



40 DAYS FOR LIFE™



CAMPAIGN OVERVIEW REPORT
2011

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TABLE OF CONTENTS

INTRODUCTION	4
NATIONAL TRAGEDY.....	4
PRO-LIFE BREAKTHROUGH	5
WHAT MAKES 40 DAYS FOR LIFE UNIQUE.....	6
VISION AND MISSION	8
WHY 40 DAYS?	8
BENEFITS FOR YOUR COMMUNITY	9
CAMPAIGN COMPONENTS	10
TRACK RECORD OF RESULTS	13
COORDINATED CAMPAIGN	15
SIMULTANEOUS, COORDINATED CAMPAIGNS.....	15
THE POWER OF PRAYER AND PEACEFUL VIGIL	18
STRENGTH IN UNITY	19
40 DAYS FOR LIFE 2011 DATES.....	19
ENDORSEMENTS	20
NATIONAL LEADERSHIP TEAM	20
EXPERIENCING GOD	23
WHAT DO I DO FIRST?	24
1. PRAY	24
2. SIGN UP FOR CAMPAIGN UPDATES.....	24
3. SPREAD THE WORD.....	24
CONDUCTING 40 DAYS FOR LIFE IN YOUR COMMUNITY	25
CAN THIS WORK IN MY TOWN?	25
BUILDING YOUR CAMPAIGN TEAM	26
40 DAYS FOR LIFE COSTS.....	27
CAMPAIGN RESOURCES PROVIDED.....	28
CAMPAIGN TIMELINE	29
FOR SUCH A TIME AS THIS	32

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 2010, the death toll from abortion surpassed 52 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 recently disclosed that it raked in record amounts of taxpayer funding in the last year – *over \$363,200,000* – forcing you, and all people of faith and conscience, to underwrite the organization which aborted 324,008 children in the last year.



Judicial activism has overrun our court system, and unaccountable judges continue to force their personal abortion agenda on America. With recent changes on the United States Supreme Court, experts still say there are not enough votes 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 – campaign known as **40 Days for Life**.

Pro-life breakthrough

Since the 40 Days for Life movement began in late 2004, 1,085 separate 40 Days for Life campaigns have been conducted in 337 communities across all 50 American states, seven Canadian provinces, three Australian states, Denmark, Northern Ireland, and England, creating a track record of extraordinary lifesaving results...

- More than 400,000 people of faith have joined together in an historic display of unity to pray and fast for an end to abortion

- Over 13,000 church congregations have participated in 40 Days for Life campaigns
- Reports document 3,599 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
- Forty-three abortion workers have quit their jobs, including a Planned Parenthood abortion facility director who has now joined the 40 Days for Life efforts and prays outside her former workplace
- Nine abortion facilities have closed and gone out of business following 40 Days for Life campaigns outside their doors
- More than 1,200 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 for the future

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 2011, 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 beyond – unite together in 2010 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?

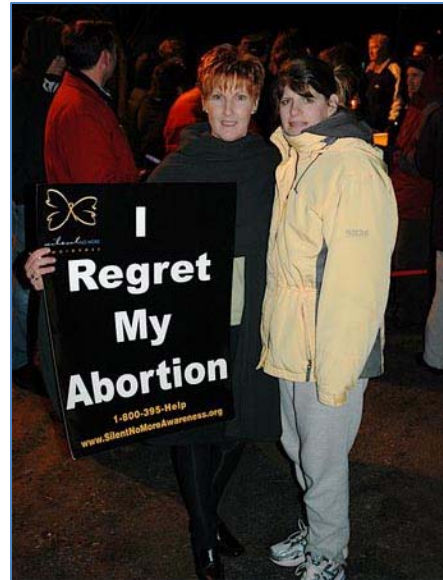
What effect will that transformation have on the rest of the nation?

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 in 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 40 Days for Life 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...

Dallas, Texas spared 17 children from death by abortion, united 89 churches across denominational lines, and mobilized over 1,200 people.



Green Bay, Wisconsin rallied 700 people – only two percent had ever been active in pro-life efforts before – and saved two babies from abortion during the first hour of their campaign.

Houston, Texas gained prominent news coverage in the *Houston Chronicle* (a paper that actually helps to fund Planned

Parenthood), directed 120 pregnant women away from one abortion facility to nearby pregnancy care centers, and saw one of the most notorious abortion centers in the city close down after being in operation for over 20 years.

Kitsap County, Washington organized 150 people, sparked a flurry of news stories and letters to the editor of the local paper, and during their campaign –perhaps because of it – the local Planned Parenthood facility abruptly cut back its hours and is now closed two business days a week.

Charlotte, North Carolina saved 12 babies from abortion in the first week of their campaign, brought together many different Christian churches in a rare display of unity, and experienced a harvest of women – and men – that began healing from past abortion experiences through effective post-abortion counseling programs.

Madison, Wisconsin completed the campaign and pro-life volunteers learned from a source inside the local Planned Parenthood abortion facility that during the 40 days, the clinic experienced the most turnarounds in its history as mothers chose life for their babies.



COORDINATED CAMPAIGN

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

Seven coordinated 40 Days for Life campaigns have been conducted from 2007 until now. These campaigns mobilized people of faith and conscience in 337 cities across all 50 states and numerous other countries.

Those who participated reported that both individuals and communities were changed as a result. Here is a sampling of reports from these efforts, showing how God's blessings flowed during the time of prayer, fasting, and vigil:



New York, New York:

“Side-by-side abortion clinics begged us to end our effort. One manager said, ‘I thought this 40 days thing was over already. You are killing our business!’ The second manager said, ‘Why don’t you pick on one of the other places!’”

Southfield, Michigan:

“Because of the location of our prayer vigil we had the opportunity to reach 7.3 million passing motorists during the 40 days. Some stopped and prayed with us or gave us words of encouragement, many honked as a sign of support and some were critical. A majority of our vigil participants were praying at an abortion facility for the first time. It was a joy to listen to person after person tell us how blessed they felt to be part of 40 Days for Life.”

Albuquerque, New Mexico:

“There were at least two babies saved that we know about. New volunteers responded to our invitation to pray and witness in front of the abortion center and are interested in participating in more pro-life activities. New volunteers also signed up to help at our pro-life office! To cap the event we had a prayer event in front of Planned Parenthood for three hours and 400 people joined us!”

Akron, Ohio:

“40 Days for Life was the kick-start that our community needed to get motivated to pray at the abortion clinics. Many more people are now involved and do not want to stop with day 40! Attendees signed up to pray at least one hour per month.”

Issaquah, Washington:

“As far as we could tell, Planned Parenthood stopped doing abortions during the 40 days. We were able to pray with people from Planned Parenthood. We received great coverage in the local newspaper; they actually quoted us correctly! It was especially touching to receive a letter from a man thanking us for what we were doing. He was able to share this with us because years ago, someone intervened when his mother was considering abortion.”

Fargo, North Dakota:

“We see unity of purpose with all denominations, changing minds and transforming hearts through the power of the Holy Spirit, plus outstand-

ing response and faithful vigil at the abortion site by all ages and especially our youth and young adults.”

Reno, Nevada:

“Our community has a history of being strongly ‘pro-choice,’ but we have people for the first time putting pro-life bumper stickers on the cars and lawn signs in front of their homes. It’s small, but for our community, it’s a start.”

Richmond, Virginia:

“I think the most important outcome from all of this will be more women knowing that those of us there praying love them and their unborn children. We aren’t there to judge them or the workers in the abortion clinic. We’re there to offer help and support.”

Pensacola, Florida:

“As per the legal notice in the Pensacola News Journal on November 2, 2009 the Community Healthcare Center of Pensacola abortion facility – site of 40 Days for Life vigils – is CLOSED! Our prayers have been answered! All thanks to our Lord Jesus!”

Kalispell, Montana:

“The Planned Parenthood abortion center where we have held 40 Days for Life vigils announced its closure during the fall 2009 campaign. We are the first government-supported Planned Parenthood facility where 40 Days for Life has been conducted to close. Our trustful petitions that He end abortion there have been answered.”



The power of prayer and peaceful vigil

There have now been eight 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.

Strength in unity

There are advantages to holding these events in many areas on the same dates rather than conducting 40 Days for Life one community at a time:

- Unity is fostered as many cities and towns across America join together with numerous international locations 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 defending itself when it is besieged with prayer on many fronts simultaneously



40 Days for Life 2011 dates

The dates for the two 2011 internationally coordinated 40 Days for Life campaign are:

- **March 9 – April 17**

- **September 28 – November 6**

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 accom-

plish 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>

National leadership team

God has brought together an amazing group of leaders to help conduct the campaign, including leaders of previous 40 Days for Life campaigns; numerous local, state, and national leaders; and experts in marketing, technology, communications, training, and media. The national 40 Days for Life leadership team is comprised of ...

David Bereit, national director



David became an outspoken pro-life advocate after Planned Parenthood announced plans to build an abortion clinic in his Texas town in 1998. He helped to start and build a local grassroots coalition that rallied 60 churches and thousands of people together and dramatically reduced abortions in the region. Planned Parenthood recognized the effectiveness of David's efforts when it labeled his town “the most anti-choice place in the nation.”

David led the first-ever 40 Days for Life campaign in College Station, Texas before moving to the Washington, D.C. area in 2005. His pro-life work has been featured in the media hundreds of times, including coverage on CNN, Fox News, HBO, ABC, NBC and CBS television stations, numerous radio programs, and in over 100 newspapers across the country including *USA Today*, the *New York Times*, and *The Washington Post*. David is married to his best friend Margaret, and they have two children, Claire and Patrick.

Shawn Carney, campaign director



Prior to becoming campaign director for 40 Days for Life, Shawn served as executive director of the Coalition for Life, a Texas pro-life organization consisting of 60 churches and thousands of people. His leadership contributed to a dramatic drop in abortions in his town, and he is a regular media spokesperson on pro-life issues. Shawn is a popular pro-life speaker, raising hundreds of thousands of dollars each year for pregnancy centers and right-to-life groups. He also is executive producer and host of the EWTN pro-life television series, *being HUMAN*. Shawn and his wife Marilisa have three children, Bridget, Bailey, and Seamus.

James Olson, board chair



Jim teaches intelligence and national security at the George Bush School of Government and Public Service at Texas A&M University in College Station, Texas. Before that, he served for over 25 years in the Central Intelligence Agency, mostly overseas in undercover operations, and he served as chief of CIA counterintelligence. He is the author of, *Fair Play: the Moral Dilemmas of Spying*. Jim and his wife Meredith have long been active in the pro-life movement. They have three children and three grandchildren.

Carmen Pate, board secretary



Carmen is co-host of the nationally syndicated *Point of View* radio talk show. She previously served as president of Concerned Women for America where she appeared as a regular spokesperson for life and family issues on television, radio, and in print publications. Her work has included directing a pregnancy assistance center, and assisting a coalition of pregnancy centers in board development and strategic planning. Carmen is married to Bob Pate, and is the mother of three adult children and grandmother of five.

Amber Dolle, board member



Amber served as media director for a national pro-life organization for three years. Prior to that, Amber served as outreach director for a community-based pro-life organization. Her work has been featured extensively in the media including stories on Fox News, MSNBC, ABC's *Nightline*, Focus on the Family, Associated Press, and numerous statewide publications and news outlets. Amber and her husband Nick have two sons and a daughter.

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.

When you finish reading this report, and 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 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 local and national leaders of this effort
- Pray that the right people 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

During 2011, 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 by part-time volunteers and full-time proliferers. 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 will be an application fee of \$197 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. 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.

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

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)
- Recast the vision of 40 Days for Life, and share your campaign plans
- 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 Halfway Rally.

Day 20 of the campaign

Pray and fast. Host your Halfway 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 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 in America – **when no more babies die and no more women cry.**

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 fall 40 Days for Life campaign in 2011
- ✓ What you can do to make an impact
- ✓ How your community can experience the lifesaving results of 40 Days for Life during 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)