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Introduction: How to use this document
Welcome to 40 Days for Life! In answering the call to help lead a local 40 Days for Life campaign, you've faithfully taken a tremendous step toward saving lives and ending abortion in your community.

40 Days for Life is a simple model, but it requires significant commitment and intense focus. This Local Campaign Guide provides a basic overview of the essential steps to leading an effective campaign. Please read through this document in its entirety and follow it carefully.

The Local Campaign Guide is designed not to replace but to complement the more thorough instructions and discussions of these key steps found in the seven video leader training modules, found in your Online Campaign Headquarters. To ensure that your campaign achieves maximum lifesaving results, please complete all of the training materials and follow the instructions thoroughly.

In fact, we strongly recommend that you view the video of Training Module 1: Getting Started before reading the rest of this Local Campaign Guide.

I. Basic preparation
Holding a successful local 40 Days for Life campaign begins with conducting some initial research, forming relationships, assembling a campaign team, and deciding on the logistics of your campaign.

Let's walk through the initial groundwork to get things off to a fast start ...

A. Assess the lay of the land
Every community provides a distinct landscape of opportunities and challenges. Start by learning what makes your campaign site unique.

1. **Learn the extent of the abortion crisis in your community.** If you're going to motivate people to get involved, you need to know the extent of the crisis in your community. Try to find out: How many abortion facilities are there in your community? How many abortions take place in your state? How about in your community? Different statistics are tracked by different localities, but you might start your research on a local or state health department web site.

2. **Learn about your abortion center.** If there are multiple abortion facilities in your community, which one will be the best location for your campaign? You might consider selecting the busiest facility. You might also consider access, parking, where you think you can make the greatest impact, and the safety of the neighborhood. Once you select a location, what are the facility’s operating hours? What days are abortions performed? Where in the public right of way outside of the facility should you hold your vigil for maximum impact? Are women and men coming to that center for services other than abortion?
3. **Establish a relationship with the police department.** Find the non-emergency phone number for your local police force. Call and briefly explain that you'll be organizing a 40-day peaceful prayer vigil and explain where in the public right of way it will be hosted (be sure to have the address readily available). Ask to schedule a phone or in-person meeting to discuss your legal rights and responsibilities.

Be sure to find out where you’re allowed to stand, whether you need a permit, whether sound amplification is allowed (with or without a permit), and whether you’re allowed to place signs or other items on the ground. You should also ask if there are any other ordinances related to your vigil.

During your conversation, make it clear that your efforts are completely peaceful. Explain that all participants are required to sign a statement of peace and are required to obey instructions from law enforcement personnel. This puts the law enforcement officials at ease and makes a positive first impression. If the abortion facility personnel ever call the police on you, it’s helpful to already have a positive relationship established. A positive relationship with the police can also help put potential campaign participants at ease.

4. **Contact your local pregnancy help center.** Most communities have one or more local help centers that provide life-affirming services for pregnant women. These centers are critical because they give you a place to re-direct abortion-vulnerable women – and men – for help.

Call and ask for a phone or in-person meeting with the center director to discuss your planned campaign. Many pregnancy centers will be grateful for your efforts, but some may be wary initially. Use your meeting to explain the 40 Days for Life campaign and its peaceful nature, and to ask for the director’s advice on how you might work together to save as many lives as possible. Asking for, and thoughtfully considering, the pregnancy center director’s advice can lay the groundwork for a fruitful relationship that can save many lives.

You’ll also want to learn what services the pregnancy help center provides. Is it staffed with medical professionals? Do they provide ultrasounds? Do they offer parenting classes or a home for single mothers? Do they have chastity or sexual integrity programs? Are adoptions facilitated? What are their hours of operation? Do they have literature you can hand out to abortion-minded women and men?

For additional information on laying the groundwork for your 40 Days for Life campaign, refer to page 16 of the workbook and the 24:50 mark of the video on Training Module 2: Planning and Preparation.

**B. Assemble your team**

Attaining 100 percent vigil coverage over a 40-day period can be demanding. It requires the collaborative efforts of an effective team. One of your first and most important tasks will be to identify and recruit the right people to serve in the right roles to help your campaign thrive.
Five leadership roles
You'll want to fill five specific roles:

- **Vigil coordinator:** The vigil coordinator is the volunteer primarily responsible for ensuring 100 percent coverage of the vigil schedule. There's no more demanding role on your campaign team, so you'll want to find someone who has the determination to see this through.

- **Events coordinator:** Your events coordinator (or team) will be responsible for planning and conducting your campaign events. You'll want somebody who is well organized, has excellent attention to detail and does not procrastinate.

- **Outreach coordinator:** Reaching out to new potential participants is the engine that sustains a 40 Days for Life campaign. Your outreach coordinator (or team) would do well to recruit individuals already active in their churches or other pro-life/pro-family organizations that can help recruit other participants.

- **Communications coordinator:** Good publicity will help you build your campaign. The communications coordinator can serve as your point person to the media, sending out press releases, doing interviews, and updating your campaign web page and sharing updates through social media.

- **Prayer coordinator:** Your prayer coordinator can help organize people to pray for an end to abortion. This role can entail ensuring that prayer materials, resources, and devotionals are at the vigil site. For additional information on the vital importance of prayer and fasting to the success of your efforts, refer to: Training Module 4: Prayer and Fasting.

Working together
As you conduct your campaign, you'll be working closely with your team. We recommend scheduling regular weekly meetings to assign and follow up on the key tasks. If that's not possible, consider virtual meetings – bringing your team together online or over the phone regularly. You might also do significant delegation and reporting via email. Just make sure to be accountable to each other!

The leadership recruiting process made simple
Here are three basic steps to assembling your campaign team:

1. **Pray.** Every aspect of 40 Days for Life is rooted in prayer, and it's especially critical when you are building your local team. Ask the Lord to inspire you to invite the leaders that HE wants in place ... and that those leaders will answer His call.

2. **Brainstorm.** Get out your pen and paper and make a list of everybody you think has the abilities and commitment to take on a leadership role. While you should consider these individuals' skills and temperament, don't worry about whether they're too busy. If they’re too busy, they'll
decline your invitation. And remember: busy people get things done!

3. **Invite.** Inviting individuals to join your leadership team might sound pretty straightforward, but don't simply "put the word out" or send a bulk email asking for people to help. Vague invitations usually result in minimal response and weak commitments.

Instead, when you think you've identified solid leaders that can help your team, invite them in person or over the phone. Simply explain what 40 Days for Life is. Then share that your time brainstorming and praying led you to ask them to serve on the core team in a SPECIFIC role.

If you have trouble filling roles, don't hesitate to assign two people to a position. Sharing a role alleviates fear on the part of your volunteers. However, to ensure your volunteers take ownership and responsibility for their duties, we recommend you not divide a role among too many individuals.

For additional information on assembling your team, refer to page 5 of the workbook and the 10:44 mark of the video on [Training Module 2: Planning and Preparation](https://www.40daysforlife.com).

**C. Make your plan**

Early on in your preparation, you'll want to make the following decisions:

1. **Choose the location.** Where will the vigil be held, and where should participants stand?

2. **Decide what materials you will have on site and how you will store them.** Consider prayer materials, pro-life literature for customers of the abortion center, the statement of peace, safety and emergency protocols, sign-in sheets, and the vigil schedule. Decide: Will your participants hold signs? (If so, we recommend positive signs.) Where will they be stored? Will your campaign materials be in a binder or a bag? And if you’re not hosting a round-the-clock vigil, how will materials be stored at the end of each day? You can find a [list of possible items to keep on site in the Online Campaign Headquarters](https://www.40daysforlife.com).

3. **Set your shifts.** How many hours each day will your vigil be? (Remember, 12 is the minimum commitment, and in most cases, 24 hours is recommended.) How long will each shift be – one hour, or something different? Will you have any procedure for the transition between shifts (i.e., handing off materials to the next group, or signing in and out)?

4. **Determine your safety protocols.** Will you require at least one man to be on site during overnight hours? (We strongly recommend that.) Will you have an on-site video camera for security or suggest that participants use their cell phone cameras in case of an incident? Will you have a campaign cell phone on site at all times? What should participants do if they feel threatened (we recommend immediately leaving the area and calling the police)? How will incidents be logged?
5. **Don't forget the details.** Where can people legally park? Are there public restrooms nearby? What is the procedure if somebody fails to show up for their assigned shift? What should participants do if they are approached by the media?

For additional information on making your vigil plan, refer to page 7 of the workbook and the 10:10 mark on the video of Training Module 5: Peaceful Vigil.

**Resources and funding**

As you answer these questions, determine the financial and material resources you'll need to carry out your campaign.

1. Make a list of anticipated expenses, including the registration fee; making copies and printing; event expenses; a vigil box, bag and/or binder; needed permits; etc.
2. Estimate the total cost of these anticipated expenses.
3. Determine how you'll request monetary and material donations to cover these expenses. Ideas you might consider include:
   - Asking for individual donations at your campaign events
   - Requesting donations from pro-life organizations or other supporting groups (such as the Knights of Columbus)
   - Hosting potluck meals for your events and asking for participants’ help with expenses
4. Decide how you will process monetary donations: Through an existing church or non-profit organization? Using an individual checking account? By filing a DBA to operate your campaign under a “doing business as” name? By setting up a new organization? IMPORTANT NOTE: Federal trademark law prevents you from using the phrase "40 Days for Life" in the name of any DBA, corporation, or non-profit organization.

A successful 40 Days for Life does NOT require a large budget. Be creative and have fun with this!

**D. Host a cast-the-vision meeting**

Having decided to lead 40 Days for Life, you're excited and ready to go. But how can you spread your enthusiasm? Hold a "cast-the-vision" meeting to motivate and inspire others to join your campaign. The three goals for this event:

1. Finalize your team
2. Start building enthusiasm
3. Get initial commitments for praying at the vigil and for helping with community outreach

Follow these steps to maximize the return on your **cast-the-vision meeting**:

1. **Pick a location.** Don't hold this event outside of the abortion facility. You might use a home, a community center, a church or an office.
2. **Invite key people.** Focus on key personal contacts, active pro-lifers, leaders of like-minded organizations, key pastors, hard workers, and those you want on your leadership team.
3. **Set a date.** Try for a Monday, Tuesday, or Thursday night at least four weeks before Day 1 of your upcoming 40 Days for Life campaign.

4. **Set the agenda.** You might include an opening prayer from a local pastor, Scripture reading, and your "elevator speech." An elevator speech is a brief explanation of 40 Days for Life, its three components, and its track record of success – as well as your passion for this project and how your community got involved. (For additional information on constructing your elevator speech, see **V: Communicating effectively**. Don't forget to share the local campaign details.

5. **Bring the necessary supplies.** You might include flyers, statements of peace, vigil sign-up sheets, and promotional materials (such as brochures, yard signs, t-shirts, bumper stickers, wrist bands).

6. **Make a heartfelt call to action.** Specifically request the help that you need. Ask people to invite their friends, family, and acquaintances to the kickoff rally. Do you need help organizing the kickoff event? Do you need somebody to make phone calls or reach out to a particular church? Do you need funds? Make those needs known. You should also ask for initial vigil hour signups.

7. **Answer questions.** This will help you assess and respond to people's concerns and fears.

For additional information on building your team through the Cast the Vision gathering, refer to page 7 of the workbook and the 16:40 mark of the video on **Training Module 6: Campaign Events**.

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**II. Filling your vigil schedule**

Every task we've covered so far lays the groundwork for the most critical task of a campaign: filling the vigil schedule. Whether you're shooting for 24-hour-a-day coverage or the minimum required 12 hours per day, keeping the vigil constant without missing even one hour is the goal for every campaign.

As you fill your vigil, remember the importance of prayer and fasting. For additional information on prayer and fasting, refer to **Training Module 4: Prayer and Fasting**.

Here are the keys to achieving 100-percent vigil coverage.

**A. Build a master list**

It's much easier to mobilize groups of people if you have their names and contact information well organized. Before you start filling hours, it is critical to build a comprehensive list of all the potential participants you can think of.

1. Early on in your planning process, brainstorm everybody you know who might be interested in participating in the local 40 Days for Life campaign. Include churches and organizations and their contact people.
2. Add their names to a written or electronic list/spreadsheet, along with:
   - Contact information;
   - The church each person attends
   - Any relevant organizations the person is involved in
   - A section for any other pertinent information
   - A "notes" section to document when and by whom the person was invited to participate, and what the response was

3. Get in touch with the people on your list and give them your “elevator speech” (see V: Communicating effectively)--remembering to specifically ask for their involvement. Also, ask for referrals so you can obtain names and contact information for other people who might be interested.

4. Once you've built your core team, ask them to expand upon the list by repeating steps 1 and 2 with their own contacts.

5. Continue to add names to this list throughout the campaign as you think of names and as new participants join the campaign. Collect names and contact information everywhere you can before and throughout your entire 40 Days for Life.

For additional information on the importance of an elevator speech and how to prepare one, refer to the first five pages of the workbook and the first ten minutes of the video for Training Module 3: Community Outreach.

B. Mobilize churches and organizations
Successfully getting churches and organizations involved with your campaign further builds participation AND increases your campaign's credibility. Here's how to begin:

1. Look at your master list and find individuals associated with churches and organizations. Prioritize the individuals that are enthusiastic about 40 Days for Life as well as churches and organizations you believe would be particularly interested in 40 Days for Life.

2. Contact the individuals associated with churches and ask if they might be willing to help promote 40 Days for Life to their church. As church representatives, they'd have a number of options for rallying participation:
   - Ask their pastor for support, an endorsement, and a pulpit announcement.
   - Man a 40 Days for Life information table after church to recruit signups over two of the three weekends preceding the start of the campaign.
   - Post promotional flyers in visible places throughout the church.
   - Place bulletin announcements starting four weeks before the campaign starts and ending the second-to-last Sunday of the campaign.
   - Personally invite fellow congregants to participate in 40 Days for Life.
• Adopt and fill an entire day of the vigil. We'll touch on this more in just a bit.

You can also find representatives to help mobilize groups within the church (bible study groups, service groups such as the Knights of Columbus, men's groups, women's groups, etc.).

3. If there are churches you’d like to involve but don’t have a contact with a foot in the door, you should send the pastor an initial letter or an email. Be sure to enclose, attach, or include links to the campaign flyer. If you have time, follow up with a phone call.

4. Call the organizations on your list, deliver your elevator speech, and ask if the organization would help promote and assist 40 Days for Life. Specifically:
   • Ask the director to endorse the campaign
   • Ask the organization to promote the campaign in their print and online communications
   • Ask the organization to share campaign promotional flyers
   • Ask the organization's staff to participate in the vigil (or speak at an event)

For additional information on involving churches and organizations (including instructions on how to go directly to pastors and organizational leaders), refer to page 6 of the workbook and the 9:51 mark of the video for Training Module 3: Community Outreach.

C. Invite people to sign up for the vigil
When it comes to filling your schedule, there's simply no substitute for directly inviting people to sign up for hours at the vigil. Use these four streams of invitation to fill your calendar:

1. Ask for personal commitments from the leadership team. It's difficult to ask others to do something that you haven't already agreed to do. Schedule your first hours by committing yourself and requesting commitments from your core team.

2. Use email to continue filling out your schedule. Well before Day 1 of the campaign, you should start sending out email broadcasts to everybody on your master list AT LEAST once a week. In these emails, include a prominently placed, direct request for individuals to sign up for hours.

Prior to the campaign, you might request that individuals sign up for a recurring weekly or daily shift at the vigil. During the campaign, you might highlight the most urgently needed hours for the days ahead. In either case, include a link to the online scheduling tool. But know that not everybody is comfortable with online signups. Make sure to offer them contact information for you and/or your vigil coordinator so they can call or email to sign up without using the website. You or your vigil coordinator can enter these hours onto the schedule manually.

3. Ask churches or organizations to adopt a day. Ask the church representatives that you recruited (see the previous section) to adopt one day each week during the campaign, or just one day, on behalf of their church or organization.
By adopting a day, your church representative agrees to take responsibility for scheduling that entire day within his or her church. Be sure that the representative recognizes the importance of following through on this commitment. Many churches or organizations won't be able to cover an entire day but can agree to a half day. And you might find some churches are able to adopt multiple days – in some cases, perhaps even multiple days each week!

4. **Work the phones.** While each stream of invitation is important, few campaigns hit 100 percent vigil coverage without getting on the phone regularly and making calls to fill open hours. Here are some tips for working the phones to fill your schedule:

   a. **Pre-campaign calling:** Two to three weeks before the campaign starts, call all of the individuals on your master list and remind them that the campaign is coming up. If nobody answers, leave a voicemail. Share kickoff rally details and request that they sign up for hours. Be sure to explain how to sign up for hours by leaving the website address and a phone number that can be called with questions or to sign up for hours.

   It’s always a good idea to divide up your list when making pre-campaign calls. Your volunteers can call from home or get together for a phone bank to make calls and bond over pizza.

   b. **Calling during the campaign:** Starting the week leading up to the campaign, your schedule should begin to fill up. Almost inevitably, however, you’ll find gaps--some of them large--that will cause a great deal of stress for you and your vigil coordinator. That means it’s time to go through your master list and make phone calls to fill your schedule.

   The following tips might help you make your calls as effective as possible:

   - Resist the temptation to repeatedly call your most reliable prayer warriors to bail you out of jams. Certainly, you’ll need them at times, but you don’t want to burn them out by relying on them TOO heavily.
   - Instead, look through your master list for folks who haven’t yet participated. It’s possible that a personal phone call will spur them to get involved. If your community has hosted multiple campaigns, it can be especially effective to call past participants who haven’t signed up for the current campaign.
   - As you get further into the vigil, look at participants' history of signing up for hours. If you’re trying to fill the 3:00 p.m. hour on Thursday, there’s a good chance the person who did it the week before will be available again.
   - Be respectful of volunteers’ other commitments; the people you’re calling might have family, work or health circumstances that may prevent them from participating more.
At the same time, don't be ashamed to ask for help. Encourage people to stretch themselves. The people you're calling won't be offended or annoyed. It takes humility to admit you need help, and most people you call will respect you for it.

As your team grows, your vigil coordinator would be wise to recruit day captains. You can assign each day captain to make calls to fill his or her designated day each week. You'll want to be careful that the same vigil participants don't receive numerous calls from different day captains trying to fill the schedule.

To avoid such a problem, you might consider saving your master list at a location where multiple people can view and edit it. That way, your day captains can log their calls to ensure your participants aren't overwhelmed by a deluge of calls. One possible free solution is Google Drive (previously known as Google Docs).

For additional information on filling vigil hours, refer to: Training Module 5: Peaceful Vigil.

D. Host campaign events

Strong campaign events make for great opportunities to fill vigil hours because they allow you to bring in new participants and to inspire and motivate all who attend. Just as with an elevator speech, use your events to highlight the abortion crisis, especially how it negatively affects your community. Explain how the three components of 40 Days for Life provide a proven solution to that crisis. Share the details of your campaign and build excitement to spur your attendees to action.

Kickoff rally

Your kickoff rally serves as the first public exposure of your campaign—and as one last push for vigil hour signups before the campaign starts. It is easily the most important event of your campaign. The following logistical suggestions will help ensure your event is as strong as possible:

1. **Pick a good date and time.** Great times to hold your kickoff event include the weekend before, the night before, or the night of Day 1 of your campaign.

2. **Choose a rally location (preferably the vigil site).** If space constraints, arduous permit requirements or some other factor prevent that, try for a neutral location like a community center, park or school. Local churches are not ideal because they might not be comfortable settings for people from other faith traditions.

3. **Schedule a strong program.** Great kickoff rally elements include an opening prayer from a local pastor (who will hopefully be motivated by the event to involve his church!), Scripture reading, praise and worship music, a talk from a local pastor or speaker, an explanation of 40 Days for Life, specifics about the local campaign, and an invitation for attendees to get involved.

4. **Publicize your event.** Use every tool at your disposal: emails, phone calls, event-specific press releases sent to the media, posters, announcements, etc. Don't forget to personally invite your
own friends, family and acquaintances. Because your kickoff rally is so critical to filling your earliest vigil hours and to getting off to a good start, try to get as many people as possible to attend. For additional information on publicizing your event, see V: Communicating effectively.

5. **Remember to bring any necessary supplies.** Do you need a sound system? Do you need permits for the location or for sound amplification? Do you need a stage with a lectern or music stand? Will you record the event to post the video online later? Will you have a table with 40 Days for Life promotional materials, statements of peace, and vigil signup sheets? Did you bring the vigil supplies you’ll be using on site?

6. **Ask for donations, if needed.** A kickoff rally is an easy way to ask for funds for your campaign.

7. **At the event, make a passionate plea for people to sign up for hours.** This is the purpose of your event. A strong number of vigil signups at your kickoff rally can energize and impact your entire campaign. Offer people the opportunity to view a printed or online calendar.

**Midpoint rally**

By your midpoint rally, your participants will be beginning to wear down. But a strong midpoint event can serve to re-energize weary prayer warriors, especially as they recognize they only have a few weeks left. Furthermore, you can invite new people to the event who might serve as reinforcements.

1. **Schedule your midpoint rally.** Aim for a day near Day 20, but be flexible. Tuesday and Thursday evenings work well and Saturday mid-morning or afternoon can be a good time as well.

2. **Choose a rally location (preferably the vigil site).** If weather permits and there are no legal barriers to doing so, use your vigil site.

3. **Schedule your program.** As was the case with your kickoff, great midpoint rally elements include an opening prayer from a local pastor, Scripture reading, praise and worship music, a talk focused on perseverance from a local pastor or speaker, an explanation of 40 Days for Life, specific details of the local campaign, and a passionate invitation for attendees to get involved—or get more involved. You might also invite attendees to share the blessings they’ve experienced participating in the vigil.

4. **Publicize your event.** Driving attendance isn’t quite as critical for a midpoint rally. You don’t need to invite the media, but you do want to bring volunteers from the campaign’s first half and any interested newcomers to attend this event to gear up for the second half of your 40 Days for Life campaign.

5. **Remember to bring any necessary supplies.** Do you need a sound system? Do you need permits for the location or for sound amplification? Do you need a stage with a lectern or music stand? Will you film the event to post the video online later? Will you have a table with 40 Days for Life

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promotional materials, statements of peace, and vigil signup sheets? Did you bring the vigil supplies you’ll be using on site?

6. **At the event, request people to sign up for hours.** Be specific and ask your participants to step up their commitment through the end of the campaign. Offer people the opportunity to view a printed or online calendar. And ask them to invite others to participate to help finish strong.

**Closing rally**
At the end of the campaign, it’s time to celebrate. Because your campaign is ending, this event doesn’t help schedule hours, but it is important to cap the campaign and bring a close to your entire campaign sequence.

1. **Schedule your closing rally.** Try for Day 40 or a day shortly after the end of the campaign. Don't wait too long or people will be less inclined to participate.

2. **Choose a rally location.** Go anywhere but the vigil site. You might consider a park, community center, a local church or a restaurant. Find a place that will be festive.

3. **Schedule your program.** Have food and beverages. Whether it's a potluck, prepared meal or catered event, people will be hungry after 40 days of fasting! You might also include an opening prayer from a pastor (perhaps one who hasn't participated in the campaign yet), Scripture reading, praise and worship music, fellowship time, stories from the leadership team and participants. Invite leaders of other pro-life organizations and ministries to take 1-2 minutes to share their work and invite attendees to get involved in their efforts. You can also ask a pastor or speaker to talk about the importance of remaining actively engaged in pro-life efforts after Day 40.

4. **Publicize your event.** Use email, social media and you campaign website to invite those who participated in the campaign. You can send out a press release to encourage media coverage.

5. **Remember to bring any necessary supplies.** Do you need a sound system? Do you need permits for the location or for sound amplification? Do you need a stage with a lectern or music stand? Will you record the event to post the video online later? Give away the rest of your 40 Days for Life promotional materials.

6. **Sincerely thank your participants.** Express your heartfelt gratitude and encourage your supporters to keep pressing on in lifesaving work.

For complete information on hosting campaign events, refer to Training Module 6: Campaign Events.
III. Intelligence gathering, documenting and reporting

Each international 40 Days for Life campaign assembles volunteers to cumulatively spend more than 100,000 hours in front of abortion centers all around the world. This unprecedented mobilization provides an opportunity to learn about the abortion industry and its weaknesses.

For example, in 2013, a prayer volunteer with the 40 Days for Life campaign in Wilmington, Delaware observed four women injured during their abortion procedures in only five weeks. She went public with this information, and abortions at that Planned Parenthood were suspended and the state launched an investigation into numerous safety and health violations at the facility.

Other campaign leaders and volunteers have been able to collect valuable information by monitoring the number of abortions at their vigil site, by hearing specific information from the abortion center staff or by observing odd occurrences. As such, leaders can now report what’s going on at their abortion facilities to the 40 Days for Life headquarters in the hopes of discovering patterns and trends that can help hasten the end of abortion.

We encourage you to track the goings-on at the abortion facility to the best of your ability and to report back to the national team regularly.

A. Track the number of abortions

By recording the number of abortions that take place at your vigil site, you can develop a sense of the abortion center’s financial health. Many campaigns have noticed drastic reductions in the number of abortions during their campaign.

1. **Know which days abortions are performed.** In some communities, abortions take place five or more days a week. In other communities, there might be one or two designated days. You’ll want to find out which days are abortion days. If you’re not sure, call the facility and ask. Or simply pay attention to which days women are coming for abortions.

2. **Try to identify which women are coming for an abortion.** At many abortion facilities, women and men might be coming for a myriad of reasons. You'll want to identify those there to have an abortion to the best of your ability. Use the following considerations to guide you:
   - Women coming for abortions almost always wear loose-fitting clothing (wind pants, sweat pants, etc.)
   - They will likely be accompanied by a "support person." This might be a friend, boyfriend, husband or parent.
   - Abortion appointments likely last at least 90 minutes—frequently more. If a woman is in the facility for a long time, it’s likely for an abortion.
   - At abortion facilities with parking lots, abortion patients might wait in a vehicle for several minutes or more prior to entering
   - Don't forget to assess whether the patient appears to be pregnant
• Women leaving the abortion center after an abortion might display signs of physical or emotional distress (limping, crying, nauseous, glazed look in the eyes)

3. **Keep a tally of how many abortions are performed.** Record the number each day in your 40 Days for Life Vigil Activity Log.

4. **Keep a tally of how many lives your campaign saves.** As a 40 Days for Life leader or participant, there's no more rewarding experience than seeing a life saved because of your presence. Please track and report the number of lives saved to the best of your ability.

**B: Other factors to watch for**

It is a good idea to also document any notable occurrence at the abortion center. Specific things you might track include:

• Was there an ambulance present at the abortion facility?
• Was there evidence that a boyfriend, parent or somebody else was pressuring, coercing or forcing the woman to have an abortion?
• Did the abortion customer appear to be under 17 years of age? (This can indicate a case of statutory rape, which abortion centers are notorious for failing to report to authorities.)
• Did an armored truck show up to pick up money?
• Did a medical waste vehicle come to pick up the remains of aborted babies?
• Did the abortion center bring on additional security guards during your campaign?
• Do any employees appear supportive of you being there or friendly toward you?
• Is there any evidence that the building is unsanitary or not up to building code?

**IV. Offering help to abortion center clients and workers**

While the essential duties of participating in a 40 Days for Life vigil are prayer and fasting, some of your participants will feel called to do more--to reach out with loving alternatives to abortion-bound women and men as their last line of defense.

This direct interaction can be highly effective--as long as it is done in accordance with the standards set in the statement of peace. Our guiding philosophy is that we serve the babies, their mothers and fathers, and even the abortion facility employees. (Remember, the workers are not our enemies.)

**A. Advising abortion-minded women (and men)**

At 40 Days for Life, your most pressing concern is the baby whose life is at risk. The following steps offer guidance on how to effectively interact with women and men in danger of choosing abortion:

1. **Come dressed appropriately.** You shouldn't dress overly formally, but you do want to look professional and approachable. Don't wear clothing, hats, buttons, signs or stickers with pro-life messages because they might create barriers between you and the abortion customer. Give the people you're talking with an opportunity to look you in the eyes and build trust by not wearing
sunglasses.

2. **Know where to stand.** Identify where you can legally stand in a place that will give you the best access to talk to abortion center clients. To ensure that you don't intimidate the customers, keep a bit of distance between you and the rest of the on-site prayer warriors because a one-on-one approach works best. At the same time, make sure that the rest of the prayer warriors aren't too far away in the event that you need help. Never approach abortion customers without somebody else on-site.

3. **Greet the person with a short, simple message.** One of the most common reasons pro-lifers don't talk with abortion-minded women and men is that they don't know what to say. Open with a simple statement like:
   - Good morning, we're here to help you.
   - Can I give you this free information before you go in? (Show literature.)
   - We have FREE resources. You deserve to know all your options.

4. **Slow things down.** Women typically choose abortion because they feel threatened by their pregnancy. This fear often leads to a hasty, irrational abortion decision that appears to offer a quick escape from the perceived danger. If you can slow the woman down, you might be able to help her think out her decision more rationally and choose based on facts rather than fear. You might tell her:
   - Abortion is a major, invasive surgical procedure. Have you gotten a second opinion?
   - Take some time to consider all of your options; you can always come back later.
   - Would you like to see the ultrasound of your baby before making this decision?

   If you're comfortable doing so, you can ask if she's hungry and offer to go with her to lunch (or breakfast) to discuss her options. Fasting from food is typically required before an abortion, so if she eats, the abortion could be at least delayed. Eating might also provide comfort that can help lessen her fear of carrying her pregnancy to term.

5. **Know a few basic facts.** You don't need to be an expert to advise abortion-minded women and men. But it never hurts to be ready to share some simple information if asked. Try to commit to memory one or two basic facts on:
   - Fetal development
   - Physical risks associated with abortion
   - This abortion center's history (for example, have there been recent ambulance calls or medical malpractice suits?)

6. **Direct her to go somewhere else.** Whether you use a box, binder, or bag, your vigil site should include information on local pregnancy help centers and other local resources. It's critical to be able to offer a viable alternative. If you feel comfortable, you can invite the client to follow you
to the pregnancy center. Emphasize that the services there are all free (unlike the "services" at the abortion facility). You might point out that even if she still plans to get the abortion, she can at least get the pregnancy test and/or ultrasound for free at the pregnancy center.

7. **Pray for everybody you interact with.** Remember, it’s not up to you; it’s up to God.

### B. Advising non-abortion clients

Many clients might tell you they’ve come to the abortion facility for a reason other than abortion. This might be true, and it might not. Of course, even if they're seeking other, completely legitimate services, they would be better served by a legitimate health care provider rather than an abortion center. Here are two simple steps to advise clients who aren't there for an abortion:

1. **Inform them that this is an abortion center (or referral site).** A lot of people that come to abortion facilities for other reasons don't like abortion, and they might not know that the abortion facility (even Planned Parenthood) performs or refers for abortions. This information may be enough to dissuade them from using and paying for services at the abortion center.

2. **Refer them elsewhere.** Again, you’ll want to offer literature and directions to local pregnancy help centers, many of which offer STD testing, natural family planning instruction and a myriad of non-pregnancy-related services. And if the center can’t provide a particular service, it can probably make a referral to an organization that can help.

### C. Talking with post-abortive women and men

You are likely to encounter post-abortive women and men--often immediately following the abortion. You have the opportunity to be the first sign of mercy, love, hope and healing in what is probably a moment of incredible despair. And remember that because half of all women with abortion appointments have had at least one abortion, many of the facility’s clients are already post-abortive.

1. **Take a compassionate tone.** Acknowledge that it's been a hard day. Be gentle and, and know that your interaction can help lead post-abortive women and men toward healing and union with Christ.

2. **Respond in humility and gentleness if you're yelled at.** You don't want a woman's first post-abortion memory to be arguing with a pro-lifer. Even if she's mad, your humble and gentle response in the face of anger can make an impression that can help lead her to seek healing and forgiveness.

3. **Offer post-abortion healing resources.** Just as your on-site campaign materials include literature on abortion alternatives, you should also have post-abortion healing and forgiveness literature. [Rachel’s Vineyard](http), [Project Rachel](http), [Forgiven and Set Free](http) and [Reclaiming Fatherhood](http) are all excellent resources for post-abortive women and men.
D. Interacting with abortion center workers

Dozens of abortion workers have left the abortion industry due to the peaceful and loving witness of 40 Days for Life participants. You can take the following approach to talking with abortion center staff:

1. **Assess your attitude toward abortion workers.** You might be tempted to demonize the abortion center workers. But remember, they--like us--are sinners in need of God's grace. They are not our enemies.

2. **Consider abortion workers' attitudes toward us.** Abortion workers think that pro-lifers are angry and violent, that we're trying to put them out of a job, and we are self-righteous, bigoted antagonists with nothing better to do.

3. **Make sure your witness disproves their perceptions.** Abortion center workers expect pro-lifers' conduct to validate their prejudices that we are angry, violent and self-righteous. Poor behavior on the part of pro-lifers would serve to justify their actions. But when you are peaceful, calm, and compassionate, it catches them off-guard, forcing them to acknowledge that you're not there out of hatred -- but out of love. Your witness opens up opportunities for dialogue.

4. **Always let the abortion workers make first contact.** If you make first verbal contact, you might be accused of harassment. If an abortion worker does make first contact, be friendly and make casual conversation.

5. **Be patient.** Converting abortion industry workers takes place on God's time, not ours. Persevere in bearing a peaceful, friendly demeanor and entrust the rest to God.

For additional information on talking with abortion center clients and workers, refer to page 17 of the workbook and the 36:00 mark of the video in **Training Module 5: Peaceful Vigil.**

V. Communicating effectively

In leading 40 Days for Life, you'll want to make optimal use of all of the communication opportunities at your disposal.

A. **Articulate your message with an elevator speech**

An elevator speech shares the mission and key details of 40 Days for Life with excitement--in about the amount of time it takes to go up an elevator with someone. It's a critical tool for you and your team members to master because it makes it possible for you to quickly explain 40 Days for Life, generate enthusiasm for the campaign, and invite participation.

As you prepare to share the campaign with friends, family, pastors, church leaders, organization leaders, the media and others, your elevator speech will be essential to getting your message across effectively. It should include five brief points:
1. The abortion crisis in your local community
2. 40 Days for Life is a local solution to that crisis featuring three components
   a. Prayer and fasting
   b. Peaceful vigil
   c. Community outreach
3. Specific plans for your campaign (the location, for instance)
4. Your passion and heart for this project
5. Invitation for the person to participate

For additional information on the importance of an elevator speech and how to prepare one, refer to page 17 of the workbook and the 33:50 mark of the video in Training Module 3: Community Outreach.

B. Communicate with your volunteers

With many individuals from numerous locations coming to pray at different times, it's critical to make sure everybody feels a connection to the campaign.

The time spent at the vigil site won't be exciting for many of your vigil participants. Most of them probably won't be on hand to see a baby and mother spared from abortion at the last minute, or to witness any other excitement at the vigil site. But in coming to pray, they play a key part in all your successes, so you need to keep them informed.

Whenever you communicate with your participants, be sure to know what you're hoping to accomplish. In most cases, that will mean delivering a message that strengthens their confidence in 40 Days for Life's role in ending abortion and encouraging them to maintain or increase their commitment at the vigil site.

It's also essential to remain positive in your communications. People like to be part of a winning team. If your personal frustrations or discouragements seep into campaign communications, it will surely dampen enthusiasm and resolve.

1. **Your campaign web presence**: Your local campaign page might be a potential participant's first impression of 40 Days for Life. And even if it's not, it will be an important resource for your participants. At the very least, make sure that your campaign and event dates are listed correctly, your contact information is provided, and that information for people participating in the campaign is easily accessible.

   After that, get creative. Your communications coordinator can post pictures and video links, testimonials, endorsements, updates and reports, links to your social media pages, and other content that will inspire viewers to join your efforts. For instructions on customizing your local web presence, visit the Online Campaign Headquarters.

2. **Email broadcasts**: When it comes to spreading your message quickly, there's simply no substitute for sending out email broadcasts.
Before and during your campaign, you'll want to send out regular email updates (at least weekly) sharing stories from the vigil site. Was a baby saved? Did a worker quit? Did a conversation on the sidewalk change the mind of a passerby? Share it with your participants in an email. These updates remind your participants that their sacrifices make a difference—especially if they haven't experienced many obvious blessings during their time at the vigil.

While the promise of touching stories helps to ensure that people read your emails, once they’ve opened and read the message, make sure to invite them to sign up for vigil hours. You should also invite participants to your campaign events using your email list.

There are many broadcast email providers that make this process easy. One service you can use for bulk email delivery is MailChimp, which is free up to 2,000 subscribers and 12,000 emails per month. Beyond that level, there are paid subscription opportunities.

3. **Social media:** It’s a good idea to have a presence on social media. Even if it’s as simple as a Facebook page that re-posts the text of your bulk emails, you can increase the number of people viewing your messages. Depending on the skills and interests of you and your communications coordinator, you might find it helpful to maintain a presence on Facebook, Twitter, a campaign blog, and YouTube (especially for posting video of your events).

Whatever social media you decide to use, make sure to build your audience. For example, invite all of your Facebook friends to "like" your campaign Facebook page; then, encourage them to do the same with their friends.

While posting general pro-life articles and media can help keep your followers informed and engaged, remember that the main reason to maintain a presence on social media is to keep your participants connected to your 40 Days for Life campaign. Use social media to spread your message and invite participation effectively.

For example, if you are ambitious with social media, you might create a Facebook event to invite people to your kickoff rally. You can then post video of your event speaker to YouTube and can disseminate that YouTube video via email, Facebook and Twitter to ensure that large numbers of people who couldn't attend still absorbed the speaker's message.

4. **Telephone:** The telephone is a great tool for recruiting and inviting participation in the vigil and in campaign events. For additional information on phone calls, refer to II: Filling your vigil schedule.

For additional information on communicating with your participants, refer to page 19 of the workbook and the 38:43 mark of the video in Training Module 3: Community Outreach.

**C. Communicate with the general public**

Attracting publicity for your campaign has the potential to involve new participants who you otherwise simply wouldn't have been able to reach. Advertising (paid or unpaid), flyers, promotional materials,
yard signs and media coverage all serve to introduce people to 40 Days for Life—and to remind existing participants to sign up for vigil hours.

While attracting publicity is an important part of the Community Outreach component of 40 Days for Life, it is not a substitute for personal invitations, phone calls and church mobilization. Publicity and "getting the word out" can help attract new members, but it will not fill your vigil calendar.

Media coverage
While a campaign can succeed and even thrive without media attention, it can be a tremendous benefit to your campaign if you do effectively attract media coverage. The following methods offer opportunities for publicity:

- **Press releases** announce the campaign as well as its events. Your communications director should compile a directory of all local media contacts and outlets to which the press releases can be sent. Your team might also follow up with a phone call.
- Letters to the editor promoting 40 Days for Life can raise awareness in your local newspaper’s opinion section. If you have participants who can't make it out to the vigil site because of health or personal reasons, ask them to write a letter to the editor.
- Many Christian (and some secular) television and radio outlets offer opportunities to share public service announcements. Simply call the station and inquire. PSAs can be particularly useful for event promotion.
- Look for local community calendars that publicize area events and publicize your kickoff, midpoint and closing rallies.

For additional information on communicating through the media (including how to formulate and articulate your message), refer to page 21 of the workbook and the 43:06 mark of the video in Training Module 3: Community Outreach.

Paid advertising
While it's not essential, if you've got the budget to engage in paid advertising, it couldn't hurt. Here are a few tips:

- With TV, radio or newspaper advertising, you pay for the number of people that see your ad—regardless of whether they are Christian or pro-life. Your best bet for driving vigil participation is to place your ad with Christian media so you're paying less to directly reach your target audience. Furthermore, by advertising with Christian media, you will generate good will with the media outlet and could potentially get discounted rates or free publicity.
- Facebook ads allow you to target people with interests that would indicate likely support of 40 Days for Life. Plus, you only pay for those people who click on your ad.
- In your advertisement, be sure to provide a direct call to action to visit your website or call to sign up for more hours or to get more information.
Promotional materials
40 Days for Life offers a number of opportunities for publicizing your campaign using promotional items such as t-shirts, yard signs, bumper stickers and more. For additional information or to purchase these items, visit the special Heritage House web page at 40daysforlifestore.com.

Conclusion
40 Days for Life requires a great deal of effort and focus. But, divided among your local campaign team, your "to-do" list should not be too terribly overwhelming. If you follow the suggested timeline, refuse to procrastinate, and "keep the main thing the main thing," you're well on your way to ushering in the beginning of the end of abortion in your community.

It’s hard work, but it’s worth it. Discover the kind of life-saving, and community-transforming impact your upcoming 40 Days for Life campaign can make by viewing: Training Module 7: Finishing Strong.