

- Connect with your children's pastor. Share your passion for the ministry of Crossroads Clinic and explain the Walk — encourage them to get church kids to participate.
- Have a "Save the Babies" campaign: give the children a pledge sheet to take to family, friends, neighbors, babysitters, etc., and have them collect sponsors.
- "Fill a Baby Bottle" promotion. Encourage kids to fill a baby bottle with quarters/coins to raise money for the Walk. Encourage them to do odd jobs at home for money to contribute.
- Recruit a team of walkers to represent the children's department at the Walk.
- Ask your Missions Committee to agree to match the funds raised by the children.

YOUTH

- Connect with your youth pastor. Share your passion for the ministry of Crossroads Clinic and explain the Walk - encourage him/her to get the youth group to participate.
- Invite a Crossroads Clinic speaker to speak to the students during a youth group meeting to kick off their Involvement. (Contact Traci at 405-623-9943.)
- Stress the specific impact Crossroads Clinic can have on this age group.
- Have groups form teams. Initiate a boys vs. girls contest or a middle school vs. high school contest on who can raise the most money. Offer a special prize such as a pizza or ice cream party for the winning team.
- Recruit a team of walkers from the middle school and high school youth group. Create a goal and have the youth sign up as a commitment — then fill in your goal chart!
- Ask your Missions Committee to agree to match the funds raised by the youth.



FUNDRAISING TIPS

THE FOLLOWING FUNDRAISING TIPS WILL HELP YOU AS YOU STRIVE TO MEET YOUR PERSONAL FUNDRAISING GOAL:

- **Set a goal.** Write the number on your pledge sheet 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 sheet.
- **Pledge yourself.** Others will appreciate that you are contributing both your time and your dollars.
- **Dedicate your walk or run to someone** who has been touched by an unplanned pregnancy, teenagers who need to hear the abstinence 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 ccwalkforlife.com and click the "Register Now" button under "I Want to Run the 5k" or "I Want to Walk for Life" 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, such as \$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 online fundraising page!
- **Make an announcement** at your social club, service club or small group. Call Traci at 405-623-9943 to schedule a Crossroads Clinic 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.



HOW TO FIND WALK SPONSORS

PERSONAL CARE

Your Hairstylist
Your Tanning Salon
Your Massage Therapist
Your Favorite Day Spa
Your Favorite Clothing Store
Your Jeweler
Your Tailor
Your Drycleaner

HOBBIES AND CLUBS

Hobby Stores You Frequent
Book Stores You Frequent
Your Book Club Friends
Scout Leaders
Other Scout Families
Your Travel Agent

FITNESS AND SPORTS

Health Club Owners
Health Club Employees
Your Personal Trainer
Your Aerobic Instructor
Your Club Day Care Provider
Your Golf Buddies
Your Tennis Partner
Your Softball Team
Sports Shops You Frequent

FAMILY AND FRIENDS

Your Spouse
Your Friends
Your Co-workers
Your Spouse's Co-workers
Your Parents
Your Grandparents
Aunts, Uncles and Cousins
Your Adult Children
Your Neighbors
Your Godparents

CHILDREN'S CIRCLES

Their Favorite Teachers
The School Principal
The School Secretary
The School Nurse
Their Academic Counselor
Their Music Instructors
Carpool Moms
Your Babysitters
Play Groups
Your Day Care Provider

MEDICAL SERVICES

Your Family Doctor
Your Family Dentist
Your Favorite Nurse
Your Children's Pediatrician
Your Children's Orthodontist
Your Optometrist
Your Pharmacist
Your Chiropractor

CHURCH CIRCLE

Senior Pastor
Youth Pastor
Music Pastor
Sunday School Teacher
Your Bible Study Friends
Your Choir Friends
Your Small Group

PETS

Your Veterinarian
Your Dog Groomer
Your Dog Sitter
Your Pet Supply Store

HOME AND AUTO

Your Realtor
Your Builder
Your Plumber
Your Electrician
Your Lawn Service
Your Milkman
Your Auto Repair Shop
Your Jiffy Lube Man
Your Favorite Car Wash



HOW TO RAISE \$500 IN 10 DAYS!

- **DAY 1** Sponsor yourself for \$25.
- **DAY 2** Ask two family members to sponsor you for \$25.
- **DAY 3** Ask five friends to sponsor you for \$20.
- **DAY 4** Ask two other family members to sponsor you for \$25.
- **DAY 5** Ask five neighbors to sponsor you for \$10.
- **DAY 6** Ask five people from your church to sponsor you for \$10.
- **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 local merchants to sponsor you for \$20.
- **DAY 9** Ask two businesses you frequent to sponsor you for \$25.
- **DAY 10** You've done it! Great job!
Ask a friend to join you at the Walk!



Dear Friend,

I am writing you because I am going to participate in the annual *Rescue Me 5k/Walk for Life* to benefit Crossroads Clinic on Saturday, _____. Crossroads Clinic is a life-affirming ministry whose mission is to impact and transform people with the love of Christ. They compassionately serve women, men and families facing unplanned pregnancies, offering them a meaningful alternative to abortion. All of their services are provided free of charge – I am participating so they can continue serving all who walk through their doors!

Crossroads Clinic ministers in many ways:

*Through **Pregnancy Services**, they offer pregnancy tests, ultrasounds to confirm viability, and life-giving options.

*Through **STD/STI Testing and Treatment** and **Trace curriculum**, they challenge teens with the message of sexual integrity, reminding them of their incredible value and worth as human beings.

*Through **Passages**, they reach out to the Church with the sanctity of life message and provide support to post-abortive men and women.

For more information, visit their websites at friendsofcrossroads.org and their client website at crossroadsclinicok.com.

I am writing to invite you to sponsor me. For every \$150 I raise, Crossroads Clinic can provide life-changing services for three clients. My goal is to raise \$_____. Will you help? The pledge amount is not a per-mile pledge, but rather a one-time donation. Some sponsors give \$100, some \$25, others \$10. Your gift is tax-deductible.

There is no need to send a check now. Crossroads Clinic will collect your pledge through the mail after the *Rescue Me 5k/Walk for Life*. Thank you for supporting me as I put my feet into action!

Thank you,

PARTICIPANT PLEDGE SHEET

If you choose not to fundraise online, you may use this pledge sheet to track your pledges. Please bring this sheet and all pledges collected to the 5k/Walk for Life.

This Pledge Sheet Belongs To: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____
(For email communication from Crossroads Clinic only.)

Team Name: _____ Team Captain Name: _____
(A team consists of up to 10 fundraisers. Each fundraiser must have their own pledge sheet or online fundraising page.)

Church: _____

Download additional pledge sheets at ccwalkforlife.com or call 405.282.6322

Name: _____ Phone: _____

Address: _____ City: _____ State: _____ Zip _____

Email: _____ (For email communication from Crossroads Clinic only.)

Pledge (circle one): \$100, \$50, \$25, Other \$ _____ Payment Type (circle one): Bill Me, Cash, Check # _____

Name: _____ Phone: _____

Address: _____ City: _____ State: _____ Zip _____

Email: _____ (For email communication from Crossroads Clinic only.)

Pledge (circle one): \$100, \$50, \$25, Other \$ _____ Payment Type (circle one): Bill Me, Cash, Check # _____

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Address: _____ City: _____ State: _____ Zip _____

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Email: _____ (For email communication from Crossroads Clinic only.)

Pledge (circle one): \$100, \$50, \$25, Other \$ _____ Payment Type (circle one): Bill Me, Cash, Check # _____

Name: _____ Phone: _____

Address: _____ City: _____ State: _____ Zip _____

Email: _____ (For email communication from Crossroads Clinic only.)

Pledge (circle one): \$100, \$50, \$25, Other \$ _____ Payment Type (circle one): Bill Me, Cash, Check # _____

All contributions are tax deductible * Make checks payable to Crossroads Clinic

Name: _____ Phone: _____
Address: _____ City: _____ State: _____ Zip _____
Email: _____ (For email communication from Crossroads Clinic only.)
Pledge (circle one): \$100, \$50, \$25, Other \$ _____ Payment Type (circle one): Bill Me, Cash, Check # _____

Name: _____ Phone: _____
Address: _____ City: _____ State: _____ Zip _____
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Email: _____ (For email communication from Crossroads Clinic only.)
Pledge (circle one): \$100, \$50, \$25, Other \$ _____ Payment Type (circle one): Bill Me, Cash, Check # _____

All contributions are tax deductible * Make checks payable to Crossroads Clinic

OUR GOAL:

FUNDRAISERS

*I will make a difference in the
lives of moms, dads, and babies!
Count me in for the
Rescue Me 5k/Walk for Life!*

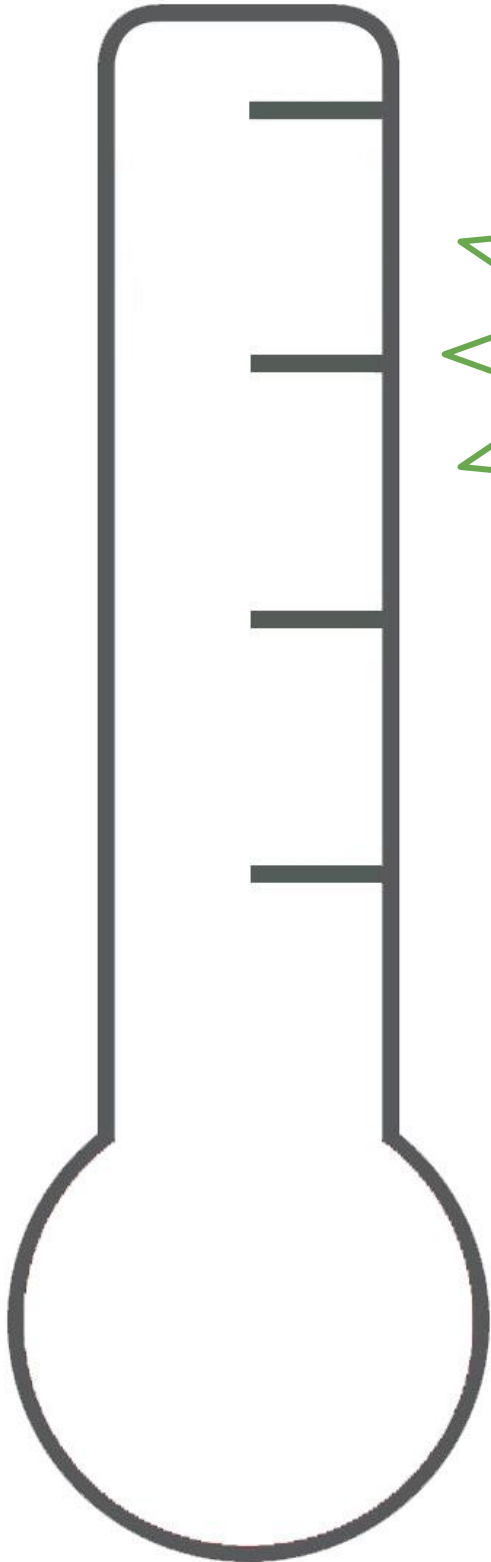
rescue me 
Rescue me from those who pursue me,
for they are too strong for me. Psalm 142:6
5k/walk for life

#	NAME	PHONE	EMAIL	I'LL BE...
				<input type="checkbox"/> WALKING <input type="checkbox"/> RUNNING <input type="checkbox"/> WALKING BY FAITH (PRAYER TEAM) <input type="checkbox"/> VOLUNTEERING
				<input type="checkbox"/> WALKING <input type="checkbox"/> RUNNING <input type="checkbox"/> WALKING BY FAITH (PRAYER TEAM) <input type="checkbox"/> VOLUNTEERING
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				<input type="checkbox"/> WALKING <input type="checkbox"/> RUNNING <input type="checkbox"/> WALKING BY FAITH (PRAYER TEAM) <input type="checkbox"/> VOLUNTEERING

THIS SIGN-UP SHEET IS INTENDED FOR YOUR RECORDS ONLY—CROSSROADS CLINIC DOES NOT NEED THIS INFORMATION.
ENCOURAGE ALL WHO SIGN UP ON THIS SHEET TO ALSO OFFICIALLY REGISTER AT CCWALKFORLIFE.COM
 Download additional sign-up sheets at ccwalkforlife.com

Will you join us?

of Pre-Registered
Walkers / Runners



rescue me

Rescue me from those who pursue me,
for they are too strong for me. Psalm 142:6



5k/walk for life

Date: _____

Location: _____

Our Goal

Fundraising
Walkers / Runners

ccwalkforlife.com