Welcome to the Academy

A place of study or training in a special field.

Heartbeat International’s Academy provides you with numerous resources to help you excel at the specialized work you do in the pregnancy help community in a way that no other organization does.

Each resource, whether written or virtual, print or audio, distance or on-site, represents proven programs, technical knowledge and collaborative wisdom for today’s all-important pregnancy help community.

Within this catalog, you will find the resources you need to unlock your center’s full potential.

Jor-El Godsey
President, Heartbeat International

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Our 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 to RENEW 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 help organizations and the Abortion Pill Reversal Network where lives are saved and changed every day.

"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

OUR LIFE-SAVING VISION
Our vision is to make abortion unwanted today and unthinkable for future generations.
Heartbeat International Affiliation Cost:

$250.00 per year (U.S.)

-or-

$200.00 per year (20% discount)

If you are a member of one (or more) of the following: National Institute of Family and Life Advocates (NIFLA), Care Net, Christian Life Resources, International Life Services, National Life Center, Life Matters Worldwide, National Christian Adoption Fellowship, ICU Mobile, Save the Storks.

-or-

$70.00* per year for each organization outside the U.S.

*complimentary for non-U.S. orgs if affiliated with ACfL, AFLA, Be’ad Chaim, CAM, CAPSS, MpV, PHA, ProVida, or PSSA.
Our Network

Heartbeat International is a Christian-based, interdenominational association of pregnancy help organizations that provides the training, 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 over 2,600 pregnancy help locations—including international affiliates on every inhabited continent—to provide alternatives to abortion. Our affiliates include pregnancy help centers, medical clinics, maternity homes, nonprofit adoption agencies, and abortion recovery programs.

Benefits of Affiliation

Unmatched networking opportunities — Align with like-minded life-savers in the world’s first, largest, and most expansive network of pregnancy help. Affiliating with Heartbeat International means joining a network over 2,600 strong all over the world.

20% discount — Equip your mission with experience-driven conferences and trainings, manuals, and online courses from experienced Heartbeat International consultants. In addition to training discounts, take advantage of 20 percent discounts for website and online marketing through Heartbeat’s Extend Web Services and our breakthrough client management system, Next Level.

Option Line — List your center or organization on Heartbeat International’s Option Line, our 24-7 emergency helpline that has answered over 3 million calls for help since 2003.


Heartbeat Academy — Advance and certify your expertise with the Heartbeat Academy, your online home for over 225 courses and webinars. The Academy also includes training for Life-Affirming Specialist (LAS), the first and most recognized pregnancy help professional certification.
Heartbeat International is committed to providing top-level training to the pregnancy help movement through our printed materials, on-site trainings and conferences, and online academy resources. We believe that all pregnancy help organizations should have access to quality training at all times. Certain topics allow for continuous education through a variety of channels as indicated below.

### Management and Training

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<th>Online Course</th>
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<td>Built By Design</td>
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<td>HEART Manual and Leaders Guide</td>
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Are YOU a Life-Affirming Specialist?

Heartbeat International has developed a professional designation for those working in Life-Affirming Ministries. Its purpose is to show that you have studied and are aware of the latest research and findings surrounding life-affirming information and training.

Email: LAS@HeartbeatInternational.org
Annual Trainings

Conference

Join us and over 1,300 friends April 24-26 in Dallas, Texas to experience the 2019 Heartbeat International Annual Conference, with an in-depth day training on April 23.

With over 70 workshops and more than a dozen in-depth day pre-conference offerings, this year’s conference is chock full of learning opportunities from experts from every corner of the worldwide pregnancy help community. Registration opens December 2018 at HeartbeatServices.org/Training.

Pregnancy Help Institute

Join us at Heartbeat International’s headquarters in Columbus, Ohio, July 29-Aug. 2, 2019, for Pregnancy Help Institute.

The Institute consists of four week-long focused tracks. Whether you’re a new director, fundraising specialist, seasoned professional, or aspiring ultrasound technician, we have a training designed for frontline lifesavers like you. Registration opens in the spring at HeartbeatServices.org/Training.
Expert Trainings

In-person, in-depth, on-site, one day. Call (888) 550-7577 or email Trainings@HeartbeatInternational.org to book your in-person training today!

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: $750  |  Affiliate Price: $550

Sexual Integrity
Prepare your organization 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 it is adaptable for diverse ethnic groups.
Regular Price: $750  |  Affiliate Price: $550

Abortion Recovery
Heartbeat experts give 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: $750  |  Affiliate Price: $550

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: $750  |  Affiliate Price: $550

Consults and Retreats

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

Governing Essentials Board Training
A Heartbeat expert will work with your 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 Governing Essentials: Your Personal Board Member Manual©.
Regular Price: $750  |  Affiliate Price: $550

Strategic Planning
Heartbeat experts can work with you to answer the questions, “What should our organization look like in three to five years?” and “How do we get there?” Advanced planning is required of your organization in preparation for the onsite visit.
Regular Price: $750  |  Affiliate Price: $550

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 organization operations, including legal and medical issues. A detailed, written report summarizes your organization’s needs, strengths, and challenges.
Regular Price: $1,800  |  Affiliate Price: $1,500

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 email Trainings@HeartbeatInternational.org.
Online: The Heartbeat Academy

The Heartbeat International Academy™ 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 Hour Courses
- Online Training Courses
- Recorded Webinars
- Private customized courses
- CME’s for Sonographers

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

Start Your Online Learning Experience Today...

Join the 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 with flexible choices, even as you wait for your organization to organize its next in-house group training!

To learn more, visit HeartbeatServices.org/Academy create an account and sign up for any online course today. Ask about custom training options by contacting ELearning@HeartbeatInternational.org.

The Pregnancy Help Podcast provides information and education on the pregnancy help movement in short episodes to fit into your schedule. Go to HeartbeatInternational.org/Podcast and subscribe today.
E-News Publications
Are you and your team receiving these E-Newsletters?

If not, contact us at Support@HeartbeatInternational.org
Medical Essentials
Equip your board and medical staff to serve women with high-value medical services. From adding ultrasound and STD/STI testing to abortion pill reversal and more, Medical Essentials© is your go-to guide for adding and improving the tools and expertise you need to help each client make the healthiest choice for everyone involved in an unexpected pregnancy. Additional resources included as a complimentary download.

Product Code: 10MEDESS1.0
Regular Price: $124 | Affiliate Price: $99.20

Maternity Housing Essentials
Glean from seasoned servants in the National Maternity Housing Coalition and learn what you need to start or improve a maternity home of your own. Maternity Housing Essentials© includes sample policies and procedures that were developed from a variety of housing leaders all over the U.S.

Product Code: 10MATESS1.0
Regular Price: $124 | Affiliate Price: $99.20

Sample Policies and Procedures
Make sure your organization is running as smoothly and efficiently as it can with Sample Policies and Procedures©, a compilation of tested and true sample policies and guidelines both from and for life-saving outposts like yours.

Product Code: 10POLICY1.0
Regular Price: $59 | Affiliate Price: $47.20
Directing Essentials
The foundational resource for Heartbeat International’s New Director track of our annual Pregnancy Help Institute, Directing Essentials® equips directors on Six Key Responsibilities of Directing an Organization, along with tips on fundraising, legal issues, gathering volunteers and hiring staff, all in a context of framing the big picture squarely within our Christ-centered values. Additional resources included as a complimentary download.

Product Code: 10DIRWELL1.1
Regular Price: $124 | Affiliate Price: $99.20

Staffing Essentials
Don’t scratch and claw for answers on recruiting and hiring before you’ve got the essentials in order. A how-to guide for recruiting and hiring, Staffing Essentials® is a must-have resource for hiring and recruiting staff and volunteers in your life-affirming organization. Additional resources included as a complimentary download.

Product Code: 10STAFF1.0
Regular Price: $124 | Affiliate Price: $99.20

Legal Essentials
A reality too often overlooked is anybody can sue anybody else for any reason at any time. The question is, “Can they win?” Using real-life examples and ministry-proven criteria, Legal Essentials® is a legally sound, hands-on resource designed to help you set sensible policies and parameters, while giving you the framework to know when you need to seek legal help. Additional resources included as a complimentary download.

Product Code: 10LEGESS1.0
Regular Price: $124 | Affiliate Price: $99.20

NEW! Sample Medical Policies and Procedures
The manual includes approved samples of procedures and guidelines for Pregnancy Help Organizations offering medical services including: Operating & Administrative Policies, OSHA, HIPAA, Patient Charting, Pregnancy Testing, Ultrasound, Pregnancy Confirmation Examinations, Prenatal Care, Abortion Pill Rescue, as well as sample medical forms and job descriptions.

Product Code: 10MEDPOL1.0
Regular Price: $124 | Affiliate Price: $99.20

Online: The Heartbeat Academy

Academy Courses:
Raising the Standard: An Introduction to Our Commitment of Care and Competence
How often do you think about the Commitment of Care and Competence? Brush up on this vital ethical code of practice with a webinar through the Academy, available now for $4.95 (complimentary for affiliates!) at HeartbeatServices.org/Resources.

E-News Publication:
Volunteer and Staff Training

In Print: Dynamic resources at your fingertips

The LOVE Approach
The LOVE Approach™ is Heartbeat International’s foundational training resource for life-affirming staff and volunteers. Simple to learn, yet explosive in its impact, The LOVE Approach captures and communicates the essence of what it means to reach a woman in the “valley of decision” with the life-saving power of compassion and hope. Available in English and Spanish.

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™)
- La Propuesta del AMOR (Spanish version).

Product code: 20LOVE
Regular Price: $75.00  |  Affiliate Price: $60

Volunteer Training Package
For just $50.00, you receive:
- The LOVE Approach™ and
- Talking About Abortion®

Product code: 20TRAIN
Regular Price: $50.00  |  Affiliate Price: $40
This suite of materials includes:

- A Vision for Your Organization©
- Built by Design©
- Directing Essentials©
- Legal Essentials©
- The LOVE Approach™ Training Manual & Leader’s Guide
- Sample Policies and Procedures©
- Staffing Essentials©
- Talking About Abortion™
- Firm Foundations©
- Governing Essentials©

Built By Design

Your guide to starting a pregnancy help organization from scratch, Built By Design© is a field manual to walk you through the foundational elements of starting a nonprofit life-saving entity.

Product code: 17BBD1.0
Regular Price: $49  |  Affiliate Price: $39.20

Talking About Abortion

The phone rings. The caller tells you her situation: She needs an abortion and she needs one right away. What do you say? What would your volunteers say?

Talking About Abortion™ is the go-to resource for training staff and volunteers speaking either on the phone or sitting face-to-face with a woman who feels abortion is her only choice.

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


Lead your clients into a Scripture-based journey of healing from past abortion experiences with Healing the Effects of Abortion-Related Trauma, better known as the H.E.A.R.T. Manual©.

Utilizing outlines, readings, Biblical passages, pages for journaling, letter-writing and more, H.E.A.R.T. is designed to meet the needs of church groups, pregnancy help organizations and counseling agencies wrestling through the difficult reality of post-abortive pain.

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

Leader’s Guide Code: 10HEARTL
Regular Price: $28  |  Affiliate Price: $22.40

Online: The Heartbeat Academy

Academy Courses:

The LOVE Approach™ Online
Heartbeat International's most popular resource is available online through the Heartbeat Academy. You and your staff can learn at your own pace with The LOVE Approach™ Online. Subscribe at www.HeartbeatServices.org/Resources.
Board Management

In Print: Dynamic resources at your fingertips

**Governing Essentials: Your Personal Board Member Manual**
Move your organization to the next level of effectiveness, and your governing body to the unreached heights of connectivity and teamwork with Governing Essentials: Your Personal Board Member Manual. Diving deep into six irreplaceable areas of essential board governance, the manual includes sample org charts, job descriptions, calendars, financial reports, vision and mission statements and more.

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

**A Health Assessment for your organization**
As any doctor can tell you, good health starts with honest assessment. Just as there’s no way to beat cancer without a proper diagnosis, there’s no way to fix organizational problems at your life-saving nonprofit without identifying them first. A Health Assessment for Your Organization is a perfect place to start, and won’t cost you a dime. Download this complimentary resource today in the Affiliates Only section of HeartbeatServices.org.

**Pregnancy Help Salary Survey**
Complimentary to Heartbeat International affiliates, the Pregnancy Help Salary Survey is a biennial resource that gives you the latest in compensation trends and averages throughout the pregnancy help community.

Including salary comparisons for executive directors, client services managers, nurse managers and development directors, the Salary Survey is available for download at in the Affiliates Only section of HeartbeatServices.org.

Product Code: 60SALARY13
Regular Price: $50 | Affiliate Prices: FREE
A Vision for Your Organization/NGO

The long-term success of your life-saving endeavor depends—among other key factors—on a clearly defined vision that spells out who you are and what you’re setting out to accomplish.

Learn to define and cultivate your purpose, philosophy and organizational structure with A Vision for Your Organization®, now in its 4th edition, or A Vision for Your NGO® for pregnancy help efforts outside the U.S.

For International Organizations ▲

In-Person: Heartbeat Experts on Your Side

Governing Essentials Consult
Get everyone on the same page with a one-day, on-site Governing Essentials consultation. Heartbeat’s expert will help your team focus on your center’s realities: vision and mission, legal obligations, planning and implementation, policies and evaluations, Board function and development, finances, development, and much more. Email Trainings@HeartbeatInternational.org to book your in-person training today!

Online: The Heartbeat Academy

Academy Courses:

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

With Heartbeat International’s online Legal Survey, your organization 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.

To begin using the Online Legal Review, contact Heartbeat International at Support@HeartbeatInternational.org.

E-News Publication:

Free to affiliates, the Leadership Subscription includes monthly newsletters, On the LeaderBoard and Capitol Matters. Non-affiliates can also purchase this subscription at www.HeartbeatServices.org/Resources.
Fundraising Help

In Print: Dynamic resources at your fingertips

How to Write a Winning Grant Proposal
Leveraging decades in the nonprofit pregnancy help world, as well as priceless experience as a government-employed grant reader, Heartbeat International's Peggy Hartshorn, Ph.D., gives you a practical approach in How to Write a Winning Grant Proposal. You'll have everything you need to get a leg-up on other nonprofits seeking key partnerships with foundations, local governments and more.

Product Code: 40GRANT3.0
Regular Price: $28 | Affiliate Price: $22.40

Banquet Planning From Scratch
Squeeze the very most you can out of your upcoming banquet—both in terms of fundraising and “friend-raising”—with Banquet Planning from Scratch from Heartbeat International’s Kirk Walden. A long-time pregnancy help leader and full-time pregnancy help banquet speaker, Kirk’s tips and ideas come directly from life-affirming efforts just like yours.

Product Code: 10BANQ2.1
Regular Price: $124.00 | Affiliate Price: $99.20
NEW! **201 Ways to Say Thanks**
If you have ever found yourself struggling with how to thank your various donors throughout the year, look no further than 201 Ways to Say Thanks. A revision of The Ultimate Letter Book, you’ll find 201 proven and effective thank you letters, focusing on all topics from reaching out to new supporters to year-end appeals. Designed in an easy-to-copy format, this resource will save you countless hours throughout the year.

Product code: 10THANKS1.0
Regular Price: $59 | Affiliate Price: $47.20

**Firm Foundations A Step-by-Step guide to Raising Lasting Monthly Support**
This top-selling manual—at more than 250 pages—is yielding results across the country. Cutting-edge ministries understand that a strong financial future depends upon solid monthly support. While fundraising events are important, sustaining—and building—your ministry over the long term hinges on those who remember you each and every month. Whether your ministry is looking to build monthly support by $5,000 or $500,000, Firm Foundations© can help you get there.

Product code: 10FOUNDAT1.0
Regular Price: $124 | Affiliate Price: $99.20

**Online: The Heartbeat Academy**

**Academy Courses:**

**How to Write a Winning Grant Proposal**
Fundraising is the fuel that keeps the ministry moving toward its mission. But while donors and fundraising events are indispensable, winning even one grant may spark a new season of sustainability and progress.

Included with Heartbeat International’s How to Write a Winning Grant Proposal, this online training provides an overview of the grant writing process and equips you with the tools you need to write—and win!—major funding through an irresistible grant proposal.

**Webinars:**

**Fundraising 101**
This two-part recorded webinar from Heartbeat Academy offers an introduction to fundraising strategies for pregnancy help organizations.

**Engaging Major Donors with Transformational Giving**
This one-hour recorded webinar offers an introduction to major donor gifts.

**E-News Publication:**

A monthly e-publication focusing on fundraising, leadership, and more is complimentary for affiliates. Non-affiliates can subscribe at HeartbeatServices.org/Resources.
Sexual Integrity Program Essentials
A negative test client arriving at your organization 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 organization will be ready to empower all of your clients to make positive choices for the future.

SIP Fertility Package
Equip your organization to help women escape the revolving door that leads to unexpected pregnancy and abortion.

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

The Fertility Package includes the Fertility Education Manual, Focus on Fertility DVD Series and Focus on Fertility Workbook.

Online: The Heartbeat Academy
E-News Publication:

Get the latest tips for your Sexual Integrity© Program. Subscribe at HeartbeatServices.org/Resources
RESOURCE ORDER GUIDE

Use the guide below to gather all the information needed to place your order. When you’re ready, visit www.HeartbeatServices.org/Resources or call (888)550-7577.

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Subtotal*

*Final total will be calculated with UPS shipping charges.

Materials are needed by (date) ____________________

(Please allow minimum of two weeks for orders to be processed. Additional shipping costs may be required for expedited shipments.)

Billing Address

Name _____________________________ Organization _____________________________
Address ___________________________ City ___________________________ State _________ Zip _________
Phone _____________________________ Fax ___________________________ E-mail _____________________________

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

Name _____________________________ Organization _____________________________
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<td>Fertility Education Manual — SIP2-1, SIP2-5</td>
<td>$75.00</td>
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<td>SIP2-5</td>
<td>Charting Your Cycle (6 month chart with stickers, minimum order 10)</td>
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<td>PRICE is unit price - each chart/stickers</td>
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<td>SIP9-2</td>
<td>Focus on Fertility (DVD with workbook for clients with Leader's Guide)</td>
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<td>Focus on Fertility training (DVD for staff)</td>
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<td>SIP1-1</td>
<td>Sexual Integrity Booklets (100) WOMEN Version (GOLD)</td>
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