

re·source (rē'sôrs) n.

1. a stock or supply of materials, staff, and other assets that can be drawn on by a person or organization in order to function effectively.



Heartbeat
INTERNATIONAL

2014 Resource Catalog



What's Inside?

- 1 About Heartbeat International
- 2 Heartbeat Academy
- 3 Extend Web Services
- 4 E-News Publications
- 5 Heartbeat Experts on Your Side
- 6-7 Management and Training
- 8-9 Staff and Volunteer Training
- 10-11 Board Management
- 12 Fundraising Help
- 13 Sexual Integrity
- 14-15 Index of Resources
- 16 About Option Line
- 17 Mark Your Calendars!

From One Leader to Another



She doesn't know what we know. She just doesn't realize all the things we know that can help her to make the best choice about the life within her, as well as her life ahead.

But we do. Or at least we know a lot more than she does, and we can leverage that knowledge into the crisis to help bring her clarity, hope, confidence, and—of course—Christ.

That's why a primary tool of the pregnancy help work is knowledge. At times, it flows through an ultrasound or a video or a brochure. But knowledge is most powerful when it flows through an anointed individual choreographed by the Holy Spirit to be directly involved in life-affirming situations.

You are the "expert" she needs to expand her understanding, grasp a healthy way forward, and set herself on a fruitful and faithful path.

In a sense, Heartbeat International is to pregnancy help outreach ministries what you are to your at-risk client. In fact, Heartbeat was created in 1971 by pregnancy help men and women to be a resource to the fledgling outreaches of the day.

In the past 40-plus years, we've learned a great deal about reaching, rescuing and renewing. From marketing to counseling, medical services to extended care and governance, we continue to capture, compile and publish resources designed to strengthen your primary capacity – knowledge.

This year's catalog highlights our growing commitment to providing powerful resources, enhancing all aspects of the pregnancy help community. The materials we create are designed to help resource centers, medical clinics, maternity housing, and non-profit adoption agencies with a life-affirming mission.

From printed manuals in binders to online curriculum and from timely electronic updates to shelf-worthy reference material, you'll find valuable information to form and maintain a strong foundation while pushing into new frontiers.

We are privileged to serve you as you serve on the frontlines!

Blessings,

Jor-El Godsey, Vice President

Our Network

Heartbeat International® is a Christian-based, interdenominational association, providing training and networking opportunities, as well as the support and resources members need to be effective, creative, and entrepreneurial in their own communities, as the Lord leads.

It is the largest pregnancy help association in the world, currently supporting, starting and strengthening 1,800 pregnancy help organizations—including international affiliates on every inhabited continent—to provide alternatives to abortion. Our members include pregnancy help centers, maternity homes, non-profit adoption agencies, and abortion recovery programs.

Affiliates are automatically listed in our Option Line® database, which connects those experiencing an unplanned pregnancy with their local pregnancy center 24 hours a day, 7 days a week. Trained consultants are available to listen to concerns and answer questions about pregnancy, abortion, and related issues when centers are closed.

Affiliates also have the opportunity—and the invitation!—to contribute to Heartbeat publications and deliver presentations at Heartbeat training events. Affiliates also have opportunities to serve as Heartbeat consultants.

Affiliation Costs:

Heartbeat International affiliation cost:

\$250.00 per year (U.S.).

-or-

\$200.00 per year (20% discount)

If you are a member of the National Institute of Family and Life Advocates (NIFLA) and/or Care Net.

-or-

\$70.00 per year for centers outside the U.S. (free if affiliated with ACfL, AFLA, CAM, CAPSS, MpV, or PHA).

Visit

www.HeartbeatServices.org/Services-Affiliation to learn more!

Our Life-Saving Vision...

Our life-saving vision is to make abortion unwanted today and unthinkable for future generations.

Our Life-Saving Mission...

Our life-saving mission is to **Reach** and **Rescue** as many lives as possible, around the world, through an effective network of pregnancy help ministries that **Renew** their communities for LIFE.

To achieve our mission, we do the following:

We **REACH** those who are abortion-vulnerable through Option Line's® 24-hour contact center and cutting-edge website, www.OptionLine.org.

"Reach down your hand from on high; deliver me..." - Psalm 144:7

We **RESCUE** those who are reached through our life-support network of pregnancy organizations providing true reproductive health care, education, ministry, and social services where lives are saved and changed.

"Rescue me, O Lord, from evil men; protect me from men of violence." - Psalm 140:1

We **RENEW** broken cities around the world through the development of pregnancy organizations where abortion clinics are presented as the only choice for abortion-vulnerable women.

"He sent me to bind up the brokenhearted...to proclaim the year of the Lord's favor... They will renew the ruined cities that have been devastated for generations." - Isaiah 61:1-4



Like Heartbeat International on Facebook!





Where high touch meets high tech

Heartbeat International AcademySM provides life-affirming leaders, staff, and supporters with access to online workshops, forums, and courses on timely pregnancy help topics. Many of the online trainings are based on Heartbeat's materials.

The Academy's easy-access to an ever-growing knowledge base appeals to people engaged in any life-affirming organization, and to those interested in getting involved in life-affirming ministry.

The Academy is your online source for:

- Life-Affirming Specialist Certification
- Nursing Contact Hours
- Online Training Courses
- Recorded Webinars
- Private, customized courses, and
- Life-Affirming Specialist CEUs

Start your online learning experience today!

Join the Heartbeat International Academy for online courses that are more engaging and user-friendly than ever! Online courses give you, your paid and volunteer staff, and board members a jump-start on knowledge and skills today with flexible choices, even as you wait for your center to organize its next in-house group training!

To enroll, visit HeartbeatServices.org/Academy, create an account and sign up for any online course today. For customized training options, contact elearning@HeartbeatInternational.org.

Join more than 2,500 life-affirming leaders and create your Academy account today at www.HeartbeatServices.org/Academy

Experienced. Equipped. Certified.

Exclusively through Heartbeat Academy!

LAS
Life-Affirming Specialist
www.HeartbeatServices.org/Training/LAS

Webinars

- Easy, anywhere access. All you need is an Internet connection
- On-demand training, 24/7
- Ever-increasing selection of programs
- Cost-effective prices

Online courses

- Customizable for group instruction or self-paced study
- Accessible 24/7 via internet
- Dynamic, multi-media activities with progress-tracking features



She's looking for your site...
...Can she find it?

Extend Web ServicesSM gives pregnancy help organizations the opportunity to have a professional Internet presence at an affordable price without all of the hassle of designing your own website.

Each of the websites are based on a content management system (CMS), allowing for easy updating and editing by the centers themselves. This puts the power in the hands of each center to update information as you see fit.

With an Extend Web Services site, your center is ensured each of the following:

- Professionally designed websites
- Medically & legally accurate information
- Cost-effective pricing
- Access to latest upgrades and features, via Extend Web Services' quarterly newsletter



Call today 614-586-1380

94% of smartphone users are mobile internet users. Let Extend Web Services increase your reach by creating a mobile-ready website.

<p>Essentials Package</p> <p>As Low As \$240 per year</p> <ul style="list-style-type: none"> • Professionally Designed • Affordable Websites • Accurate Content • Up To 10 Email Accounts 	<p>Exceptional Package</p> <p>As Low As \$480 per year</p> <ul style="list-style-type: none"> • Search Engine Optimization • Fully Customizable Design • Google Analytics • Unlimited Email Accounts 	<p>Executive Package</p> <p>As Low As \$900 per year</p> <ul style="list-style-type: none"> • Website For Supporters • Online Giving • Fully Customizable • Many Features Included
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www.ExtendWebServices.com



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Call (888) 550-7577 to order today | Visit www.HeartbeatServices.org for more information

Heartbeat eNews

Subscribe online at www.HeartbeatServices.org/Resources



Pulse™ on the pregnancy help movement

Heartbeat's well-loved affiliate newsletter contains ideas for programs, fundraising, client resources, plus news about affiliates and events related to pregnancy help organizations around the world. *Pulse™* is available to every center director and each board member of an affiliated Heartbeat pregnancy help ministry via e-mail.

CAPITOL Matters

Representing and defending the good work of the pregnancy help movement

Capitol Matters™ keeps you up-to-date on current pro-life legislation. Any pregnancy help supporter who is interested in politics and how they affect the pregnancy help movement will look forward to this quick-read e-newsletter. *Capitol Matters* is an exclusive benefit of Heartbeat affiliation.

The LifeTrends Connection

Powered by Heartbeat

Kirk Walden, author of *The Life Trends Connection* (TLC), delivers proven development ideas and concrete action steps designed especially for Heartbeat affiliates, and delivered directly to affiliates' desktop via e-mail.

ON THE LEADERBOARD™

On the LeaderBoard™ covers a wide spectrum of leadership issues, from board business and the terminology common to the business of pregnancy help ministries, to the legal concepts and tips that a Christ-centered governing body facilitates.



Heartbeat's quick-read e-newsletter for affiliates and supporters, *Take Heart™* is a source of inspiration and information designed to lift your spirits as you lift your heart, mind, and the works of your hands to God.

Medical Matters™

for the pregnancy help community

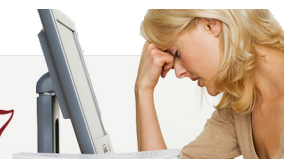
Primarily designed for medical staff in pregnancy help medical clinics, *Medical Matters™* is your go-to source for staying on top of key issues related to pregnancy medical centers. Subscribe today to sharpen your knowledge-base and learn the skills you need to excellently serve the clients who come into your clinics every day.



The newest edition to Heartbeat's family of e-newsletters, *Heart and Home™* is written by maternity housing leaders for maternity housing leaders. Stay in the loop with the latest happenings in the maternity housing movement with *Heart and Home*.

The Sexual Integrity™ Program

The companion e-newsletter to Heartbeat International's Sexual Integrity™ Program, *Sexual Integrity Communiqué* is a helpful tool for any ministry seeking to help women fully realize, appreciate, and live out God's Plan for Sexuality.



MISSING OUR EMAILS?

GIVE US A CALL AT 888-550-7577



Like Heartbeat International on Facebook!



From Our Heart to Your Door

Single-day, in-depth, on-site training with a Heartbeat expert

Training for Client Impact

The LOVE Approach

Introduce trainees to the tools that they need to begin helping in a life-affirming organization using *The LOVE Approach Training Manual®*. Paid and volunteer staff explore specific concerns with a Heartbeat expert, creating confidence leading into their initial client interviews, whether on the phone or in the office.

Regular Price: \$745
Affiliate Price: \$545

Sexual Integrity

Prepare your center through Heartbeat's Sexual Integrity™ Program, and bring the bright future of God's universal plan for sexuality to your community. The Program covers the reproductive system, healing sexual abuse trauma, biblical foundations for God's Plan for sexuality, and is adaptable for diverse ethnic groups.

Regular Price: \$745
Affiliate Price: \$545

Talking About Abortion

Volunteers learn the answers to tough questions in this in-depth training. The tried-and-true experience of Heartbeat affiliates and Option Line packed into this training helps volunteers learn how to adopt the *Talking About Abortion™* manual as a ready reference when talking with clients.

Regular Price: \$745
Affiliate Price: \$545



Abortion Recovery

Heartbeat experts give live, personalized guidance regarding how to implement and facilitate an abortion-recovery program. Based on the *H.E.A.R.T.™* manual, the training includes a step-by-step approach and screening technique.

Regular Price: \$745
Affiliate Price: \$545

GOVERN Well

A Heartbeat expert will work with board members to discover and evaluate ways to grow in their roles in relationship to the executive director, staff, community, and each other based on *GOVERN Well: Your Personal Board Member Manual™*.

The insight and tools gained in this experience will energize boards at any stage of development.

Regular Price: \$745
Affiliate Price: \$545
(price includes single-day, on-site training)

FOR BOARDS

Consults and Retreats for Your Center

Single or multi-day sessions, with fees covering in-depth, advance preparation by Heartbeat experts

Center 360° Assessment

Gain organizational perspective as you make decisions to adopt new programs, meet leadership challenges, or work through staff changes. The Center 360° AssessmentSM reviews center operations, including legal and medical issues. A detailed, written report with recommendations summarizes your center's needs, strengths, and challenges.

Regular Price: \$1,800/Affiliate Price: \$1,500

Strategic Planning

Heartbeat experts can work with you to answer the question, "What should our center look like in three to five years?" Advanced planning is required of your organization in preparation for the on-site visit.

Regular Price: \$745/Affiliate Price: \$545

Ministry Retreats and Banquets

Let Heartbeat experts help you make the most of your special events. For facilitator and inspirational speaker availability and fees, please call (888) 550-7577 or e-mail Trainings@HeartbeatInternational.org.

Contact Heartbeat for pricing details.

Sample Policies and Procedures

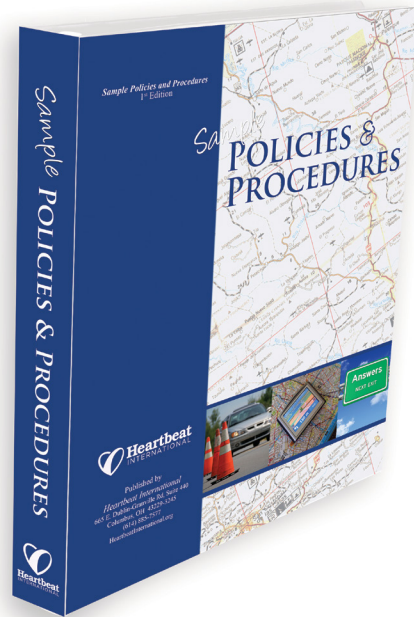
Remove the guesswork from operations and establish internal accountability for staff with Heartbeat's new collection of sample policies and procedures. Printed in 2012, this manual is a must-have for all pregnancy help organizations.

Why does a center need policies and procedures?

Having policies and procedures in place makes the goals and pathways to reach the goals accessible to those invested in the center and entrusted with attaining the goals. Second, policies and procedures customized for the center put guidelines into place, removing the guess work and second guessing of the next action. Finally, having policies and procedures in place provides an automatic, internal accountability for the actions of those who manage and staff the center.

Features:

- Approved sample procedures and guidelines for your center.
- Companion CD with sample forms for you to adapt to your center.



Product Code: 10POLICY1.0
Regular Price: \$50
Affiliate Price: \$40

Don't miss what Matters!

Subscribe to *Medical Matters* today at
www.HeartbeatServices.org/resources



Medical Matters™
for the pregnancy help community

Looking for Contact Hours?

Look no further than Heartbeat Academy!

Heartbeat International is approved by the California Board of Registered Nursing (Provider Number CEP 16061) to award contact hour credit for nurses. Each course offers between 1 and 2.5 contact hour credit.

Visit www.HeartbeatServices.org/academy/nurses for more details.

Medical Essentials

Should your center's future include medical services? *Medical Essentials* will help you, your board, and your medical staff explore the rationale of expanding into this new, pro-life area of high-value professional service. Available in early 2014, *Medical Essentials* will help guide the steps for bringing medical services to your clients and community.

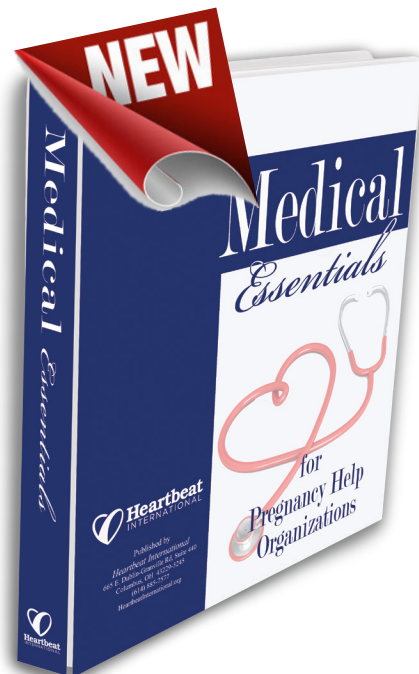
Medical Essentials covers the planning, implementation, and principles important to pregnancy and women's well-being. The manual also includes the tools your center needs to navigate and comply with U.S. regulatory standards.

Also Includes:

- Companion CD with job descriptions and sample forms.

Note:

Medical Essentials is now ready to order, but will not be delivered until early 2014.



Product Code: 10MEDESS1.0
Regular Price: \$99
Affiliate Price: \$79

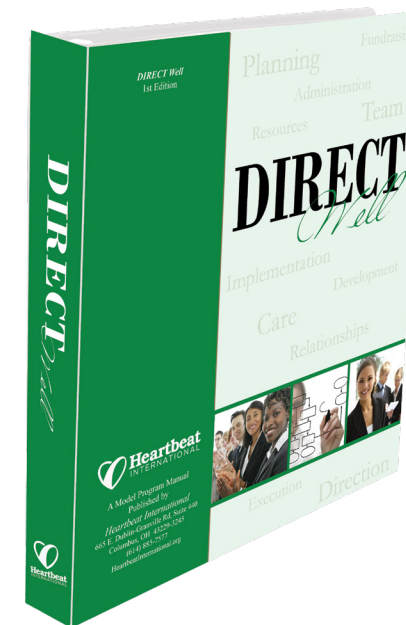
DIRECT Well

Whether you direct a center in Australia, Zimbabwe, the U.S., or anywhere in between, this manual will help you make the most of the opportunities and responsibilities that you manage.

DIRECT Well™ equips new directors and refreshes seasoned directors for effective day-to-day operations and for framing the big picture squarely in our Christ-centered values. Why reinvent the wheel? With this comprehensive resource, you have a desk reference at your fingertips that helps you *DIRECT Well* with confidence.

Features:

- Six key responsibilities of directing an organization well.
- Tips on Key Fundraising Strategies.
- Legal Issues for Helpers in U.S.-based centers.
- Examples of budgets, financial reports, organizational charts, and Director job descriptions.
- Extensive, adaptable forms for recruiting, screening, and guiding volunteers.
- Companion CD with sample forms.



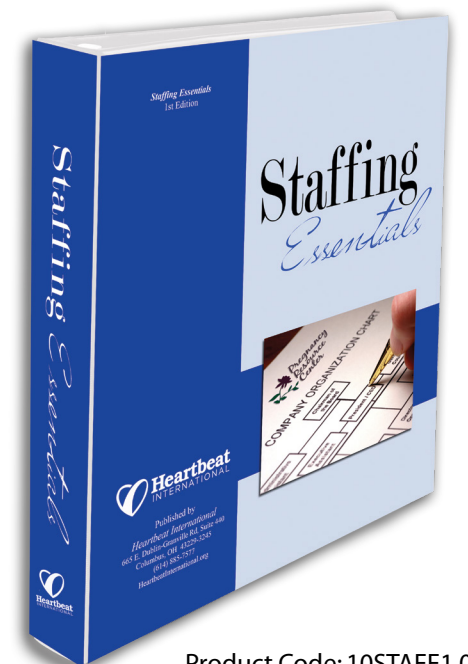
Product Code: 10DIRWELL1.0
Regular Price: \$99
Affiliate Price: \$79

Staffing Essentials

Tired of searching for specific answers regarding staffing issues? *Staffing Essentials*™ is the perfect resource for those responsible for staff, whether paid or volunteer. *Staffing Essentials* puts at your fingertips the Christ-centered practices for proper employee dynamics—from hiring, job descriptions, performance reviews, and terminations to practical help with organizational structures, valuing volunteers, and more.

Features

- A how-to guide for recruiting and hiring.
- Policies and procedures for your center's personnel structure.
- Sample job descriptions, performance reviews, and exit interviews.
- Ideas for nurturing your staff and volunteers.
- Important steps to take when termination is necessary.
- Companion CD with reproducible forms.



Product Code: 10STAFF1.0
Regular Price: \$99
Affiliate Price: \$79

Introducing... Legal Essentials



Legal Essentials for Pregnancy Help Organizations

Unveiled in 2013, this handy resource for life-affirming ministries will help you establish and evaluate policies and procedures. *Legal Essentials*™ is intended as a reference for handling unusual circumstances that can arise in your center's operations.

Many of the topics discussed in this manual are applicable for any non-profit organization, including pregnancy help

centers, maternity homes, stand-alone abortion recovery programs, adoption services, abstinence programs, and other pro-life ministries.

Product Code: 10LEGESS1.0
Regular Price: \$99
Affiliate Price: \$79



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Call (888) 550-7577 to order today | Visit www.HeartbeatServices.org for more information

English and Spanish versions available!



The LOVE Approach

3rd Edition

The LOVE Approach™ Training Manual continues to be a best seller! This is the well-loved, classic manual for training volunteers, staff, and supporters of life-affirming pregnancy help ministries worldwide. Low cost, optional training components enhance this new edition.

Originally developed by Peggy Hartshorn, Ph.D., Heartbeat International president, the method is simple to learn, has a powerful impact, builds confidence in volunteers and staff, and can make a difference in lives far beyond the pregnancy-help setting.

Features

- Valuable classroom training and one-on-one sessions.
- Straight-forward, practical technique for advising clients in person, on the phone, and online.
- Convenient space for organizing materials from your center (i.e., policies and procedures, etc.).

Note: Heartbeat translated *The LOVE Approach* into Spanish. Order La Propuesta del AMOR today.

LOVE Approach Code: 10LOVEAP3.0
 La Propuesta del Amor Code: 10LOVE-SP1.0
 Regular Price: \$28
 Affiliate Price: \$22.40

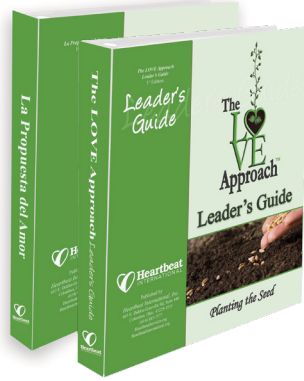
Bundle and Save!
 2 great offers on great Heartbeat resources

The LOVE Approach Starter Kit

For just \$75.00, you receive:

- *The LOVE Approach Leader's Guide* (including *The LOVE Approach*™), and
- *La Propuesta del AMOR* (Spanish version).

Product code: 20LOVE
 Price: \$75.00

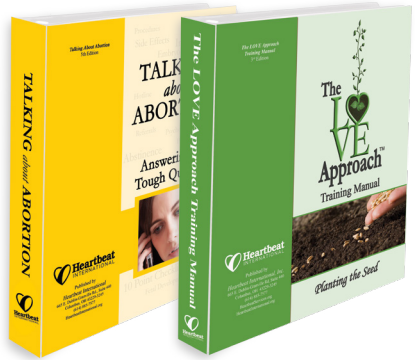


Volunteer Training Package

For just \$50.00, you receive:

- *The LOVE Approach*™, and
- *Talking About Abortion*™

Product code: 20TRAIN
 Price: \$50.00



The LOVE Approach Online

The LOVE Approach™ Online is an online training course enhancing Heartbeat's foundational training manual, *The LOVE Approach*.

In this online edition, you can access an enhanced, dynamic learning experience as you work through the foundational principles, four key steps of the LOVE Approach, and the legal principles all staff and volunteers should know.



With *The LOVE Approach Online*, you can complete training at anytime and at your own pace, whether you're new staff in the midst of a continued or ongoing training program, or anyone else interested in learning how to best put *The LOVE Approach* into practice.

Whether you're looking to enhance your personal life, your organization, or any Christian ministry, *The LOVE Approach Online* is just for you!

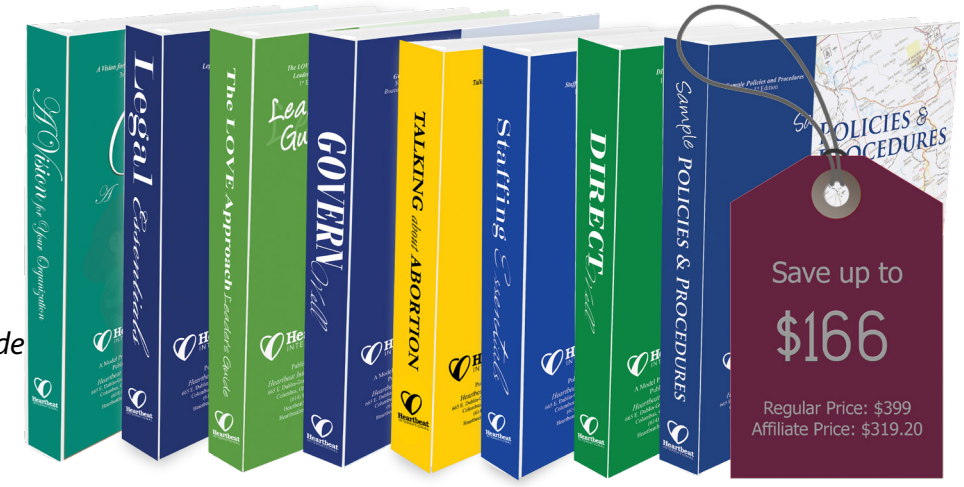


Executive Package

Complete your resource library with Heartbeat's Executive Package!

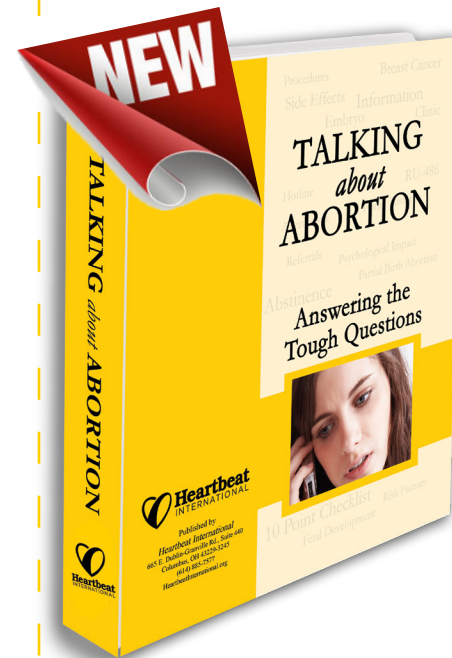
This suite of materials includes:

- *A Vision for Your Organization*
- *DIRECT Well*
- *GOVERN Well*
- *Legal Essentials*
- *The LOVE Approach Leader's Guide* (includ. *The LOVE Approach* manual)
- *Sample Policies and Procedures*
- *Staffing Essentials*
- *Talking About Abortion*



Product Code: 20EXEC
 Regular Price: \$399
 Affiliate Price: \$319.20

Talking About Abortion



Help your center prepare volunteers to respond to callers and clients' highly emotional questions.

Christ-centered, sensitive, newly updated, and well-documented, *Talking About Abortion*™ is **THE** resource for establishing consistency and continuity of information that your center offers the public and clients every day.

The scripted answers for tough questions help volunteers provide clients with accurate information, experience greater success when working with clients, and avoid burnout.

Product Code: 10TALKAB5.0
 Regular Price: \$25
 Affiliate Price: \$20

Features

- Developed from the experience of Heartbeat affiliates and the Option Line® model for sharing information on abortion.
- An excellent resource for in-person client consults or on-phone helplines.
- Ten-point "Health and Safety Checklist," plus separate talking points on RU-486 and the "Morning After Pill."
- Easy-to-navigate tab format for quick search of answers to clients' and callers' specific questions.

H.E.A.R.T Manual & Leader's Guide

4th Edition

Updated and available in early 2014, *Healing the Effects of Abortion-Related Trauma*, better known as the H.E.A.R.T. Manual™ is Heartbeat International's primary resource for ministries seeking to guide men and women battling past abortion experience(s) on the road to recovery.

H.E.A.R.T. is specifically designed with pregnancy help centers, counseling agencies, and churches in mind, containing outlines, readings, Scripture passages, pages for journaling, letter writing, and "homework."



Manual Code: 10HEARTM
 Regular Price: \$18
 Affiliate Price: \$14.40

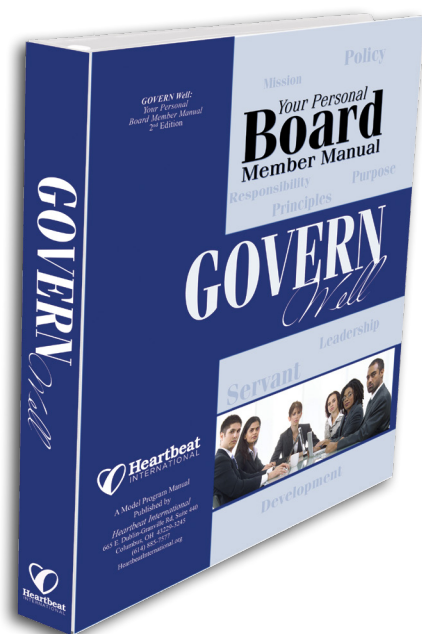
Leader's Guide Code: 10HEARTL
 Regular Price: \$28
 Affiliate Price: \$22.40



Like Heartbeat International on Facebook!



Call (888) 550-7577 to order today | Visit www.HeartbeatServices.org for more information



GOVERN Well: Your Personal Board Member Manual

GOVERN Well™ helps your new and seasoned board members move your center to the next level of effectiveness by connecting — or reconnecting — with these qualities as expressed in key areas: Goals, Ownership, Values, Effect, Regulate, and Nurture.

Your board will value the GOVERN Well manual for its clear, practical, and spiritually uplifting insight into how different boards lead their organizations. This manual guides board members toward the vision and consensus of expectations so that they can keep resources focused on the mission.

Features

- Explanation of the 6 proven areas of governance successful boards use.
- Clear delineation on board and director responsibilities.
- Examples of center organizational charts plus board member and director's job descriptions.
- Sample calendars, worksheets, financial reports, Statements of Vision and Mission, and more.

Product Code: 10GOVWELL2.0
Regular Price: \$28
Affiliate Price: \$22.40

Get On The Leaderboard!

Subscribe to *On The Leaderboard* today at www.HeartbeatServices.org/resources



A Health Assessment for Your Organization

4th Edition

Board members, directors, and center leaders can use the Q&A in the *Health Assessment*™ to take stock of where your center is, and plan where you need to go.

Product code: 60HEALTH
Regular Price: \$10
Affiliate Price: **FREE**

Download: HeartbeatServices.org in the Affiliates Only section.

A HEALTH ASSESSMENT FOR YOUR ORGANIZATION

EXCLUSIVELY FOR OUR AFFILIATES



A Vision for Your Organization

3rd Edition

You and your center have the passion. God has given you the mission.

A Vision for Your Organization™ will help you translate your passion into a plan to change the world through your vision, one person at a time.

A vision needs to be clearly articulated when the organization is founded, and eventually key elements of the vision should be written down as a mission statement. Through the years, the people involved should look regularly at the mission and re-check the vision. Is it what it needs to be now? Is it clearly stated, understood, and accepted by all involved? Is it used as a guide in decision-making and planning?

A Vision for Your Organization takes a look at the need for:

- A clear purpose
- A clear philosophy
- A clear organizational structure

Product code: 10VISION3.1
Regular Price: \$15
Affiliate Price: \$12

Affiliate Salary Survey

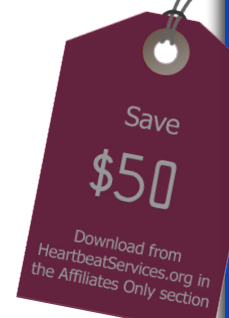


2013 Edition!

The *Affiliate Salary Survey*™ of nationwide, life-affirming entities helps you compare your compensation plan for key employees to other, similar organizations.

Includes compensation for:

- Executive director
- Client services director
- Nurse manager



Product code: 60SALARY13
Regular Price: \$50
Affiliate Price: **FREE**

Online Legal Review



For affiliates only, Heartbeat International's Legal Review assesses eight (8) key areas of legal concern for your center.

With Heartbeat International's online Legal Survey, your center can complete the first steps of the review process quickly and efficiently, as you quickly walk through the eight areas of review and submit documents for our legal counsel's review. With the online process, you should receive your review from Heartbeat International within 60 days.

This Legal Review may be used with an online Health Assessment tool as part of Heartbeat's 360° Center Assessment.

To begin using the Online Legal Review, contact Heartbeat International's Legal Counsel at EOell@HeartbeatInternational.org.



Like Heartbeat International on Facebook!



Call (888) 550-7577 to order today | Visit www.HeartbeatServices.org for more information



How to Write a Winning Grant Proposal CD and Workbook

2nd Edition

A compelling proposal is the number-one success factor in funding your grant. Heartbeat International President Peggy Hartshorn, Ph.D., author of *How to Write a Winning Grant Proposal*[™], presents a practical approach to crafting your proposal.

Use this aid to gain key insights and techniques that can lift your proposal above the rest and convince grantors to fund your program.

Product Code: 40GRANT2.0
 Regular Price: \$28
 Affiliate Price: \$22.40



Sexual Integrity Program Essentials

Most businesses thrive on the concept of repeat customers. A restaurant depends upon "regulars," flower delivery companies work year-round to retain business reeled in around Mother's Day and Valentine's Day, and auto makers build your car to last... just not forever.

But ministry in the pregnancy help world is just the opposite. A "repeat customer" arriving at your center time and again for a pregnancy test because, "This time I'm sure I'm pregnant" presents you with a unique challenge:

How can we get this young woman to understand, appreciate, and embrace God's Plan for Sexuality, so she can express the gift of sexuality throughout life in a true, excellent, honest, and pure way?

Whether your clients are teens or adults, married or single, *Sexual Integrity Program Essentials*[™] equips you to grow a Sexual Integrity[™] Program customized to the community you serve. Now, your center will be ready to empower all of your clients to make positive choices for the future.

Product code: 10SIPESS1.0
 Regular Price: \$50
 Affiliate Price: \$40

Features

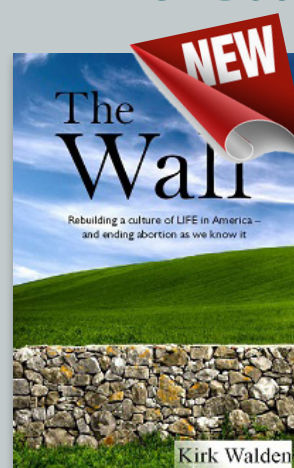
- Comprehensive review of the sexual integrity concept and program.
- Companion CD with key tools for use in pregnancy help organizations.
- Adaptable to community's needs.

Connect with LifeTrends!

As a Heartbeat affiliate, you can receive *The LifeTrends Connection*, Kirk Walden's monthly e-publication focusing on fundraising, center leadership, and more!



New Book from Kirk Walden!



At a time when our social and political structure is aligned against the most innocent among us, *The Wall* outlines a clear path to ending abortion as we know it. And this path to victory leads directly through pregnancy help centers.

PHCs are the ultimate answer to ending abortion and to creating a new culture of life in America. *The Wall* explains why, and how.

Place this book in the hands of every pro-life individual in your community and they will support your center in new and powerful ways.

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Order your copy today at WallofHopeChallenge.com

Fundraising 101 & 102



Taught by Heartbeat Vice President Jor-El Godsey, this two-part series on fundraising is a great help to any ministry—from start-up to multi-site, and everywhere in between.

Fundraising is the fuel that keeps the ministry moving toward its mission. And while it's true that fundraising experiences are wide and varied among life-affirming organizations, all strategies leverage the same basics of charitable activities.

Learn what those common strategies are and what ties them together in this archived webinar, right at your fingertips at Heartbeat Academy.

Apply units gained from this course toward Life Affirming Specialist certification, or take it simply for the invaluable tools you'll pick up along the way.

Regular Price: \$29.99 each (or \$39.95 for package)
 Affiliate Price: \$19.99 each (or \$29.95 for package)



Fertility Package

Equip your center to help women escape the revolving door that leads to unexpected pregnancy and abortion.

The Fertility Package offers women a new understanding of their reproductive system, respect for the value of their own bodies, and a compelling reason to seek sexual wholeness.

Package includes:

- *Fertility Education Manual*
- *Focus on Fertility* DVD for clients.
- *Focus on Fertility* workbook for clients with leader's guide.
- *Focus on Fertility* DVD with three staff-training sessions.

Individual pieces may be sold separately.

Product code: SIP2-P
 Regular Price: \$175.00
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Sexual Integrity materials

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"Charting Your Cycle" (6-month chart with stickers, minimum order 10)	-	SIP2-5	\$8.00/\$6.40
Fertility Education Manual includes the following — SIP2-1, SIP2-4, and SIP2-5	-	SIP2-0	\$75.00/\$60.00
Focus on Fertility Training (DVD for staff)	-	SIP9-1	\$25.00/\$20.00
Focus on Fertility (DVD with workbook for clients and leader's guide)	-	SIP9-2	\$75.00/\$60.00
Sexual Integrity booklets (bundle of 100) - Teen (Pink)	-	SIP1-T	\$50.00/\$40.00
Sexual Integrity booklets (bundle of 100) - Women (Gold)	-	SIP1-1	\$50.00/\$40.00
Steps to Sexual Health (Journal and DVDs)	-	SIP5-0D	\$95.00/\$76.00
The Blueprint for Sexual Integrity (Workbook and DVDs)	-	SIP4-0D	\$95.00/\$76.00
Treatment of Reproductive Disorders (CD)	-	SIP2-1	\$10.00/\$8.00

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Additional copies of the Resource Order Form and the 2014 Resource Catalog are available at HeartbeatServices.org or by request: e-mail us at Resources@HeartbeatInternational.org or phone us at (888) 550-7577.

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1-800-712-HELP

OptionLine.org

Connecting the pregnancy help movement

Since Heartbeat's Option Line took its first call in 2003, more than 1.6 million women and their friends have used this valuable service to connect with their local pregnancy help organizations. **Heartbeat International's goal is to connect every person who contacts our Option Line to the nearest help center that can meet her needs.**

Nothing can replace the **face-to-face support** that local pregnancy help organizations provide to those involved in an unexpected pregnancy. By partnering with the pregnancy help network and other life-affirming efforts, we offer help to those who need it most.

Heartbeat's Option Line is committed not only to women who need help, but also to highly personalized service to the pregnancy help network.



665 E. Dublin-Granville Road, Suite 440 Columbus, Ohio 43229-3245 (614) 885-7577 (888) 550-7577
HeartbeatInternational.org email: Support@HeartbeatInternational.org

Option Line Fast Facts:

Founded in 2003

Over 1.6 million contacts made with people in need

450 contacts made each day

Answers calls, texts, emails, and online chats, available 24/7

Answers contacts in Spanish and English

Available in the United States and Canada

Provides consultations about abortion, adoption, and parenting

Connects clients to their local pregnancy help organization

Schedules appointments in real-time through a state-of-the-art system, *Plus Link*

As many as 70% of appointments set through *Plus Link* are kept



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DON'T MISS THESE GREAT OPPORTUNITIES!

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Dates are subject to change

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BABIES GO TO CONGRESS®
WASHINGTON, D.C. | JANUARY 22-23, 2014

MARCH 24-27, 2014



HEARTBEAT ANNUAL CONFERENCE
CHARLESTON, S.C. | MARCH 24-27, 2014

HEARTBEAT INSTITUTE



INSTITUTE FOR CENTER EFFECTIVENESS
COLUMBUS, OH | SEPT. 29-OCT. 3, 2014

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Want to take your current skills and knowledge to the next level?

If you have completed your LOVE Approach training, and have 2-4 hours per week to devote to an 8-week advanced training course, ConCERT is just for you!

One of Heartbeat International's long-term training staples, ConCERT (Consultant Continuing Education Renewal and Training) is now entirely online, with sessions facilitated live by training specialist Debra Neybert—an expert with over 20 years' experience in the pregnancy help movement.

All you need is reliable internet access to complete this Heartbeat Academy course, which will earn you enough CEUs to apply for or renew your Life Affirming Specialist designation.

Register for the next session, coming in early 2014 at www.HeartbeatServices.org/academy/concert.



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REACH Rescue RENEW



Join us to Reach and Rescue lives from abortion

Millions of women need your help to choose life – otherwise, they and their babies become abortion victims. Your passion is to be involved in saving lives in a life-changing way, and you can make an impact by joining with Heartbeat as our valued partner.

What is Heartbeat International?

Heartbeat International is the first network of pro-life pregnancy resource centers founded in the U.S. (1971), and it is now the most expansive network in the world. Heartbeat has 1,800 affiliated pregnancy help locations, to provide alternatives to abortion, including pregnancy help medical clinics with ultrasound, resource centers, maternity homes, and adoption agencies on all six inhabited continents.

Heartbeat's Life-Saving Vision...

...is to make abortion unwanted today and unthinkable for future generations.

Heartbeat's Life-Saving Mission...

...is to Reach and Rescue as many lives as possible, around the world, through an effective network of pregnancy help ministries that Renew their communities for LIFE.

To achieve our mission, we do the following:

- We **REACH** those who are abortion-vulnerable through Option Line®, our 24/7 contact center.
- We **RESCUE** those who are reached by training and equipping the life-affirming network of pregnancy help organizations where lives are saved and changed.
- We **RENEW** broken cities around the world by developing pregnancy organizations where abortion clinics are the only alternative for abortion-vulnerable women.



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Subtotal price		Shipping & Handling Cost (Standard Shipping within US)		
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	\$26 - \$50	\$ 8.00		
	\$51 - \$75	\$10.00	Shipping & Handling	
	\$76 - \$100	\$12.00	(use subtotal price)	
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	Over \$150	Add 10%	Total order price	

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Shipping Address (if different from billing address) **No P.O. Boxes**

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