



# The Heartbeat Difference

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**The Benefits of Affiliating with  
Heartbeat International**

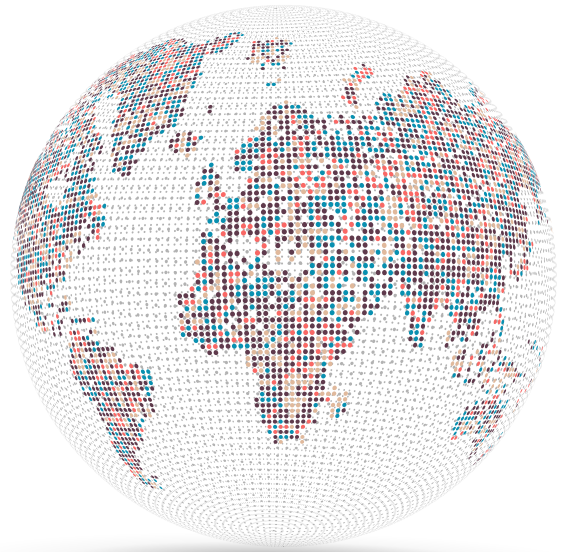


[HeartbeatServices.org](http://HeartbeatServices.org)

# Welcome to the Largest Worldwide Network of Pregnancy Help Organizations!

Heartbeat International may be headquartered in the U.S., yet our reach extends not only across the nation, but around the world—from Australia to Zimbabwe.

Joining Heartbeat allows your ministry to tap into God's work across the United States, where we serve over **1,400 ministries** in our affiliate network. In addition, we reach out across the globe with over **1,100 international affiliates** in over 60 countries. On every inhabited continent, you'll find fellow Heartbeat affiliates serving in the same mission field created by abortion.



## OptionLine



## Are You Covered 24/7/365? With Option Line, Yes!

Heartbeat affiliates in the U.S. and Canada are listed on **Option Line** (1-800-712-HELP, OptionLine.org), our 24-7, 365 pregnancy helpline that has reached over 3 million women and men with life-saving help.

Each day, Option Line receives more than **1,000 contacts—one every 86 seconds**. Option Line is also the first point of contact for **Abortion Pill Reversal**—a revolutionary lifeline for women who have already started the chemical abortion pill regimen but want to choose life instead.

When you are out of the office, we're in—ready to connect a woman facing an unexpected pregnancy with you. When you forward your hotline to Option Line at the end of the business day, we can make tomorrow's appointments for you—*tonight*.

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# The Heartbeat Difference

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## At Heartbeat, We Believe in Connection

What happens in those moments when you have a question and need an answer before that next board meeting? Or when one of those dicey situations pops up and you need to bounce an idea off someone who has walked your road before?

At Heartbeat, we are a phone call away. One of our core values is being there for you, like you're there for her. That means answering the phone, in person. If you email us, we try to respond in a timely manner, so you can keep moving forward with the mission God has for you.

In our most recent fiscal year, Heartbeat connected with local leaders more than **212,000 times**. Nearly twice a minute during the working week, our staff started a new conversation with one of our front-line affiliates.

Now that's connection. As a Heartbeat Affiliate, it's all yours.



## Heartbeat is the Home of Comprehensive Support

Heartbeat is here to **invest in you**, whether it is spiritual growth, workday stewardship, effective boardroom practices or launching a new vision.

From pregnancy help centers and clinics, to housing and even non-profit adoption agencies, our mission is to support your life-affirming mission. Whether your ministry is just starting out or is well-established and seeking even more effectiveness, our role is to come alongside you every step of the way.

Our first question is always, "How can we help?" From there, we're happy to join your journey as the Lord takes you to new heights. Heartbeat International **was called into existence for this purpose**. We're in this together. We're here to serve you as you seek God's best in your work.

# Timely, Powerful ePublications

In every great team, each player takes on a key role which brings success. At Heartbeat, our ePublications connect **with every member on your team** to bring insight, highlight new trends, and deliver spiritual refreshment and support to help every member on your team function at the top of his or her game:

## ePublications from Heartbeat International

- **Take Heart:** Monthly encouragement for the entire team
- **\*Medical Matters:** The latest insight for your medical staff
- **\*On the Leaderboard:** For board members and executive staff
- **\*Advancement Trends:** Supporting your development team
- **\*Capitol Matters:** The latest as we defend and represent pregnancy help across America
- **Heart and Home:** Tailored to advance and support housing ministries
- **Sexual Integrity Communique:** Helping you promote God's plan for sexuality
- **\*Pulse:** Dispatches from the front lines of pregnancy help
- **Action Alert:** Breaking news you need to know
- **Pregnancy Help News:** Daily news, features and commentary on your life-saving work

\* Heartbeat International affiliates only



# Engaging Growth Opportunities

Heartbeat delivers field-tested training, through a variety of avenues so that you can have what you need, when you need it:



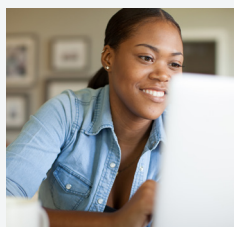
## Annual Conference

The Heartbeat International Annual Conference places you face-to-face with more than a thousand co-laborers from all over the world—every one of whom is on a journey to save lives and rebuild families. You'll hear from top-notch speakers, field-tested experts and build connections that last a lifetime.



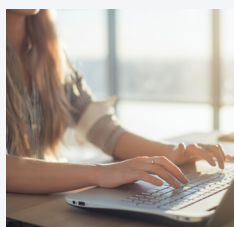
## Pregnancy Help Institute

The most powerful week in our community, Pregnancy Help Institute features in-depth, focused training in one of four tracks: New Directors, Leadership, Fundraising, or Ultrasound—all hosted at Heartbeat International's world headquarters in Columbus, Ohio. You'll look back on Institute as a game-changer, and like so many before you, you'll be back for another track next year!



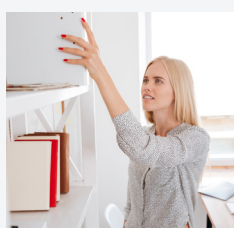
## Academy

The pregnancy help community's No. 1 resource for continuing education is at your fingertips in the Heartbeat Academy online. Whether your focus is social media, fundraising, leadership or medical advances such as Abortion Pill Reversal or online ultrasound training, you can access over 200 courses and webinars **live or on your own timetable** at Heartbeat Academy online.



## ConCERT

Heartbeat's advanced learning course—delivered online to best fit your schedule—is specially designed to take your expertise to the next level. ConCERT covers everything, from advancements in client consultation to spiritual self-reflection. When you complete ConCERT, you'll earn enough credits to renew or earn Heartbeat International's designation as a Life Affirming Specialist (LAS).



## Proven & Practical Resources

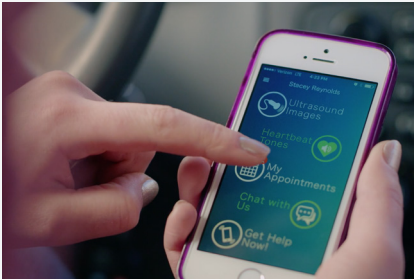
Heartbeat's *LOVE Approach*™ training is only the beginning of our vast resource library, with discounted pricing for affiliates. From our *Built By Design*™ for pregnancy centers just getting started to our *GOVERN Well*™ to equip and strengthen your board of directors, Heartbeat offers powerful training resources for fundraising, governance and more.

## Ministry Solutions

Heartbeat International leads the way for those seeking to connect effectively with clients, patients and financial supporters.



Strengthen your online presence with *Extend's* fresh new websites, expertly built by pregnancy help people to connect you to your clients and donors. *Extend* gives you leading edge in logo design, Local Search marketing, Search Engine Optimization and Pay-Per-Click advertising, ensuring you get maximum reach with your marketing dollars. With *Extend*, you can make sure every woman can find you online—all at nonprofit pricing.



Heartbeat International's revolutionary client and donor management system, *Next Level CMS* streamlines your intake process and aids your ministry in going paperless. With everything from self-intake for client entry, to a native mobile app and a client facing app, you'll put every client in the driver's seat for her journey.

Plus, with *Next Level*—for the first time—we are harnessing the power of Big Data, leveraging local and national trends to help you make the best decisions for those you serve each day.

### News Just for You



What is happening in the pregnancy help community *today*? Find out at [PregnancyHelpNews.com](http://PregnancyHelpNews.com), the *only* website dedicated to connecting pregnancy help organizations. Heartbeat created this site just for you, so you can stay caught up on new trends, fascinating stories of those helped by our work, and breaking news which affects all of us.

## Interested in Affiliation?



### **Are You Experiencing The Heartbeat Difference?**

If you are already affiliated with Heartbeat International, it's great to have you! Now, let's make sure you are taking advantage of every opportunity your affiliation offers.

Visit our website at [HeartbeatServices.org](http://HeartbeatServices.org), send us an email at [Support@HeartbeatInternational.org](mailto:Support@HeartbeatInternational.org), or call us toll-free at (888) 550-7577 to get the conversation started.



### **Not Yet Affiliated?**

We look forward to serving you—and your benefits can begin today. Head to [HeartbeatServices.org](http://HeartbeatServices.org), and in 15 minutes, you can join the Heartbeat family.



**Advancing Pregnancy Help Worldwide**

## **HEARTBEAT INTERNATIONAL**

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## **CONTACT**

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