

ALWAYS GIVE YOURSELVES FULLY TO THE WORK OF THE LORD

Stand Firm



WALK FOR LIFE

Walk for Life

SAVE THE DATE

May 2, 2026

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P.S.

RAISE \$100. GET A
FREE WALK FOR
LIFE SHIRT!



Follow in Her Footsteps

FROM A \$100 GOAL TO \$1,600 IN DONATIONS

Have you had the privilege of meeting Barbara? Perhaps you've seen her at our various events or corresponded with her about volunteer opportunities. Barbara is our HR Administrator & Volunteer Coordinator, but this past year for Walk for Life, she went above and beyond her role.

"In past years, I've always participated in the Walk by writing a personal check towards my goal. But I've decided to be more bold."

She shared with me how she started with a message to her family. Right away, Barbara began receiving generous donations.

"I was overwhelmed by the response. I had started with a \$100 goal. When I saw the response, I quickly increased my goal because I saw the Lord was exceeding my expectations and providing. I thought, 'why have I not done this before?' I decided to send out another ask to more friends. I was once again blown away by the response and what the Lord did... I realized they were happy to support something that meant so much to me."

What we learned through this is that people give to people.

Barbara shared with me, *"I didn't do anything fancy. I just sent out a few texts and emails to my friends and family. We make assumptions about whether people would be interested in giving, instead of just trusting that God will put in on people's hearts to give. I just have to ask."*

Hi family,

I think all of you know how much I value the mission of Blue Ridge Women's Center, where I work. Our annual fundraising Walk for Life is coming up in May and I wanted to ask if you would be willing to consider supporting us with your donation.

Whether it's providing free pregnancy tests and ultrasounds, options consultations, parenting program, or any of our other free support services, every dollar contributed will directly benefit women facing unplanned pregnancies.

To donate:

1. Go to www.supportbrwc.org/walkforlife

Scroll down to "Our Newest

Walkers" and click on "View All."

Then scroll down and choose me.

When my page comes up, click on "Donate Now."

Thanks very much for your consideration. ❤️



Barbara raised **\$1,600** just through texting and emailing her friends and family! Isn't it amazing what God will do with our small acts of faith?

I had similar reservations about asking for donations, but I decided to take this advice for myself. I posted on my social media platforms I was looking to raise enough to sponsor one woman at BRWC. In just a few days, my friends and family not only met my goal, but exceeded it. Her experience encouraged me to be bold in my asking.

I hope this story serves as an encouragement to be bold in your asking and let God handle the rest! Like Barbara said, it doesn't have to be fancy. Asking for money and believing God will provide takes an act of faith. We pray your faith is strengthened even in your asking!

Ashley Brei

Communications Coordinator

THE STARTING LINE

The Walk for Life with the Blue Ridge Women's Center: where YOU and your community of family and friends take a stand for LIFE. Because of you, women in the Roanoke region who are facing unplanned pregnancies have a place to come for essential services such as medical care, education, resources and spiritual encouragement.

We are incredibly grateful for our fellow Kingdom workers – local churches and their members – who provide nearly 100-percent of the funding for the Blue Ridge Women's Center.

Our theme verse this year comes from 1 Corinthians: *Therefore, my dear brothers, **stand firm**. Let nothing move you. Always give yourselves fully to the work of the Lord, because you know that your labor in the Lord is not in vain.* - **1 Corinthians 15:58 (NIV)**

In this moment, we must stand firm for the cause of life. Our culture may constantly move in its stance on the unborn, but we will not be swayed by the moving culture. We are committed to fully giving of ourselves to the work of the Lord here at BRWC. We know that every call, every test, every ultrasound, every interaction, is not in vain. God is using your partnership here to change and save lives.

YOU have helped Blue Ridge Women's Center preserve four generations of our community! Thousands of lives have been saved from the lies and death grip of the abortion industry. We pray that every woman who walks through our doors doesn't make an eternal decision based on temporary circumstances.

That's why every visit includes a full presentation of the Gospel, so those we serve can find salvation and hope in a relationship with Jesus Christ – to be able to see possibilities, rather than problems.

Recently, a patient wrote this on her exit survey, *"The Center made me feel very welcomed and respected."*



THANK YOU for ensuring this ministry can continue to meet people in their darkest moments with the HOPE of new life!

As a Walk for Life participant, you play a crucial role in building a culture of life in our city. Our fundraising goal for Walk for Life this year is **\$120,000!** Last year, you raised **\$117,547**. We believe in a God of abundance and trust in his provision through YOU, the hands and feet of Christ!

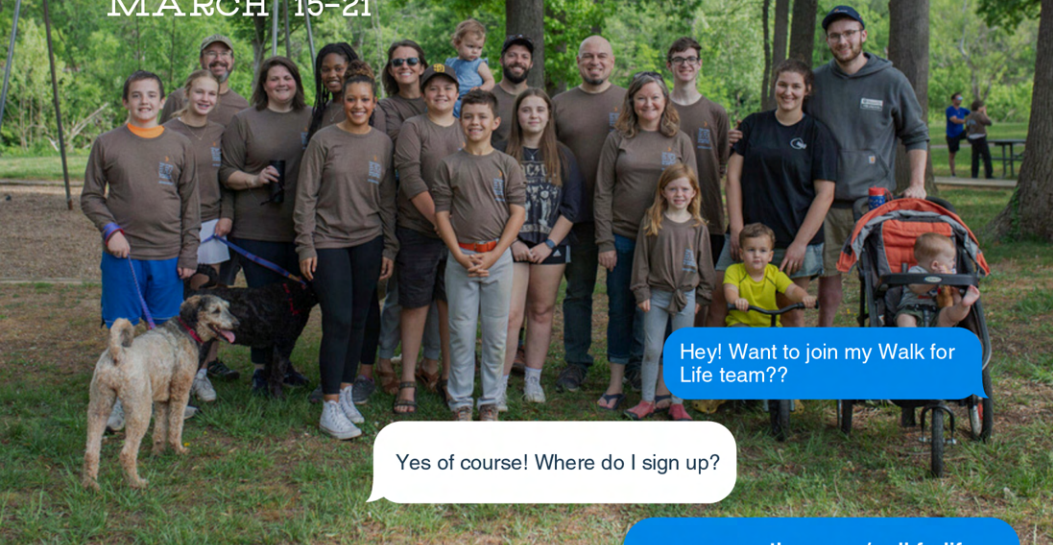
It takes \$720 to provide one woman with comprehensive support of medical services, education, resources, and parenting support. How many women will your team empower?

This booklet will serve as your ultimate toolkit for creating a top-notch fundraising team. We want to equip you with tools that will help you stay organized and motivated as you recruit, rally, and raise! Throughout your Walk for Life journey, we are here to assist you at every step. Thank you for being a part of our mission. Your support saves lives!

Lynette Mull
Development Director

WEEK 1 | START A TEAM

MARCH 15-21



Now is the time to recruit your people - think your small group, church circle, family, friends, neighbors, or coworkers.

www.supportbrwc.org/walkforlife
Type in our team name to register!

1. Start your walk team by registering at www.supportbrwc.org/walkforlife
2. Click **"Register Now!"** then, **"Start a Team"**
3. Think of 10 people you want to join your team
4. Reach out to them and invite them to walk with you!



YOUR TEAM

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

WEEK 2 | ELEVATE IMPACT MARCH 22-28



★ BUILD YOUR TEAM

Rally your friends, family, and church crew to join the Walk for Life. The more, the merrier – and the greater impact you'll make!

★ FUEL YOUR IMPACT

Think beyond the Walk. Imagine a fundraising event that fits your team's talents and abilities. Start this week by sharing flyers, creating posts for social media, or sending your friends a personalized card!

★ LIST 3 FUNDRAISING IDEAS

☐ _____☐ _____☐ _____

PRO
TIP:

If someone is hesitant to join the Walk or fundraise themselves, invite them to support you through a donation! There are plenty of ways to participate in the Walk for Life, including sponsoring a walker or a team.

WEEK 3 | CREATE A FUNDRAISING STRATEGY

MARCH 29-APRIL 4



CRAFT A UNIQUE FUNDRAISING STRATEGY

It takes \$720 to empower one woman to choose life for her unborn child. How many lives will your team transform? Set a bold goal and let's make it happen!

To conquer your team's goal, we encourage you to create a unique fundraising strategy. What fundraising initiatives could you accomplish individually or as a team? Any money made from these ideas could count toward your team's goal!

HERE ARE SOME IDEAS TO KICKSTART YOUR BRAINSTORMING:

- Yard Sale
- Food Sale
- Car Wash
- Karaoke Night
- Personal Fitness Challenge
- Art Auction
- Host a Food Competition
- Host a Food Truck for Profit-Share
- Company Match or Sponsor
- Silent Auction
- Write a Letter
- Call Friends and Family
- Partner with a Restaurant
- Host a Movie Night
- Offer Services for a Donation
- Sell Boxed Lunches
- Have a Raffle
- Craft Sale

FUNDRAISING PRO TIP: TAILOR YOUR MESSAGE

Whether it's facts and figures or moving stories that motivate others to give, tailor your message to resonate with your audience. Share compelling statistics and heartwarming client stories with each supporter. We have resources here that can help equip you to craft your message.

WEEK 4 | DISCOVER YOUR "WHY"

APRIL 5-11



LET YOUR "WHY" LEAD THE WAY!

Fundraising might feel daunting, but it all begins with your purpose. Start by asking yourself, *"Why do I walk?"*

Your passion for Blue Ridge Women's Center's mission has great potential for impact! When you ask for donations, you're inviting your inner circle to join the mission alongside you.

CRAFTING YOUR MESSAGE

Paint a picture of your commitment. Share with potential donors why you stand by Blue Ridge Women's Center.

Here's a template to kickstart your pitch:

*"Will you join me in fueling Blue Ridge Women's Center's mission? This ministry provides vital services, education, and support to women facing unplanned pregnancies. My goal: **\$720 – empowering one woman to choose life for her unborn child.**"*

WEEK 5 | CREATE COMMUNITY BUZZ

APRIL 12-18

SPREAD THE WORD

Let your circle know about Blue Ridge Women's Center. The more you share, the stronger our impact is on women considering abortion in the Roanoke Valley.



TAKE THESE STEPS THIS WEEK:

- Post on social media 3x through posts and/or stories
- Call/text 5 friends for support
- Pray God would bless and multiply your efforts!



Need resources?

Explore our resource folder with graphics and videos to share with your community. Scan the QR code to get started.

WEEK 6 | LEAVING A LEGACY

APRIL 19-25

Your stride in the Walk for Life empowers women, protects unborn life, leaves an eternal impact, and creates a legacy of life in Roanoke. As we approach the day of the Walk, *cling to your "why."*

SEEKING INSPIRATION? ALLOW THESE
REAL-LIFE BRWC CLIENT STORIES TO
MOTIVATE YOU!



A DOUBLE PORTION



GOSPEL
TRANSFORMATION

NICOLE'S
STORY

MACKENZIE'S
STORY



SCAN HERE TO
WATCH



SCAN HERE TO
WATCH

Walk Week!

SATURDAY, MAY 2



IT'S FINALLY HERE!

Join us in Wasena Park, Roanoke, VA on Saturday, May 2nd. The day will kick off with registration at 8:30 AM and we will hear from ministry members and a previous client whose life has been changed through BRWC's impact.

Bring your offline donations to Blue Ridge Women's Center (325 Elm Ave.) or to the check-in table on Walk day.

This short two-mile loop on the Greenway will begin at the Wasena Park Pavilion near the bridge and will loop back to end in the same place. Bring your kids, dogs, and strollers; this is a family-friendly affair!

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SEE YOU
MAY 2ND!

@SUPPORTBRWC

WWW.SUPPORTBRWC.ORG/WALKFORLIFE

(540) 362-3007