

40
DAYS
FOR
LIFE™

2012 campaign overview report

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INTRODUCTION

National tragedy

Something is desperately wrong in America...

In a nation that was founded on an unalienable right to life, endowed by our Creator, more than 1,200,000 innocent children are killed by abortion each year. In the last year, the abortion death toll surpassed 53 million.

Millions of women have been wounded by abortion – some physically, and many more emotionally and spiritually. Fathers who have lost children to abortion have been shoved to the sidelines, abandoned to lives of regret.

National elections have placed many abortion advocates in the highest offices in the country, and we have watched as the current presidential administration has systematically implemented the abortion industry's marching orders. Millions more innocent lives could be lost to abortion in the next few years – **unless something drastic changes now**.

Abortion giant Planned Parenthood rakes in record amounts of taxpayer funding – *more than \$363,200,000 in the last year* – forcing you, and all people of faith and conscience, to underwrite the organization which aborted 332,278 children in the last year.



Judicial activism has overrun our court system, and unaccountable judges continue to force their personal abortion agenda on America. Experts say there are not enough votes on the U.S. Supreme Court to overturn the unjust 1973 *Roe v. Wade* decision that imposed abortion on all 50 American states.

The secular media has overwhelmingly taken a pro-abortion position, saturating the airwaves and print publications with biased, misleading information, and portraying pro-life Christians in a negative light.

Numerous Christian churches have fallen silent about abortion, and many followers of Jesus Christ have become apathetic or indifferent, failing to “speak up for those who cannot speak for themselves.”

The abortion industry’s research arm – the Guttmacher Institute – reports that there are currently 1,793 abortion providers operating in the United States. Most of these abortion centers and Planned Parenthood offices face little or no opposition on a consistent basis, allowing them to quietly conduct their harmful business without resistance.

Even when *Roe v. Wade* is eventually overturned, abortion will not end. The battle will simply shift back to the states, and the pro-life movement is not yet organized, funded, or prepared to win crucial state-by-state battles at the grassroots level.



Clearly, our nation has turned away from God. This may seem like cause for despair, but we are reminded in scripture, *“if my people, who are called by my name, will humble themselves and pray and seek my face and turn from their wicked ways, then will I hear from heaven and will forgive their sin and will heal their land.”* (2 Chronicles 7:14)

There is reason to have great hope... and that hope is found in a simple – but highly effective – pro-life campaign known as **40 Days for Life**.

Pro-life breakthrough

Since the 40 Days for Life movement began in late 2004, 1,633 separate 40 Days for Life campaigns have been conducted in 422 communities across all 50 American states, and in twelve other countries, creating a track record of extraordinary lifesaving results...

- More than half a million people of faith have joined together in an historic display of unity to pray and fast for an end to abortion
- More than 14,000 church congregations have participated in 40 Days for Life campaigns
- Reports document 5,045 children whose lives have been spared from abortion – and those are just the ones we know about
- Thousands of women – and men – have been spared from the tragic effects of abortion, including a lifetime of regrets
- Many people with past abortion experiences have stepped forward to begin post-abortion healing and recovery
- Abortion facilities have experienced sharp setbacks, cutting back hours and closing down for days at a time
- Sixty-one abortion workers have quit their jobs, including three Planned Parenthood center managers who now participate in the 40 Days for Life efforts outside their former workplaces
- Nineteen abortion facilities have closed and gone out of business following 40 Days for Life campaigns outside their doors



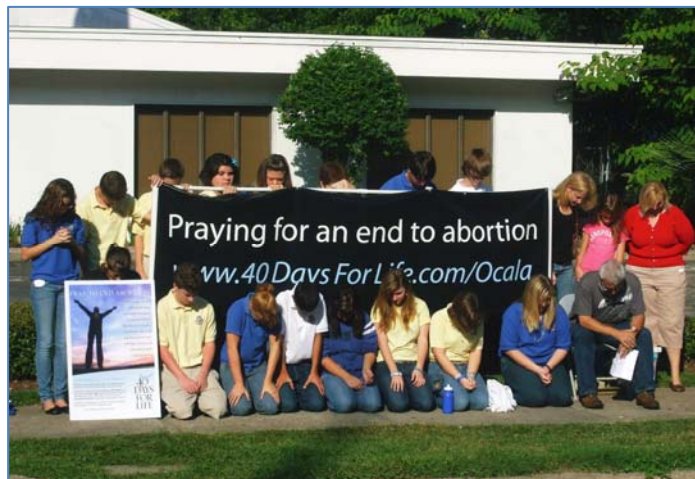
- More than 1,800 news stories about 40 Days for Life have been featured in newspapers, magazines, radio shows and TV programs coast to coast ... and overseas
- New people have been recruited, educated, and mobilized
- Additional funds have been generated for local pro-life efforts
- People have turned back to God with a renewed sense of hope

With God's help, the growing momentum of this effort could mark **the beginning of the end of abortion**. We invite you – and others in your community – to join God in His work.

What makes 40 Days for Life unique

The 40 Days for Life campaign is a unique pro-life initiative because:

1. The campaign is built, first and foremost, on a foundation of prayer and fasting, drawing on God's infinite power and recognizing that *with God, all things are possible* – even ending the tragedy of abortion.



2. The campaign calls upon participants to sacrifice, which builds faith, character, and leadership and serves as a powerful witness to the community.
3. The focused and finite 40-day period of the campaign makes it an effective point of entry to draw hundreds of new people into local pro-life efforts.
4. The campaign has generated **unparalleled lifesaving results** in communities where it has been conducted.

5. The positive results experienced during the 40 days build strong momentum which leads to involvement long after the campaign.

Throughout this campaign overview report, you will learn specifics about 40 Days for Life, its track record of results, the campaign's plans for 2012, and next steps for individuals and communities that want to participate.

By the time you are finished reading, hopefully you will have enough information to prayerfully discern your role in this effort and to decide if 40 Days for Life is right for you and your community.



WHAT IS 40 DAYS FOR LIFE?

Vision and mission

40 Days for Life is a focused pro-life campaign with a **vision** to access God's power through prayer, fasting, and peaceful vigil to end abortion in America.

The **mission** of the campaign is to bring together the body of Christ in a spirit of unity during a focused 40 day campaign of prayer, fasting, and peaceful activism, with the purpose of repentance, to seek God's favor to turn hearts and minds from a culture of death to a culture of life, thus bringing an end to abortion in America.

Why 40 days?

God has used the period of 40 days throughout history to bring about major transformation...

- **Noah** experienced transformation during 40 days of rain
- **Moses** was transformed by 40 days on Mount Sinai
- **David** was transformed by Goliath's 40-day challenge
- **Elijah** was transformed when God gave him 40 days of strength from one meal
- **Nineveh** was transformed when God gave the city 40 days to remain faithful
- **Jesus** transformed the world following His 40 days in the desert
- **The disciples** were transformed after spending 40 days with Jesus following His resurrection

Just think of the transformation God could accomplish if individuals and communities across America – and around the world – unite together for 40 days of prayer and fasting, pulling out all the stops to end the violence of abortion...

How many mothers and babies will be saved from abortion?

How will the lives of believers and pro-lifers be transformed?

How will your community be transformed?

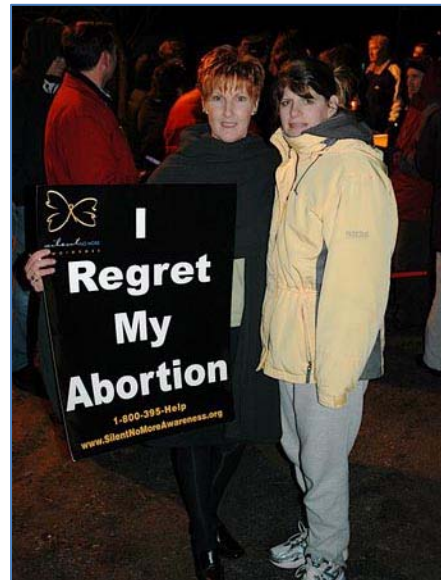
What effect will that transformation have on the rest of the nation and around the globe?

You can be a part of that transformation by taking action today...

Benefits for your community

By conducting a 40 Days for Life campaign, your city or town could:

- ✓ Reduce abortion rates – by 10%... 15%... 20%... Or more!
- ✓ Recruit and mobilize hundreds – even thousands – of new people into effective, life-saving efforts
- ✓ Lead post-abortive women – and men – into proven and effective healing programs
- ✓ Develop dynamic new leaders to increase the future impact of pro-life efforts
- ✓ Bring churches together in an historic display of Christian unity and action
- ✓ Generate enormous buzz by getting prominent pro-life news coverage – even from biased media outlets
- ✓ Increase local financial support for pro-life efforts
- ✓ Make the sanctity of human life a crucial issue in elections



All of these results have actually been realized in other communities, and – with God’s help – could happen where you live as well.

Campaign components

One of the strengths of the 40 Days for Life campaign is its simplicity. It is made up of three components: prayer and fasting, constant vigil, and community outreach.

1. Prayer and fasting

Want to end abortion? First you pray.

Prayer is at the center of 40 Days for Life. During the campaign, we are calling on prayer warriors across the nation to fall on their knees before the Lord, asking Him to hear our plea and heal our land.

Pray outside an abortion facility. Pray at church. Pray at work. Pray in the car. Pray at home with your family. Pray!

Each day during 40 Days for Life, individuals, churches, families and groups will be asked to join together in prayer for a specific request so the entire Body of Christ can unite around a common focus.

These specific prayer requests will seek God's help for:

- Women who are at risk of having an abortion
- Innocent children who are at risk of perishing
- Men and women who carry the pain of a past abortion experience
- Workers at Planned Parenthood facilities and abortion centers
- Local, regional, and national leaders
- Revival and renewal in our churches
- Repentance and healing throughout our nation



People of faith are also invited to fast throughout 40 Days for Life.

Christ said there are demons that can only be driven out by prayer and fasting. A fast is not a Christian diet; it is a powerful means of drawing closer to God by blocking out distractions.

Fast from certain foods. Fast from television. Fast from apathy and indifference. Fast from whatever it is that separates you from God.

We believe that when God's people fast with a broken, repentant, and contrite spirit, our heavenly Father will hear from heaven and heal our lives, our churches, our communities, our nation, and our world.

2. Constant vigil

The visible, public centerpiece of 40 Days for Life is a focused **40-day, round-the-clock prayer vigil** outside a single Planned Parenthood center or other abortion facility in your community.

It is a peaceful and educational presence. Those who are called to stand witness during this 24-hour-a-day presence send a powerful message to the community about the tragic reality of abortion. It also serves as a call



to repentance for those who work at the abortion center and those who patronize the facility.

If you do not have an abortion facility or Planned Parenthood office in your town, you can still conduct 40 Days for Life; however, you will need to select a different location which has some strategic significance – perhaps near city

hall, a courthouse, or a highly visible intersection.

3. Community outreach

During 40 Days for Life, the pro-life message is proactively taken to every corner of your community.

A door-to-door **petition and education drive** reaches out to every household in your town or city. Informational flyers are distributed in neighborhoods to raise awareness about the local crisis of abortion. Citizens are invited to sign a petition of support for the sanctity of human life, and people are given the opportunity to visibly show their support for 40 Days for Life by wearing wristbands, placing signs in their yards, or displaying bumper stickers on their vehicles.



This one activity alone can help a community rapidly identify hundreds, or even thousands, of pro-life supporters during the 40 days. These people can then be encouraged to pray and join local pro-life efforts.

Church involvement begins by meeting with local pastors, other church leaders, and members of different congregations. The Body of Christ is invited to pray together and participate in 40 Days for Life, uniting in one focused mission that can save lives and make an eternal impact.

Media outreach is conducted through carefully targeted news stories, talk shows, editorials, and letters to the editor. This enables you to get the pro-life message out to many people who would never see the inside of a local church.

If your community has a college campus, many students can be impacted through an intense 40-day **campus outreach**. This can consist of flyer raids, public witness, petition drives, table displays, and much more.

TRACK RECORD OF RESULTS

College Station, Texas conducted the first 40 Days for Life campaign in the fall of 2004 after four people from a local pro-life group came up with the concept while praying and brainstorming about ways to re-energize local pro-life efforts.

With less than three weeks of planning, the first local 40 Days for Life campaign was launched.

The campaign results exceeded all expectations. In just 40 days, over 1,000 new pro-life volunteers were activated; more than 25,000 households were reached through a grassroots door-to-door effort; local, state, and national news was generated; and **the local abortion rate was slashed by 28%.**

In the months that followed, the momentum created in College Station began spreading to other communities, yielding similar results through 40 Days for Life campaigns in Dallas, Texas; Green Bay, Wisconsin; Houston, Texas; Kitsap County, Washington; Charlotte, North Carolina; Madison, Wisconsin; and Aurora, Illinois.

In early 2007, the leaders of several of the previous 40 Days for Life campaigns gathered to discuss the effect of the effort in their communities. These leaders shared how the campaign had been enormously impactful on their community, and also discussed the spiritual growth they – and

other participants – had experienced as a result of 40 Days for Life.



Recognizing that *to whom much is given, much is expected*, the group began to pray and discern how they could share the blessings they had experienced with other cities and towns across America. In short

order, it became clear that the answer was to conduct 40 Days for Life campaigns – simultaneously – in many communities across the country.

Simultaneous, coordinated campaigns

Nine coordinated 40 Days for Life campaigns have been conducted since 2007. These campaigns mobilized more than 500,000 people of faith and conscience in 422 cities across all 50 states and twelve other countries.

Those who participated reported that both individuals and communities were changed as a result – often in ways that were most unexpected.

Here is a small sampling of reports received from 40 Days for Life campaigns that were conducted in 2011, showing how God's blessings flowed during the time of prayer, fasting, and vigil:

Manassas, Virginia:

“By all accounts, this was our most successful campaign to date. We had volunteers who were able to devote considerable time and energy to the cause, and it paid off. We achieved our goal of continuous coverage for all 40 days. The campaign re-energized the local pro-life movement, and it also boosted the morale of the pregnancy resource center workers.”

Birmingham, Alabama:

“The biggest blessings were on OUR side of the clinic wall – people learning about the church, growing closer to our Lord, learning to pray more often, witnessing the love brought here by true followers of Christ.”

Lafayette, Indiana:

“It was a blessing to have a front row seat to watch the Holy Spirit in action. Knowing that this started out as an inspiration from one person on our team – and ending up with signs and stories all over town – was truly amazing. Just the number of people jumping on board or just



showing up at the site was humbling. So much happened that we, in our weakness, knew we couldn't have created it on our own. Our Lord made it a great success."

Sacramento, California:

"Babies who were saved from abortion last fall were born this spring, including one who had been considered "incompatible with life." But she is thriving! Many people came to pray at the vigil for the very first time during this campaign, from churches that had not participated in 40 Days for Life previously."

Greenland, New Hampshire:

"Having five churches each take on filling the vigil hours of the 40 Days for Life campaign was a major help, as was having members of the clergy lead vigil hours in prayer. It was so powerful to see them



stand up publicly for life! Many first-timers felt led to come out and pray a vigil hour as a result of their church's participation."

Cincinnati, Ohio:

"With each new campaign, new people continue to come on board. It was a blessing to see the joy on the face of the church coordinator who was present when two babies were saved on the same day. That church is located more than 40 miles away, so the members got to see the fruits of their sacrifice."

Louisville, Kentucky:

"We had a dream campaign team this time; we had every day of the campaign spoken for before we even officially announced it – people came from all over! There are more stories about the works of the Holy Spirit

than we can begin to share, as we were actually seeing God’s hand working through the people who got involved. At least one-third of the participants were new people who had never taken part in 40 Days for Life before.”

Tbilisi, Republic of Georgia:

“The blessings are almost too numerous to count: Getting information about abortion into the hands of so many children and teenagers, who



now say they will never have abortions; getting our message about healing after abortion to many women and men suffering from their abortion experiences; getting churches to work together that have never worked together before.”

Albuquerque, New Mexico:

“This was the largest campaign we have had yet! We had many more participants, many more pastors getting involved and promoting the campaign, and many more babies saved. The local Planned Parenthood just put up a fence outside their building – that really shows how effective we were!”

Chicago, Illinois:

“We had a public presence in a very busy urban neighborhood. We really saw God provide, as people came forward to cover all the hours of a 24-hour vigil. Many had not participated in pro-life ministry outside an abortion clinic before – including many young adults and students. The nearby cathedral covered a day, and they had never been officially involved in 40 Days for Life before.”

Cheltenham, England:

“Our greatest blessing was speaking to so many young people, since the venue for the vigil was also right in front of an expensive private school. We were also blessed by personal encounters with individual members of the public, and also by seeing – for the very first time – the faith community, young and old alike, catch fire over this issue.”

The power of prayer and peaceful vigil

There have now been ten 40 Days for Life vigils in the community of Bryan/College Station, Texas – where 40 Days for Life first began. It was during the sixth, in the fall of 2009, that the most profound blessing was received.

“I walked into my office,” said Shawn Carney, 40 Days for Life campaign director, who was serving as director of the Coalition for Life in Bryan/College Station at the time, “and sitting there waiting for



me was Abby Johnson – the director of the Planned Parenthood abortion facility where we held our vigils. She told me she had nowhere else to go, because she'd just quit her job!”

“I had a change of heart,” said Johnson. “I really reached my breaking point after witnessing an ultrasound-guided abortion. When I saw the people praying outside of my workplace as part of 40 Days for Life, I knew that was where God was calling me to go.”

“This is by far the most amazing thing that has happened,” said Carney. “We have always been on the sidewalk to pray for everyone involved in abortion, especially those who work in this industry and it has been a blessing to see this happen.”

Abby ended up at the Coalition for Life office because the people who prayed at the clinic during 40 Days for Life – and year-round – had always treated her with respect, and let her know that they were praying for them. Simply put, she said, “It worked.”

Abby now participates in the 40 Days for Life prayer vigils outside her former workplace and sidewalk counsels customers of the abortion facility to help them choose life. She tells her conversion story in the national bestselling book, *UnPlanned*.

Strength in unity

There are advantages to holding 40 Days for Life campaigns in many cities and towns on the same dates rather than conducting efforts one community at a time:

- Unity is fostered as many cities and towns in North America and around the world join together in this initiative
- No community is left out on its own; each city will have a network of support from other communities that are engaged in the same activity concurrently
- Better coordination and training can be provided when all participating communities are at the same stage of campaign implementation at the same time
- The secular media stands up and takes notice when many



cities and towns simultaneously generate local news coverage during one focused period

- The costs of conducting a local campaign are significantly reduced by developing promotional and marketing resources, literature, training materials, technology solutions and campaign resources once and sharing them across all participating communities
- The abortion industry has a much more difficult time responding to a peaceful prayer presence on many fronts simultaneously

40 Days for Life 2012 campaign dates

The dates for the two upcoming internationally coordinated 40 Days for Life campaign in 2012 are:

- **February 22 – April 1**
- **September 26 – November 4**

We recognize that some individuals and towns may have schedule conflicts that make these timeframes difficult, but these dates were selected



to accommodate the largest number of communities possible.

To maintain the highest quality and integrity for the campaign, **40 Days for Life cannot be conducted outside of these dates at this time.**

If you wish to experience the results of 40 Days for Life this year, think about what God can accomplish when your community unites with cities and towns across the United States and around the world for 40 days of prayer and fasting ... 40 days of constant vigil ... and 40 days of community outreach.

Endorsements

To read excerpts from some of the many endorsements of 40 Days for Life from prominent pro-life and pro-family leaders, please visit:

<http://www.40daysforlife.com/about.cfm?selected=endorsements>

Experiencing God

In the book, *Experiencing God: Finding and Doing God's Will*, author Henry Blackaby writes, "When I see the Father at work around me, that is my invitation to adjust my life to Him and join Him in that work."

God is already at work – saving lives, healing wounded hearts, changing communities, and impacting eternal souls through 40 Days for Life. Now you and others in your community are invited to join Him in His work.



WHAT DO I DO FIRST?

1. Pray

The most important thing anyone can do to ensure the success of this campaign is pray.

Pray for an hour outside the local abortion facility (or other location) where your 40 Days for Life vigil could be held. This will show you the spiritual aspects of this mission, and help bring clarity about what the Lord may be asking of you.



Each day between now and the end of the campaign, take time to pray:

- Ask God to guide you in determining your role in this effort – as a local leader, participant, or prayer warrior
- Pray for wisdom – for you and others in your community – as you discern whether 40 Days for Life is right for your city at this time
- Ask God to guide all local and national leaders of this effort
- Pray that people of faith and conscience hear about 40 Days for Life and participate as God leads them
- Ask that our world repents and turns to God, honoring Him by protecting the right to life for *all* members of our human family
- Pray for an end to abortion

2. Sign up for campaign updates

To learn the latest and get breaking news about 40 Days for Life, sign up today to receive e-mail updates and prayer requests. Simply visit:

<http://www.40daysforlife.com>

3. Spread the word

The success of this campaign depends on the most powerful form of advertising in the world – word of mouth. Spread the word to all of your friends, family members, co-workers, and fellow believers about 40 Days for Life. Forward this campaign overview to them or encourage them to visit: <http://www.40daysforlife.com>



CONDUCTING 40 DAYS FOR LIFE IN YOUR COMMUNITY

You and your community may feel called to participate in one of the internationally coordinated 40 Days for Life campaigns.



Sign up to be notified by e-mail the moment your town can apply to participate in either of these campaigns.

For the protection of everyone involved, participation will be strictly limited to those towns and cities that complete the application process and commit to conducting a

peaceful, prayerful, and lawful 40 Days for Life campaign.

To get more information about applying to participate, make certain you are signed up to receive e-mail updates at: <http://www.40daysforlife.com>

Can this work in my town?

In a word – yes.

40 Days for Life has been successfully conducted in big cities and small towns. Lives have been saved through the faithful efforts of part-time volunteers and full-time pro-lifers. Wounded hearts have been touched by young people and old. Communities have been transformed by individuals with no money and those with financial resources.

All that is required for 40 Days for Life to succeed where you live:

- ✓ Prayer and fasting
- ✓ Faith in God Almighty
- ✓ Focused attention, dedication and perseverance

- ✓ Willingness to make the campaign a priority
- ✓ Sacrifice and hard work
- ✓ A passion to positively impact the world

Building your campaign team

When your community applies to participate in the coordinated 40 Days for Life campaign, you will receive detailed descriptions of suggested roles and responsibilities. Each campaign can structure itself to fit local needs. Here is a quick overview of the key suggested roles:

Campaign Director: serves as the primary vision-caster, key spokesperson, and oversees all components of the campaign.

Prayer Coordinator: responsible for encouraging the Body of Christ to pray and fast before and during the 40 Days for Life campaign.

Vigil Coordinator: responsible for the peaceful presence in front of the Planned Parenthood center or abortion facility, keeps list of all vigil volunteers, maintains schedules and substitute lists.



Outreach Coordinator: responsible for organizing and coordinating the community outreach activities including the door-to-door petition and education drive.

Event Coordinator: responsible for planning and organizing the Kickoff Rally, Halfway Rally, and Victory Celebration events.

Church Coordinator: responsible for sharing the campaign with local churches to invite their participation, and ensure ongoing communication with church leaders throughout the 40 days.

Communications/Media Coordinator: communicates with participants through e-mail messages and blog updates about the campaign, and handles all media relations.

40 Days for Life costs

There will be some costs tied to your campaign for events, vigil supplies, printing, promotion, mailings, phone calls, etc. These costs can vary by community, depending on how ambitious you choose to make your campaign, from a few hundred dollars up to several thousand dollars. Some costs can be reduced by assessing what local resources you have available (for example, do you know a Christian printer who can help print your petition cards and literature?).

Additionally, there is a \$197 application fee to participate in 40 Days for Life to help offset the enormous costs of producing top-quality materials, technology, training and resources for you. The campaign coordinators have been working aggressively to secure funding to keep this cost to a bare minimum because we want to ensure that money is not a barrier that keeps *any* community from participating in the campaign.



Raising funds for this project can actually be a great blessing as you watch God provide for the campaign's needs. Several communities that conducted 40 Days for Life reported great success in offsetting their campaign costs through...

Organization growth: several communities experienced a significant increase in pro-life funding before, during and after 40 Days for Life. Supporters are excited to get behind something that is making a visible impact. This increase will often offset campaign costs in part or full.

Shared cost: several churches or organizations can go in together and share the campaign costs.

Special offering: the Victory Celebration can be a great opportunity for people to share the blessings they've received during 40 Days for Life.

Sponsorship: consider inviting key individuals, organizations, or business to underwrite some or all of your campaign costs.

However you choose to offset the costs of 40 Days for Life, all funds you raise before and during your campaign will stay right where they are needed the most – in your community.

Campaign resources provided

With your campaign registration you will receive all the help and resources you need including:

- Step-by-step training and coaching
- 40 Days for Life planning materials
- Campaign examples and case studies
- Samples, templates, documents, presentation materials, talking points, checklists, press releases, and multimedia resources
- Graphic files for promotional materials and campaign literature
- Comprehensive national campaign web site
- Easy-to-use web pages on the national web site are provided so you can post your local updates online



- A discussion forum to share best practices with other communities and learn from their experiences

Each resource or tool is flexible and adaptable to your community and your specific needs. You will receive production-quality graphic files that empower you to select, adapt, and produce additional resources to enhance your campaign.

To produce these resources on your own would cost many times more than your campaign registration fee.

Campaign timeline

Below is an example of a local campaign timeline (which can easily be customized to meet the needs of your community). This sequence will give you an idea what the planning and implementation entails.

Two months before the campaign

Pray. File an application with the national team to participate in the campaign.

Upon approval of your application, begin discussing the campaign with others. Share 40 Days for Life information – including this report – with friends, family, and fellow believers. Use 40 Days for Life planning guides



to map out your strategic campaign plan. Begin to build your core team, and determine roles and responsibilities. Determine the location for your vigil, and determine what permits – if any – are necessary.

Start coordinating with churches/groups/volunteers that are already active in pro-life activities (or those who want to become active). Begin reaching out to other churches and groups, inviting them

to participate. This is also the time to begin preparing your supplies and promotional materials.

One month before kickoff

Pray. Continue sharing your plans for the campaign with others. Meet with city officials and law enforcement to discuss your plans. Plan your Kickoff Rally. Host a “cast the vision” meeting where you present the campaign plans to a group of others in your community:

- Invite core group of potential volunteers/donors (probably around 35 – 50 people)
- Use 40 Days for Life presentation materials to share the vision and announce your plans for a local campaign
- Ask individuals to make time and financial commitments
- Sign up meeting participants to receive campaign updates and prayer requests

One week before kickoff

Pray. Utilize 40 Days for Life template press release to send a media advisory about your local campaign Kickoff Rally to local and regional media outlets to inform them of your campaign and launch event. Continue to spread the word throughout your community and recruit volunteers.

Evening before the campaign kickoff

Pray. Host your 40 Days for Life Kickoff Rally at a central, neutral location:

- Invite anyone interested in the 40 Days for Life (100 or more people)
- Use 40 Days for Life presentation materials to recast the



- vision and announce your plans for a local campaign
- Inspire individuals to invest their time and money (this is a good time to fill the hours that remain open for the vigil, and recruit the rest of your outreach team)
 - Sign up rally participants to receive campaign updates and prayer requests

Day one of the campaign

Pray and begin fasting. Encourage others to begin praying and fasting. Begin the peaceful 40-day vigil. Launch the door-to-door petition and education drive. Sign up petition signers to receive campaign updates and prayer requests. Begin planning the Midpoint Rally.

Day 20 of the campaign

Pray and fast. Host your Midpoint Rally at a central, neutral location. Make it a rally or event with praise and worship music and local speakers to re-energize weary volunteers. Share success stories to encourage people to press on.

Day 40 of the campaign

Pray and fast. Thank God for the many successes He has accomplished.

Host your Victory Celebration at a central, neutral location:

- Invite all who participated in every aspect of 40 Days for Life
- Share success stories and thank the volunteers/donors for their prayers, help, and participation



- Have guest speaker(s) encourage participants to continue on in their pro-life commitments beyond 40 Days for Life
- Invite all local pro-life ministries (right-to-life groups, pregnancy resource centers, adoption agencies, maternity homes, etc.) to have display tables where they can recruit excited new volunteers.

Day 41+

Pray. Ask God to keep the 40 Days for Life momentum building until that glorious day when abortion ends– **when no more babies die and no more women cry.**



Just a few of the 5,000+ babies spared from abortion by 40 Days for Life

FOR SUCH A TIME AS THIS

Throughout this campaign overview, you've learned about:

- ✓ The problems facing our nation
- ✓ How 40 Days for Life can be a solution for your community
- ✓ What the campaign is, and the details of its key components
- ✓ The proven results of 40 Days for Life in many different cities
- ✓ The plans for the two 40 Days for Life campaigns in 2012
- ✓ What you can do to make an impact
- ✓ How your community can experience the lifesaving results of 40 Days for Life this year

Now there is a big decision to be made – for such a time as this.

Pray for God to reveal your unique role in this historic effort, and then take courageous action.

Sign up at <http://www.40daysforlife.com> to receive campaign updates. Make plans to apply on behalf of your community to participate in the next campaign. Then join together with communities from across the country as part of a 40 Days for Life campaign.

What will God accomplish when individuals and communities across our nation – and around the world – unite for 40 days of prayer and fasting, pulling out all the stops to end the tragic violence of abortion?

Now is the time to find out.



“For I know the plans I have for you,” says the Lord. “They are plans for good and not for evil, to give you a future and a hope.”
(Jeremiah 29:11-12)