

WALK HOST PLANNING GUIDE

This Walk Host Planning Guide contains ideas, suggestions, and scripts for you to promote, plan, and implement a fun and safe Walk for Life.



LETTER FROM COMPASSCARE'S CEO



Dear Walk Host,

Congratulations and thank you for deciding to host a CompassCare Walk for Life!

By inspiring your pro-life community to educate the nation on the equal value of all human life and raising the funds to continue expanding pro-life services where they are needed most, you are affirming the Infinite Value of both mother and preborn baby. The goal of the 2025 Walk for Life is to sponsor service to 1640, one third of CompassCare's projected patient load in 2025.

In 2024, the Walk for Life continued to expanding from 135 hosted Walks to over 150 in NYS. This expansion, helped educate more people than ever before and enabled CompassCare to open two new medical offices in NYC. This was only possible because of the pro-life passion of Hosts like you.

This Walk Host Planning Guide contains everything you need to plan your Walk for Life.

The first thing you need to do is choose a location for your Walk for Life and confirm the date (May 2nd & 3rd).¹ If you are Walking with your church, confirm the details with your leadership team so they can help you spread the word in the church. After you confirm where and when your Walk will be, follow the easy steps outlined in your Host Planning Guide.

The second thing to do is upload a video of yourself to [CompassCare's Facebook page](#), telling the world why you are passionate about erasing the need for abortion, using the hashtag **#WalkOn!** Encourage your Walkers to do the same.

If you have questions, please contact the **Walk Host Support Team** member from your region listed below. They stand ready to assist you with anything you may need.

- **Albany Region:** Rich Ronald: (210) 875-1225, Rich.Ronald@CompassCare.info
- **Rochester Region:** Steve Otto: (585) 247-8120, Steve.Otto@CompassCare.info
- **Buffalo Region:** Michael Bonning: (716) 523-3068, Michael.Bonning@CompassCare.info
- **NYC Region:** Rich Ronald: (210) 875-1225, Rich.Ronald@CompassCare.info
- **Continental U.S.:** Contact CompassCare for your Walk Support Team Member: (585) 232-3894, WalkForLife@CompassCare.info

Together, we will walk on for mothers and babies Infinitely Valued by God.

In Christ,

Rev. Jim Harden, M.Div.

CompassCare CEO

¹ If you cannot host on May 3, please consider the following weekend. If that weekend doesn't work, Host a Walk whenever you can!

WALK HOST KIT LIST OF CONTENTS²

WALK HOST SUPPORT MATERIALS:

- \$100 Visa Gift Card. Use this to help make your Walk fun and special. For example, you can buy snacks, water, decorations, paper towels, tablecloths, donuts, hot dogs for lunch, etc.
- Balloons and Streamers to decorate your Host site.
- Silicon wrist bracelets for everyone
- Walk Message Boards to carry during the Walk
- Walk Yard Sign
- Pledge form envelopes - **1 Pledge Form per envelope please**
- Walker Reward Cards for registration
- Walker Pledge Form FedEx Envelope to return to CompassCare
- Prayer Cards
- Pens
- CompassCare hats (our gift to you as a Walk Host)

² Walk Host Kits will start being shipped around March 21.

INITIAL CONSIDERATIONS

Make your Walk for Life as simple or extravagant as you like!

Invite everyone. All Ages! No one is too young or too old.

Look for prospective Walkers at your work, school, church, small group, or other circles of friends.

Take selfie videos with people answering the question, “Why are you passionately pro-life?” OR “Why are you Walking for Life?” Then upload them to

<https://www.facebook.com/CompassCareCommunity> with the hashtag **#WalkOn!**

Inspire your Walkers! Make your Walk for Life promotion inspiring! Share CompassCare’s life-saving patient stories with your friends and family, asking them to help make more stories like Jabra, Mary, and Zhanna’s possible through CompassCare—doubling the number of lives saved in 2025!

Scan the QR code to watch some of these amazing patient stories.



Have Fun!

Encourage a friendly competition. Give prizes to the winners of Walker categories like:

- **Oldest Walker**—What is the age of your oldest Walker?
- **Youngest Walker**—What is the age of your youngest Walker?
- **Person who brought the most walkers**
- **Walker who sponsored the most women and babies**
- And more!

Send pictures/videos/and results to WalkForLife@CompassCare.info

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STEPS TO HOST YOUR OWN WALK

STEP 1 - TODAY: PLAN

- A. **Set Date:** As soon as you receive this packet, set your Walk for Life date. If you cannot host on May 3, 2025, choose the soonest date that works for you and your team ideally on or before Mother's Day. Start planning before you Walk Host Kit arrives—You Walk Host Kits will be ready by the first week of April.
- B. **Register** your Walk Team today at www.compasscarewalk.com
- C. **Walk Goals:**
 - 1) *Each Walk Team is encouraged to try and sponsor at least 10 women and their babies.*
 - 2) *Determine how many Walkers you want to recruit.*
- D. **Determine Your Walk Location:** Identify your Walk for Life location and route. Find a pleasant place to set up your refreshments and any tents, games, or musical equipment you may need. Consider local park pavilions, your church campus, or your home. Ensure bathrooms are available.
- E. **Identify Potential Walk Host Team Members:** Hosting a Walk for Life is always more fun and more effective with an event team. Identify who you would like invite to join your Walk for Life Volunteer Event team.
- F. **Choose Walk Route:** The typical Walk for Life distance is 2 miles, about a 45-minute Walk for families with small children. Make sure your Walk route doesn't cross many busy streets and has good sidewalk access. Use your car, Google Maps, or a running/exercise app to help map out the route.
- G. **Schedule Promotions:** You may need 2-3 Sunday announcements to promote your Walk for Life at your church. Request that an announcement be put in your church bulletin or emailed to your church before the Walk.

STEP 2 - THREE WEEKS BEFORE YOUR WALK: INVITE

A. Personally Invite your Friends and Family:

Below is a sample **email** and **phone** script. Personal invitations are most effective. Follow-up on all emails with a face-to-face or phone conversation.

Hi [first name],

This year CompassCare's Walk for Life provides the opportunity to love like Jesus loved us, by helping save lives Infinitely Valued, both mother and preborn baby.

The goal of the Walk for Life is to double the number of women served and babies saved from abortion through CompassCare in 2025.

I will be hosting the CompassCare Walk for Life with [our church, list of common friends, etc.] on [date, time]. The Walk will be held at [location]. Would you be willing to join the Walk this year?

To register, simply respond to this email or register at CompassCareWalk.com and click the "Join a Walk" button. Look for our team name, which is [team name].

Please let me know if you have any questions!

Hope to see you there.

God bless,

[name]

B. Church Announcement:

Below is a sample church announcement to be used on a Sunday morning in your church bulletin or as a script during the announcement portion of your service:

Jesus said, "...you should love one another, even as I have loved you..." John 13:34. Join the 2025 Walk for Life Weekend and educate the community on the Infinite Value of all people – from the womb to the tomb.

CompassCare's Walk for Life Weekend kicks off with the Online Rally on Friday, May 2 from 7:00-8:00PM (ET) and culminates at our hosted walk on [date, time] at [location]. The goal of the Walk is to sponsor one third of the women CompassCare's plans to serve this year and help save them and their preborn babies from abortion, by educating the nation on the Infinite Value of all human life made in the Image of God, and by raising the funds needed to help 1640 women considering abortion have their babies.

Last year the Walk for Life increased once again from 135 locations nationally to over 150, raising the funds to serve over 3030 women and expand lifesaving medical services in NYC, with new offices opening in Brooklyn and the Bronx and a medical van operating in Queens!

Register at CompassCareWalk.com and click the "Join a Walk" button or see me after service. We would love to see you there!

C. Share Your Pro-Life Passion with Your Friends on Social Media:

Encourage your Walk Team to like and share posts from CompassCareCommunity. Also, you and your team can upload pictures and videos to CompassCareCommunity, answering the question "Why are you passionately pro-life?" OR "Why are you passionate about saving women and babies from abortion through CompassCare?" Use hashtag #WalkOn. Avoid sharing too many specific location details on public social media pages.

STEP 3 - TWO WEEKS BEFORE YOUR WALK: RECRUIT EVENT VOLUNTEERS

Invite Walk Volunteer Team members to join you in the planning, promotion, and execution of your community's Walk for Life. Once your team is recruited, schedule a meeting to review this Host Planning Guide.

- A. **Keep recruiting walkers**, asking them to accept the [LifeSaver Challenge](#), raising enough funds to sponsor two women and their babies
- B. **Recruit volunteers:** Assemble a team to help with day-of Walk logistics, such as set-up, food prep, collection of Walker pledge forms, guiding others on the Walk route, music, and clean-up.
- C. **Meet to Review Support Equipment List, Helpful to Facilitate Your Walk:**
 1. **Set-up**—Registration table, refreshment table, games, music, seating, weather-related support equipment (umbrellas, tents, sunscreen, hot chocolate), etc.
 2. **Registration**—white envelopes, tablecloths, various weights to hold things down if windy, pens, etc.
 3. **Hospitality and Music**—Music equipment or Bluetooth speaker, games, bubbles, face paint, sidewalk chalk, food, drinks, etc. Use the balloons and streamers included in the Host Kit.
 4. **Walk the Route**—Distribute Prayer cards and Walk Message Boards as people file out
 5. **Clean-up**—Garbage bags
- D. **Develop Preliminary Program Agenda** to Kick-off Your Walk
- E. **Purchase supplies:** Use \$100 gift card in Walk Host Kit to purchase any items you may need, such as water, food, decorations, and miscellaneous supplies. Be fun and creative!
- F. **Coordinate Music:** From a Bluetooth speaker to a live worship band, music creates a celebratory atmosphere!
- G. **Continue Promoting:** Highlight your Walk at church by;
 - Playing** the Walk Promo video, Patient Story videos
 - Delivering** spoken or written announcements,
 - Encouraging** participation in your small group book study reviewing Rev. Harden's *Are You Pro-Life for the Right Reasons?*
 - Like and sharing** [CompassCareCommunity](#) social media posts with the hashtag #WalkOn; and
 - Continuing** to coach and assist your pledge-raising Walkers.

STEP 4 - ONE WEEK BEFORE YOUR WALK: REMIND

- A. **Send Reminders:** Personally remind your Walkers to:
 - 1. Get inspired by watching the Online Rally at 7:00pm (ET) on May 2 at CompassCareWalk.com, and
 - 2. Attend your team's hosted, In-Person Walk.Send email and/or text reminders to your walk participants.
- B. **Continue Inviting and Promoting.**
- C. **Check the Weather for the Date of Your Hosted Walk:** The In-Person Walk is a rain-or-shine event. Begin making considerations to provide for weather adjustments—umbrellas, tents, rain jackets, extra water, sunscreen, or hot chocolate.

STEP 5 - DAY BEFORE YOUR WALK: WATCH THE ONLINE RALLY

- A. **Watch the Online Rally:** Encourage your Walkers to watch the Online Rally at 7:00 P.M. (ET), May 2. Go to CompassCareWalk.com to view. Consider hosting an Online Rally watch party for your Walk team members at your church or home.
- B. **Remind Walkers:** Call or text Walkers to express your excitement and to answer any last-minute questions.
- C. **Final Walk Event Host Preparations:** Reach out to your Day of Walk Volunteer Team to ensure they will be arriving 90 minutes before the Walk to set up and pray for a safe and fun event. Review your Day-of Walk Agenda (see below for a template). Address any last-minute needs or questions.

STEP 6 - DAY-OF: HOST THE WALK!

- A. **Assemble:** Meet your Day-of Walk Volunteer Team at your chosen location 90 minutes before the Walk to review the day's agenda.
- B. **Implement Agenda:** Together, pray for a safe and fun Walk and then review the Day-of Walk Agenda. Below is a sample Day-of Walk Agenda:
 1. Set-up—Registration table, refreshment table, games, music, seating, weather-related support, etc.
 2. Reception—Assign a Greeter to warmly welcome everybody!
 3. **Registration**—Assign at least one person to facilitate the registration table.
 - i. Ensure all Walker paper pledge forms along with all donations are inserted into white envelopes. Make sure Walker has entered their information and total amount raised on the outside of the envelope. Use **only 1 white envelope** per Walker. If there are donations submitted that are not sponsoring a specific Walker, those can be combined into one envelope. Deliver these envelopes to the Walk Host and/or make sure they are stored in a secure place. Pens will be needed.
 - ii. **Note on Rewards:** Walkers will be able to order their rewards online at the merch store CompassCareMerch.com or, for Life-Saver Challenge Walkers, via mail.
 4. Hospitality and Music—Assign at least one person to coordinate music and games, creating a celebratory, family-friendly atmosphere.
 5. Assemble for Walk for Life Program (I.D. Emcee)
 - i. Introduction and Thank Yous
 - ii. Housekeeping/what to expect/describe Walk route
 - iii. Word of Encouragement (Why Walk? A. Educate our community of the truth that all are Infinitely Valued and made in the image of God deserving of protection, B. Help save women and babies from abortion with free lifesaving medical care.
 - iv. Pray (Have someone, such as an attending pastor, pray and commission the Walkers)
 - v. #Walk On! (Take videos/pic and upload to social media FaceBook/CompassCareCommunity)

(Take a group photo. Post on social media, tagging your church and [CompassCareCommunity](https://www.facebook.com/CompassCareCommunity), using the hashtag #WalkOn.
 6. Walk the Route—Assign a Course Marshal to lead the Walkers on the Walk Route.
 7. Return from the Walk—Upon returning from the Walk, resume fellowship, games, food, and music.
 8. Clean-up—Reassemble your Day-of Walk Volunteer Team for clean-up.
 9. Use the FedEx Package to Mail Pledge Forms to CompassCare the Monday following your Walk for Life.

STEP 7 - DAY AFTER YOUR WALK: CELEBRATE

- A. **Celebrate:** Make arrangements to announce the results of your Walk and to celebrate everyone who participated in your Walk at church on Sunday.
- B. **Send Thank-You Emails:** Send a thank-you email to all Walkers and be sure to send an extra special thanks to your Day-of-Walk Volunteer Team.