

COMPASSCARE

# WALK HOST PLANNING GUIDE

This Walk Host Planning Guide contains ideas, suggestions, and scripts for you to promote, plan, and implement a fun and safe Walk for Life.

2X

## LETTER FROM COMPASSCARE'S CEO



Dear Walk Host,

**Congratulations and thank you for hosting a CompassCare Walk for Life!**

**Abortion is a mountain of injustice only faith can move. Society permits and even applauds abortion only because we fundamentally misunderstand what it means to be human under God.**

Last year, Walk for Life participation doubled and Walk for Life locations multiplied from 3 to 135 communities in at least seven different states! As a Walk for Life Host, you are forging a more pro-life community by raising awareness about the truth that all people, born and preborn, are made in the image of God and are therefore equally valuable. And by God's grace, together we can once again double the Church's pro-life impact with Walks in 270 communities, in order to save 2X more women and babies in America's abortion capital in 2024.

Jesus' Parable of the Talents depicts three servants. Two servants are praised for doubling the master's talents and rewarded with dramatically increased responsibility and delight saying, "Well done good and faithful slave. You were faithful with a few things, I will put you in charge of many things; enter into the joy of your master" (Mt. 25:23).

Since our Master, Jesus, said He came "to seek and to save that which was lost" (Lk. 19:10), the talents He entrusts to us, our breath, bodies, skill, voice, material goods... everything, are tools to be used for the betterment and salvation of lost souls, each made in the image of God from the moment of fertilization.

Because of the efforts of the Church, CompassCare multiplied effectiveness in 2023! 2,190 women were served in-person in NY, 1,367 served through TeleCare nationwide, 334 women submitted their lives to Christ, and across the national network, 2,312 babies were saved from abortion. How did this doubling occur? Through you. The Church.

2X the power of forging a more pro-life community and nation through the 2024 Walk for Life weekend May 3 and 4. By hosting a Walk for Life you are both proclaiming that it is good and right, always and everywhere to affirm the truth that all people are made in the image of God and therefore equally value, without qualification, while raising the funds necessary to double the number of women and babies saved from abortion in 2024!

This Walk Host Planning Guide contains everything you need to plan your Walk for Life.

**First**, choose a location for your Walk for Life and confirm the date (May 4, 2024).<sup>1</sup> If you are Walking with your church, confirm the details with your leadership team so they can help you spread the word in the church. After you confirm where and when your Walk will be, follow the easy steps outlined in your Host Planning Guide.

**Second**, upload a video of yourself to the [CompassCareCommunity Facebook page](#), telling the world why you are passionate about erasing the need for abortion, using the hashtag **#WalkOn!** Encourage your Walkers to do the same.

If you have questions, please contact the [Walk Host Support Team](#) member who will be contacting you soon to see how they may support your life-saving efforts.

Together, we will #WalkOn for mothers, for babies, and for God.

In Christ,

**Rev. Jim Harden, M.Div.**  
CompassCare CEO

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<sup>1</sup> If you cannot host on May 4, please consider the following weekend, Mother's Day. If that weekend doesn't work, Host a Walk whenever you can!

## WALK HOST KIT LIST OF CONTENTS<sup>2</sup>

### WALK HOST SUPPORT MATERIALS:

- T-shirts and other gifts to share with your Walkers
- \$100 Visa Gift Card to purchase additional supplies
- Decorations for your Walk location
- Silicon wrist bracelets
- Walk Message Boards for your Walkers to carry
- Pledge Forms and Pledge Form Envelopes - **1 Pledge Form per envelope please**
- Registration sheet
- FedEx Envelope to return your Registration sheet and all Pledge Form Envelopes to CompassCare
- Prayer Cards

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<sup>2</sup> Walk Host Kits will begin to be shipped in early April.

## INITIAL THOUGHTS

Set your 2X Walk Goals: 1) The number of women and babies do you want your Walk team to sponsor (its only costs \$570 to save one woman and her baby from abortion) and 2) The number of Walkers you seek to recruit. If your team raised enough to sponsor 10 women last year, set a 2X goal of 20. If the number of Walkers at your Walk last year was 15, 2x it to 30!

Recruit your Walk Host Team. It is more effective and more fun to host a Walk with passionately pro-life friends.

Make your Walk for Life as simple as a prayerful stroll or as extravagant as a festival with, music, games, food, and prizes!

Invite everyone. All Ages! No one is too young or too old.

Look for prospective Walkers at your work, school, church, small group, or other circles of friends.

Take selfie videos with people answering the question, “Why are you passionately pro-life?” OR “Why are you Walking for Life?” Then upload them to

<https://www.facebook.com/CompassCareCommunity> with the hashtag **#WalkOn!**

Inspire your Walkers encouraging them to accept the **LifeSaver Challenge** to sponsor two women and babies! Make your Walk for Life promotion inspiring! Share CompassCare’s life-saving patient stories with your friends and family, asking them to help make more stories like Jabra, Mary, and Zhanna’s possible through CompassCare—doubling the number of lives saved in 2024!



Scan the QR code to watch some of these amazing patient stories.

### Have Fun!

Encourage a friendly competition. Give prizes to the winners of Walker categories like:

- **Oldest Walker**—What is the age of your oldest Walker?
- **Youngest Walker**—What is the age of your youngest Walker?
- **Person who brought the most walkers**
- **Walker who sponsored the most women and babies**
- And more!

Send pictures/videos/and results to [WalkForLife@CompassCare.info](mailto:WalkForLife@CompassCare.info)

### Walk Host Support Team:

If you have questions, please contact the **Walk Host Support Team** member who will be reaching out to you shortly to assist you with anything you may need.

## STEPS TO HOST YOUR OWN WALK

### STEP 1 - TODAY: PLAN

- A. **Set Date:** As soon as you receive this packet, set your Walk for Life date. If you cannot host on May 4, 2024, choose the soonest date that works for you and your team ideally on or before Mother's Day. Start planning before you Walk Host Kit arrives—You Walk Host Kits will be ready by first week of April.
- B. **Register** your Walk Team today at [www.2X.life](http://www.2X.life)
- C. **2X Your Goals:** 1) *Determine number of women and babies you want to your Walkers to sponsor.*  
2) *Determine how many Walkers you want to recruit.*
- D. **Determine Your Walk Location:** Identify you Walk for Life location and route. Find a pleasant place to set up your refreshments and any tents, games, or musical equipment you may need. Consider local park pavilions, your church campus, or your home. Ensure bathrooms are available.
- E. **Identify Potential Walk Host Team Members:** Hosting a Walk for Life is always more fun and more effective with an event team. Identify who you would like invite to join your Walk for Life Volunteer Event team.
- F. **Choose Walk Route:** The typical Walk for Life distance is 2 miles, about a 45-minute Walk for families with small children. Make sure your Walk route doesn't cross many busy streets and has good sidewalk access. Use your car, Google Maps, or a running/exercise app to help map out the route.
- G. **Schedule Promotions:** You may need 2-3 Sunday announcements to promote your Walk for Life at your church. Request that an announcement be put in your church bulletin or emailed to your church before the Walk.

## STEP 2 – APRIL 15-MAY 3: EDUCATE

Deepen the pro-life passion of your Walk Host Event Team, encouraging Walkers and prospective Walkers by inviting their participation in a pro-life small group book study. Rev. Harden's new monograph *Are You Pro-Life for the Right Reasons?* guides readers into understanding the first principles of the Gospel and how they apply to the problem of abortion. Facilitating a small group or book study at your home or church is a great next step to forging a more pro-life community.

A complimentary copy comes with your Walk Host Kit. Upon registering you should have also received a link to a free E-book version. You will find everything you need to host this unique course in Rev. Harden's book, *Are You Pro-Life for the Right Reasons?*—available in paperback on Amazon for a special discount (<https://qrco.de/WalkHost>) or for free as an E-Book (<https://www.compasscarecommunity.com/are-you-pro-life-free-ebook-download/>).

In a morally upside-down world, reviewing the first principles of the Gospel in light of how to understand the greatest crime against humanity, this book delivers everything you need to facilitate perhaps the most thought-provoking book-study of the year for your Walkers. The book contains extensive Scriptural connections, chapter discussion questions, and more. To whet your appetite, the following is the table of contents:

- Introduction – What Does it Mean to Be Pro-Life?
- Principle 1: Authority – What is Your Standard
- Principle 2: Creation – All Humans are Equally Valuable
- Principle 3: The Fall – Do We Know Better Than God?
- Principle 4: Redemption – Violence to End All Violence
- Principle 5: Glory – How an Eternal Perspective Transforms Fear into Confidence
- Conclusion – A Word of Encouragement

The seven weeks leading up to the Walk, starting on Saturday, March 23, CompassCare will be sending a weekly devotional email series mirroring the book's content.

### STEP 3 - THREE WEEKS BEFORE YOUR WALK: INVITE

- A. **Personally Invite your Friends and Family:** Below is a sample **email** and **phone** script. Personal invitations are most effective. Follow-up on all emails with a face-to-face or phone conversation.

Hi [first name],

*As you know, women have abortions because they feel trapped. 70% of women who have had an abortion even say they were coerced into getting one. New York is the abortion capital of the U.S. and this year, through the CompassCare Walk for Life, we hope to 2X our life-saving impact, saving twice as many women and babies from abortion in 2024 than 2023. It only costs CompassCare \$570 to help one woman have her baby with ethical medical care and community support.*

*I am one of CompassCare's Walk for Life hosts. Our community's Walk for Life is set for [date, time]. The Walk will be held at [location]. Would you be willing to join us at our [our church, list of common friends, etc.] Walk for Life as a CompassCare Walker?*

*To register, simply respond to this email or register at [CompassCareWalk.com](https://CompassCareWalk.com) and click the "Join a Walk" button. Look for our team name, which is [team name]. Our Walk team goal is to raise \$X to sponsor Y number of women and babies. My personal Walk goal is to raise funds needed to sponsor Y number of women and babies.*

*Please let me know if you have any questions!*

*Hope to see you there.*

*God bless,*

*[name]*

- B. **Church Announcement:** Below is a sample church announcement to be used on a Sunday morning in your church bulletin or as a script during the announcement portion of your service:

*Jesus' Parable of the Talents depicts two servants praised for doubling the master's talents, "Well done good and faithful servant. You were faithful with a few things, I will put you in charge of many things; enter into the joy of your master" (Mt. 25:23).*

*Through the 2024 Walk for Life Weekend, the church has an opportunity to double our life-saving impact, both educating the community on the equal value of all people – from the womb to the tomb--AND by raising the funds needed to save 2X more women and babies from abortion in America's abortion capital of New York. The Walk helped to double the women and babies saved in 2023 as CompassCare served 2,190 women in-person, 1,367 through TeleCare, 334 submitted their lives to Christ and across the national network, 2,312 babies were saved from abortion. By God's grace, we can double yet again in 2024!*

*Save lives as a pledge-raising Walk with our Church's team this year.*

*The Walk for Life Weekend kicks off with the Online Rally on Friday, May 3 from 7:00-8:00PM (ET) and culminates at our hosted Walk on [date, time] at [location].*

*Register at [www.2X.life](https://www.2X.life) and click the "Join a Walk" button.*

- C. **Share Your Pro-Life Passion with Your Friends on Social Media:**

Encourage your Walk Team to like and share posts from Facebook/[CompassCareCommunity](https://CompassCareCommunity). Also, you and your team can upload pictures and videos to Facebook/[CompassCareCommunity](https://CompassCareCommunity), answering the question "Why are you passionately pro-life?" OR "Why are you passionate about saving women and babies from abortion through

CompassCare?” Use hashtag #WalkOn. For safety, avoid sharing too many specific location details on social media pages.

## STEP 4 - TWO WEEKS BEFORE YOUR WALK: RECRUIT EVENT VOLUNTEERS

Invite Walk Volunteer Team members to join you in the planning, promotion, and execution of your community’s Walk for Life. Once your team is recruited, schedule a meeting to review this Host Planning Guide.

- A. **Keep recruiting walkers**, asking them to accept the [LifeSaver Challenge](#), raising enough funds to sponsor two women and their babies
- B. **Recruit volunteers:** Assemble a team to help with day-of Walk logistics, such as set-up, food prep, collection of Walker pledge forms, guiding others on the Walk route, music, and clean-up.
- C. **Meet to Review Support Equipment List, Helpful to Facilitate Your Walk:**
  1. **Set-up**—Registration table, refreshment table, games, music, seating, weather-related support equipment (umbrellas, tents, sunscreen, hot chocolate), etc.
  2. **Registration**—Pledge Form Envelopes, tablecloths, various weights to hold things down if windy, pens, etc.
  3. **Hospitality and Music**—Music equipment or Bluetooth speaker, games, bubbles, face paint, sidewalk chalk, food, drinks, etc. Use the balloons and streamers included in the Host Kit.
  4. **Walk the Route**—Distribute Prayer cards and Walk Message Boards as people file out
  5. **Clean-up**—Garbage bags
- D. **Develop Preliminary Program Agenda** to Kick-off Your Walk
- E. **Purchase supplies:** Use \$100 gift card in Walk Host Kit to purchase any items you may need, such as water, food, decorations, and miscellaneous supplies. Be fun and creative!
- F. **Coordinate Music:** From a Bluetooth speaker to a live worship band, music creates a celebratory atmosphere!
- G. **Continue Promoting:** Highlight your Walk at church by;
  - Playing** the Walk Promo video, Patient Story videos
  - Delivering** spoken or written announcements,
  - Encouraging** participation in your small group book study reviewing Rev. Harden’s *Are You Pro-Life for the Right Reasons?*
  - Like and sharing** [CompassCareCommunity](#) social media posts with the hashtag #WalkOn; and
  - Continuing** to coach and assist your pledge-raising Walkers.

## STEP 5 - ONE WEEK BEFORE YOUR WALK: REMIND

A. **Send Reminders:** Personally remind your Walkers to:

1. Get inspired by watching the Online Rally at 7:00pm (ET) on May 3 at [CompassCareWalk.com](https://CompassCareWalk.com), and
2. Act by attending your team's hosted Walk.
3. Keep raising funds to hit their personal life-saving sponsorship goal.

*You can also send email and/or text reminders to your Walk participants.*

B. **Continue Inviting and Promoting.**

C. **Check the Weather for the Date of Your Hosted Walk:** The Walk for Life is a rain-or-shine event. Begin making considerations to provide for weather adjustments—umbrellas, tents, rain jackets, extra water, sunscreen, or hot chocolate.

## STEP 6 - DAY BEFORE YOUR WALK: WATCH THE ONLINE RALLY

- A. **Watch the Online Rally:** Encourage your Walkers to watch the Online Rally at 7:00 P.M. (ET), May 3. Go to [CompassCareWalk.com](https://CompassCareWalk.com) to view. Consider hosting an Online Rally watch party at your home or church for your Walk Event Volunteer Team, book study participants, and Walkers.
- B. **Remind Walkers:** Call or text Walkers to express your excitement and to answer any last-minute questions.
- C. **Final Walk Event Host Preparations:** Reach out to your Day-of Walk Volunteer Team to ensure they will arrive 90 minutes before the Walk to set up and pray for a safe and fun event. Review your Day-of Walk Agenda (see below for a template). Address any last-minute needs or questions.

## STEP 7 - DAY-OF: HOST THE WALK!

- A. **Assemble:** Meet your Day-of Walk Volunteer Team at your chosen location 90 minutes before the Walk to review the day's agenda.
- B. **Implement Agenda:** Together, pray for a safe and fun Walk and then review the Day-of Walk Agenda. Below is a sample Day-of Walk Agenda:
  1. Set-up—Registration table, refreshment table, games, music, seating, weather-related support, etc.
  2. Reception—Assign a Greeter to warmly welcome everybody!
  3. **Registration**—Assign at least one person to facilitate the registration table.
    - i. Ensure all Walker paper pledge forms along with all donations are inserted into white envelopes. Make sure Walker has entered their information and total amount raised on the outside of the envelope. Use **only 1 Pledge Form Envelope** per Walker. If there are donations submitted that are not sponsoring a specific Walker, those can be combined into one envelope. Deliver these envelopes to the Walk Host who will mail them to CompassCare using the large FedEx envelope.
    - ii. **Note on Rewards:** Walkers will be able to order their rewards online at the merch store [CompassCareMerch.com](https://CompassCareMerch.com) or, for some items, via mail.
  4. Hospitality and Music—Assign at least one person to coordinate music and games, creating a celebratory, family-friendly atmosphere.
  5. Assemble for Walk for Life Program (I.D. Emcee)
    - i. Introduction and Thank Yous
    - ii. Housekeeping/what to expect/describe Walk route
    - iii. Word of Encouragement (Why Walk? A. Educate our community of the truth that all are made in the image of God deserving of protection, B. Double God's Talents--Save 2X more women and babies from abortion)
    - iv. Pray (Have someone, such as an attending pastor, pray and commission the Walkers)
    - v. #Walk On! (Take videos/pic and upload to social media FaceBook/CompassCareCommunity)

(Take a group photo. Post on social media, tagging your church and [CompassCareCommunity](https://CompassCareCommunity), using the hashtag #WalkOn.
  6. Walk the Route—Assign a Course Marshal to lead the Walkers on the Walk Route.
  7. Return from the Walk—Upon returning from the Walk, resume fellowship, games, food, and music.
  8. Clean-up—Reassemble your Day-of Walk Volunteer Team for clean-up.
  9. Use the FedEx Package to Mail Pledge Forms to CompassCare the Monday following your Walk for Life.

## STEP 8- DAY AFTER YOUR WALK: CELEBRATE

- A. **Celebrate:** Make arrangements to announce the results of your Walk (# of participants and # of women and babies sponsored by your Walk Team) and to celebrate everyone who participated in your Walk at church on Sunday.
- B. **Send Thank-You Emails:** Send a thank-you email to all Walkers and be sure to send an extra special thanks to your Day-of Walk Volunteer Team.