

Ambassador Hot Tips

What is a Church Ambassador?

First and foremost - it is to recruit Walkers. Being an ambassador to your church can be as simple as recruiting 6 (or more) people from your church to walk with you or as elaborate as implementing all the ideas below. Read through the list and choose the ideas that best fit the needs and desire of your church.

What Is My Role and How Do I Get Started?

1. Your main focus is to **recruit team captains** and **pledge-raising walkers** through your church for the WALK for VISION. Each ambassador that recruits 3 or more team captains with 3 sponsors each will receive a \$30 gift certificate to Angelo's!
2. Meet with your pastor in advance and:
 - a. Be sure your pastor knows the WALK will not cost the church any money. Walkers raise pledges outside of the church.
 - b. Share the vision from your perspective.
 - c. Encourage your pastor to walk – more members of your congregation will want to walk.
 - d. Ask your pastor to share from the pulpit or schedule a speaker (provided by Hope Life Center)
3. Set up a WALK display table with your WALK materials at a visible place within the church
 - a. Try to stand to the side of the table and talk to others as they come up.
 - b. Pass out WALK information cards to people as they walk by (or sponsorship forms for those who aren't computer savvy).
 - c. Have lots of candy at your table.
 - d. Put up LOTS of posters.
 - e. Encourage walkers to register online and raise funds through their own personalized webpage. This was hugely successful last year.
 - f. If your church has WIFI, consider keeping a computer or tablet at your table so people register online at hlcil.org right on the spot.
4. Try to get in front of your congregation or have a speaker from HLC come to speak about the Sanctity of Human Life and the impact Hope is having in the community.
5. Get other ministries involved such as woman's groups, children's ministry, or youth group.

Some youth groups will promote a competition, like a pizza party if the group raises a certain amount. HLC may help pay for the cost. (call for details)
6. Create a goal for your church (in dollars raised or number of walkers participating) and keep your congregation informed of your progress.
7. Get a church bulletin announcement in every week for at least four weeks before WALK. (See insert in your packet)
8. Do a creative skit or announcement in front of the church and show the WALK Slide!
9. Promote the walk on your church's social media outlets. (Facebook, Twitter, Google+, etc.)
10. Talk to all your friends and family about the Walk; encourage them to walk with you. Bring this to other community or interest groups with which you are involved. This event does not have to be just shared in churches.
11. Encourage healthy team competition - It's great when a church has several teams competing for the walk.
12. If you need additional sponsorship forms, you can call HLC (815-625-5376), stop by our center (2323 E. Lincolnway, Suite A, Sterling) to pick them up, or download and print them from our website at hlcil.org.

This is a big commitment but keep in mind . . .

- You are doing your church a spiritual service and favor by engaging them in obeying God's word by defending the defenseless and you are truly being used to save the lives of children.
- Your job is to faithfully speak up for the lives of the unborn; God is responsible for the results.
- Help Walkers see that this is something they CAN DO and have FUN in the process.

"Speak up for those who cannot speak for themselves; ensure justice for those being crushed." Proverbs 31:8