



# 40 DAYS FOR LIFE<sup>®</sup>

## CAMPAIGN REPORT



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# INTRODUCTION

*Then I heard the voice of the Lord saying, "Whom shall I send?  
And who will go for us?" And I said, "Here am I. Send me!"  
— Isaiah 6:8*

If you are reading this document, it is probably because you are intrigued by the 40 Days for Life project and are wondering if you're called to lead this effort in your community.

There are others who have come before you – this campaign has been conducted more than 7,000 times in over 1,000 cities in some 63 nations around the world. For some, the prospects are greeted with excitement. For others, the reaction is one of fear. For most, it's a bit of both – and that's natural whenever one is contemplating a leap of faith.



In this campaign overview report, you will learn specifics about 40 Days for Life, its track record of results, the next campaign dates, and next steps for individuals and communities that want to participate. By the time you are finished reading, hopefully you will have enough information to prayerfully discern your role in this effort and to decide if 40 Days for Life is right for you and your community.

If you have additional questions, please don't hesitate to contact us personally as you further your discernment process.

We simply ask that you seek your answers in prayer. 40 Days for Life is built on a foundation of prayer ... and an understanding that our world needs much more prayer if abortion is to end.

We've seen God work miracles through this campaign ... and you'll read about a few of them in this report. So please pray as you read ... and see how God might indeed use you to help bring an end to the injustice of abortion in your community.

## A PROBLEM

*God created mankind in his image; in the image of God  
he created them; male and female he created them.  
— Genesis 1:27*

Life. Not only is it written in God's Word, but it is written in our hearts. But in our culture today, too many people have simply stopped listening – to both the Word and their hearts. Life itself is under attack ... and likewise, those who support life and follow God's Word are under attack.

Abortion has become a global crisis. Country after country had laws on their books that rightly recognized abortion as a crime – a human rights violation of the worst sort. But one by one, those laws have been negated – with deadly results.

Around the world every year, it is estimated that more than 40 million lives are lost to abortion.

Abortion has become perhaps the single leading cause of death across the entire planet. Each year, more victims are added to the list. Here are estimated annual abortion totals for just a few countries:

- United States – more than 1,000,000
- Canada—100,000
- United Kingdom – 200,000
- Australia – 80,000



In the time since all abortion laws in the United States were overturned with a single Supreme Court ruling in 1973, an estimated 61 million children's lives have been ended by abortion. Worldwide, one estimate suggests that the global death toll over the same years has reached nearly 2 billion.

The numbers both boggle your mind and break your heart.

Those who support this scandal – usually under the banner of “choice” – will say that abortion is a private matter, and no one who is not directly involved in the process should have a voice. But it can hardly be considered “private” in the many nations where taxpayers are paying the bill. In a number of countries, the national health services consider abortion a covered surgical

expense, paid for without question as if it were similar to mending a broken bone or repairing a damaged heart valve.

In the United States, the leading abortion chain is Planned Parenthood. This organization receives more than half a billion dollars in taxpayer subsidies at the local, state and federal level. Its most recent annual report shows it performed 321,384 abortions over the course of that year – a slight decrease from previous years' totals, but it remains a fact that more than one out of every four abortions in the United States is done by Planned Parenthood.



The numbers only begin to tell the story. Each of those numbers represents a human being – an innocent person whose life has been destroyed.

Each one of these innocent human beings has a mother; and many of these mothers suffer years of emotional trauma in the wake of the “choice” to abort their children. It is why women are now coming forward to say they regret their abortions -- and wish it was a “choice” they had never made.

Each victim of abortion also has a father. And grandparents. And perhaps siblings, aunts, uncles and cousins. They would have had friends and classmates. And eventually, many of them would have chosen spouses ... and raised children of their own.

No, abortion is NOT a “private matter.” Not at all. Each abortion creates ripples that multiply generationally and create a profound impact on the extended family, on the community – and in light of the unfathomable numbers involved – on all of society. It simply must end.

## A SOLUTION

*If then my people, who are called by my name, will humble themselves and pray, and seek my face and turn from their evil ways, then I will hear them from heaven and forgive their sins and heal their land.*

—2 Chronicles 7:14

With a challenge so immense, the question becomes: Where do you start when it comes to addressing a global crisis? For one small group of people in the neighboring cities of Bryan and College Station, Texas, the answer was to start locally ... and to start with prayer.

In 1998, Planned Parenthood opened an abortion center in this community. Planned Parenthood's business requires customers, and the feeling was that they would be available in great numbers at the local university, Texas A&M, and the local community college. The towns rallied against the establishment of this facility, but in time the office was built and Planned Parenthood opened.



In the years that followed, opposition seemed to diminish. But one local organization – the Brazos Valley Coalition for Life – was determined to put a spark back into the community and rally people to work harder than ever to make their home towns abortion free.

### **An inspiration: 40 days**

Four members of the organization understood that in order to find the right approach, they had to pray about it. So in 2004, the four gathered around a simple wooden table for an hour of prayer.

During that hour of prayer, they found themselves drawn to the time frame of 40 days. It was one that appeared often in Scripture, in both the Old Testament and New Testament. When God repeats Himself, it's hard to ignore:

- Noah experienced transformation during 40 days of rain
- Moses was transformed by 40 days on Mount Sinai
- David was transformed by Goliath's 40-day challenge
- Elijah was transformed when God gave him 40 days of strength from one meal
- Nineveh was transformed when God gave the city 40 days to remain faithful
- Jesus transformed the world following His 40 days in the desert
- The disciples were transformed after spending 40 days with Jesus following His resurrection

It didn't take long for the small group to ask the question: How might God transform Bryan and College Station in 40 days?

So they would do – something – for 40 days. But what?

One person suggested 40 days of prayer outside the Planned Parenthood abortion center – 24 hours a day, 7 days a week – for the entire 40 days. Then the four people in prayer around the table made an astounding leap of faith. They would in fact sponsor this unprecedented event, and invite every church in the community to participate.

They also vowed that if no one else in town would join them, together they would cover the entire 40-day vigil. It adds up to 960 hours; they would divide those hours among themselves so that the abortion facility would be covered in prayer 24 hours a day, 7 days a week – for 40 straight days.

They also gave their new project a name:

***40 Days for Life.***



They rolled through a whirlwind three-week planning process, and then launched the first-ever 40 Days for Life campaign. The campaign results exceeded all expectations. In just 40 days, they activated more than 1,000 new volunteers. All 960 hours of the vigil were covered. A grassroots door-to-door effort reached more than 25,000 households. They made local, state and national news. And most notably, the local abortion rate dropped by 28%.

### **A major breakthrough**

In the years afterward, more 40 Days for Life campaigns took place outside that Planned Parenthood center in Bryan/College Station. The peaceful, prayerful approach made a positive impression – both on the women who were thinking about abortion, and the people who worked at Planned Parenthood.

The prayer volunteers made it a point to always have a smile and a cheerful “good morning” when the employees arrived, and a friendly nod at the end of the day.

The abortion center employees are people who need to stop what they’re doing, of course. But they’re also human beings who are worthy of love and respect. That was most evident in October 2009, when the sixth 40 Days for Life campaign in Bryan/College Station was in progress.



Shawn Carney, the director of the Coalition for Life, got a phone call, telling him he needed to get back to his office right away, because “Abby is here.” When he got there, Abby Johnson was waiting for him – in tears.

Abby managed the Planned Parenthood facility, but was not personally involved in abortions – until that week. The abortionist had asked her to assist with an ultrasound-guided abortion. She held the

ultrasound wand over the pregnant client’s abdomen and saw for herself, on the ultrasound screen, what was going on.

She immediately knew and understood. This was something she could not do again. Ever. She had to quit. And so she went to the only people she knew who would welcome her and offer Christ’s love. “I knew that’s where God was calling me to go,” she said. As for the prayerful, respectful presence of the Coalition for Life volunteers, “it worked.”

“To that point, it was the most amazing thing that had happened,” Carney said. “We have always been on the sidewalk to pray for everyone involved in abortion, especially those who work in the industry. It was a true blessing to see this happen.”

### **An amazing victory**

Four years later, something even more amazing happened. Following the thirteenth 40 Days for Life vigil outside Planned Parenthood in Bryan/College Station, the business closed its doors.

“This was epic news, fifteen years in the making,” Carney said, in reference to the opening of the Planned Parenthood facility 15 years earlier in 1998.

“Thousands of dedicated community members faithfully prayed and held peaceful vigils outside this abortion center, offered hope and alternatives to turn away prospective Planned Parenthood customers, and educated the community about the harm of Planned Parenthood,” he added.

“This was an answer to prayer.”

The story took yet another turn in 2014, when a number of local organizations, led by Hope Pregnancy Center, purchased the building that once housed Planned Parenthood.

This former abortion center is now dedicated to the cause of life ... and it serves as the international headquarters of 40 Days for Life!



Since 40 Days for Life began, over 100 abortion centers – where peaceful prayer vigils have taken place in the public right-of-way outside – have shut their doors and gone out of business. All of the glory, and all of the credit, go to Almighty God, who heard the prayers of His people and brought an end to abortion at these locations.

Of course, it didn't happen overnight.

## AN IDEA SPREADS

*I have set before you life and death, the blessing and the curse.  
Choose life, then, that you and your descendants may live.  
—Deuteronomy 30:19*

That first 40 Days for Life campaign in Texas showed that a local initiative can work. It didn't take long for word of this successful project to spread to other areas.

Over the next two years, six other U.S. communities started their own 40 Days for Life projects. In each location, the mission produced positive results – and in different communities, there were different blessings.



The leaders of these local efforts then got together with the originators of the Texas program, and after some discussion they came to the same conclusion: If 40 Days for Life worked in their home towns, it's something communities elsewhere should consider.

With that, plans were put in motion for the first coordinated 40 Days for Life campaign. The organizers hoped between 15 and 20 cities would sign up. But when the campaign started in late 2007, there were vigils in 89 cities from coast to coast in the United States.

As this first national campaign ended, the team that led this first nationwide 40 Days for Life effort was contacted almost immediately by people who'd heard about the campaign and wanted to do it in their cities as well.

The original 40 Days for Life in Texas was seen as a one-time event. And quite honestly, the team felt the same way about the 2007 national effort.

But when so many people came forward, all asking to do it in their towns, and all asking for the same time frame – the Christian season of Lent in 2008 – it was clearer than ever that 40 Days for Life is the work of the Holy Spirit. How could the answer anything but yes?

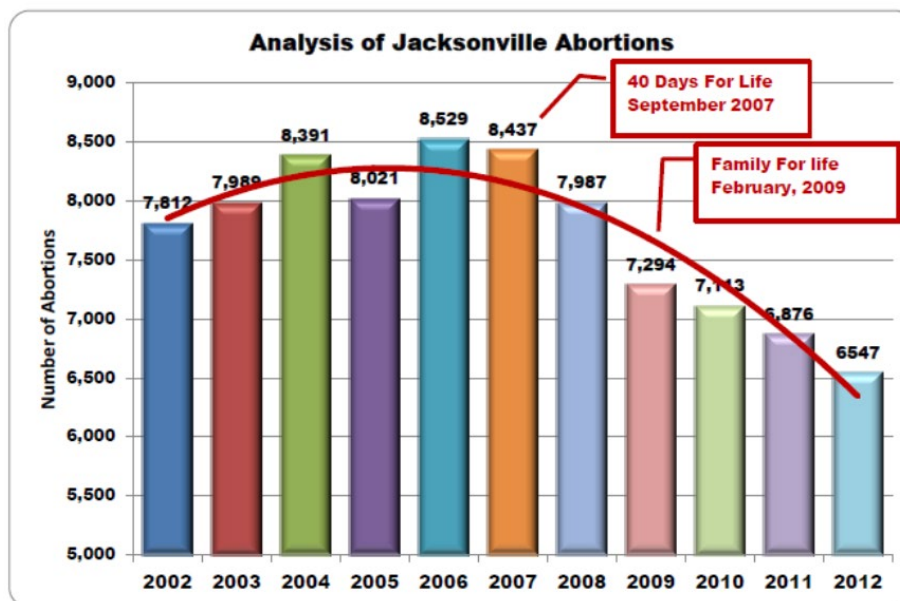
From that launching point in 2007, 40 Days for Life has become a twice-a-year project that has now taken place in the United States and in other locations worldwide:

- |                      |                 |                |
|----------------------|-----------------|----------------|
| • Argentina          | • Egypt         | • Nigeria      |
| • Armenia            | • El Salvador   | • Paraguay     |
| • Australia          | • Ethiopia      | • Peru         |
| • Belize             | • Georgia       | • Philippines  |
| • Bolivia            | • Germany       | • Poland       |
| • Bosnia-Herzegovina | • Ghana         | • Portugal     |
| • Brazil             | • Great Britain | • Puerto Rico  |
| • Cameroon           | • Guatemala     | • Romania      |
| • Canada             | • Hong Kong     | • Russia       |
| • Chile              | • Hungary       | • Slovakia     |
| • Colombia           | • India         | • Slovenia     |
| • Congo              | • Ireland       | • South Africa |
| • Costa Rica         | • Italy         | • Spain        |
| • Cote d'Ivoire      | • Kenya         | • Sweden       |
| • Croatia            | • Latvia        | • Switzerland  |
| • Cyprus             | • Liberia       | • Taiwan       |
| • Denmark            | • Malawi        | • Tanzania     |
| • Dominican Republic | • Mexico        | • Uganda       |
| • Ecuador            | • Nepal         | • Uruguay      |
|                      | • New Zealand   | • Zambia       |
|                      | • Nicaragua     | • Zimbabwe     |

### **What God has done through 40 Days for Life**

- More than 1,000,000 people of faith have joined together in an historic display of unity to pray and fast for an end to abortion
- More than 20,000 church congregations have participated in 40 Days for Life campaigns
- Local campaign leaders tell of over 17,000 children whose lives have been spared from abortion – and those are just the ones we know about
- Thousands of women – and men – have been spared from the tragic effects of abortion, including a lifetime of regrets
- Many people with past abortion experiences have stepped forward to begin post-abortion healing and recovery
- Abortion facilities have experienced sharp setbacks, cutting back hours and closing down for days at a time
- Over 200 abortion workers have quit their jobs, including three Planned Parenthood center managers who participate in the 40 Days for Life efforts outside their former workplaces

- More than 100 abortion facilities have closed and gone out of business following 40 Days for Life campaigns outside their doors
- More than 5,000 news stories about 40 Days for Life have been featured in newspapers, magazines, radio shows and TV programs coast to coast ... and overseas
- New people have been recruited, educated, and mobilized
- Additional funds have been generated for local efforts
- People have turned back to God with a renewed sense of hope



Here are some comments from just a few of the local 40 Days for Life leaders about what this campaign has meant to them – and their communities.

### Jacksonville, Florida

We have graphs showing abortion numbers in Jacksonville since 2002. Abortion numbers rose continuously between 2002 and 2007. And then we had our first 40 Days for Life campaign in 2007 – and the numbers have gone down every year. In 2012, abortion numbers were the lowest they'd been in more than 10 years. The annual numbers decreased from a high of 8,529 in 2006 to 6,547 in 2012. Almost 2,000 fewer abortions a year is something to brag about!

### Greensboro, North Carolina

The first clinic where we stood vigil closed. At our new clinic location, we saw abortion appointments go down 30%, five babies' lives were saved ... and our new neighborhood embraced our public witness and quiet prayer.

### Cedar Rapids, Iowa

We've seen a reduction of 10 hours per week in Planned Parenthood's operating schedule – a 28% decrease. I found statistics that indicated that in the first year we started praying on the sidewalks, the abortions on women who live in our county dropped 16%. The number of abortions on women who live in our county dropped over 37% from 2008 through 2011 ... and 37% is not trivial!

## **Livingston, Montana**

The campaign brought churches together in a way that I have been struggling to do for years. The pastor of one of our biggest and most influential churches here finally went to pray during the last week of the last campaign, and was so impressed that he got his church involved in the next one. He said that he'd wanted to get more involved for a long time, but never felt comfortable with many local efforts. Finally, this was what he was looking for.

## **Marquette, Michigan**

Individuals came to pray with us, thanked us, shared their stories and brought us coffee and hot chocolate in the cold weather. Middle school students repeatedly came out because it was important to them, regardless of the fact that they were getting some of the most intense



opposition. We had many participants who were no longer afraid to stand vigil, and as a result of our prayer, women canceled their Planned Parenthood appointments.

## **Sheffield, England**

I'm amazed at the response, which has been overwhelming. I think back to our planning sessions and wonder if I'd have believed the response we've had. God has blessed our campaign so much. There have been incredible graces received just by the participants and the new 40 Days for Life community we now have formed. All these blessings are signs of just how much our prayers have been heard and answered. I think that everybody would start again on Monday if they could, which really bodes well for the next campaign. This is just the beginning and it will grow from here and save many lives.

## **Flint, Michigan**

Business at the abortion center was down the last two weeks of the campaign, especially on Saturdays when we saw only one-third as many cars as usual. We were able to guide many mothers to local pregnancy centers, and have had an increasing number of media contacts as our campaigns continue – including secular radio and newspaper interviews.

## **Meridian, Idaho**

Because of the new Meridian Planned Parenthood, a lot more Protestant and Evangelical churches showed up. One small church brought their whole congregation (60-70 people) out once a week. On those days and on other hours when several prayer warriors were present,

apparently Planned Parenthood felt the impact – appointments were cancelled, they called the police, and came up with annoying actions that they hoped would deter prayer warriors. It didn't. Rather, it emboldened them!

### Falls Church, Virginia

It was great to see many new faces from different churches and campuses throughout this campaign and seeing many come out during our crazy snowy and rainy weather.

The preliminary 2013 abortion statistics from the Virginia Department of Health came out. For our Northern Virginia area, abortions decreased by 24%, down by 1,926 from 2012. I believe the prayerful presence at the abortion center prevented what could have been more deaths.

### Tuscaloosa, Alabama

We really didn't know what to expect ... we really didn't even know what we were doing at first. We're just a bunch of college kids, but the Holy Spirit totally guided us. People would just show up to the campaign-- people who we never contacted and didn't know. God just made it possible for everything to happen the way that it did. Also, we are so grateful for one volunteer who would set up a tent at our vigil and stay there from 8 am to 5 pm. He was a driving force behind our campaign being successful.



### Fargo, North Dakota

We accomplished 960 hours of continuous prayer outside North Dakota's one remaining abortion facility once again. Twins were saved from abortion this campaign. This brings the total of lives saved in Fargo since 2007 to 57. And those are the ones that we know of! The number of abortion days has been reduced significantly, as well as the number of abortions being performed.

### Eugene, Oregon

One abortion center closed, and so we've moved our vigil to a second facility in our area. We have been blessed by lives saved from abortion, as well as knowing that one employee quit her job at Planned Parenthood. The uniting of the many different faiths under a common goal is truly remarkable, and through 40 Days for Life I have made many lifelong friends. This is all so exciting!

## Riverside, California

Two babies were saved, and many more mothers were referred over to our local pregnancy care center that we are hopeful will choose life. One Planned Parenthood worker quit during the campaign. Another employee wants out and is working with some of our partners in order to find other employment. Praise God!

## Columbia, Missouri



We were blessed that eight mothers that we know of turned away from Planned Parenthood and sent to the pregnancy resource center for help. The whole atmosphere of standing for life is always such a blessing. The camaraderie developed was uplifting and joyful.

More people than ever participated this time. And of course the best news is that this Planned Parenthood facility has stopped doing abortions!

## Dayton, Ohio

I believe 40 Days for Life unites the Christian community in a way that no other program currently does. We had great crowds at our rallies. As each rally included a prayer service, we felt united in prayer and praise. We got one local university involved and a few high schools. Praying with others and seeing results is always the best blessing.

# WHAT MAKES IT SUCCESSFUL?

*Speak up for those who cannot speak for themselves.*  
— Proverbs 31:8

40 Days for Life is a focused pro-life campaign with a vision to access God's power through prayer, fasting, and peaceful vigil to end abortion.

The mission of the campaign is to bring together the body of Christ in a spirit of unity during a focused 40 day campaign of prayer, fasting, and peaceful activism, with the purpose of repentance, to seek God's favor to turn hearts and minds from a culture of death to a culture of life, thus bringing an end to abortion.

The 40 Days for Life campaign is a unique initiative because:

- The campaign is built, first and foremost, on a foundation of prayer and fasting, drawing on God's infinite power and recognizing that *with God, all things are possible* – even ending the tragedy of abortion.
- The campaign calls upon participants to sacrifice, which builds faith, character, and leadership and serves as a powerful witness to all.
- The focused and finite 40-day period of the campaign makes it an effective point of entry to draw hundreds of new people into local initiatives.
- The campaign has generated unparalleled life-saving results in communities where it has been conducted.
- The positive results experienced during the 40 days build strong momentum which leads to involvement long after the campaign.



## When will another campaign be held?

The dates for the next internationally coordinated 40 Days for Life campaign in 2020 will be:

- September 23 – November 1

Some individuals and towns may have schedule conflicts that make this timeframe difficult, but these dates were selected to accommodate the largest number of communities possible.

To maintain the highest quality and integrity for the campaign, 40 Days for Life cannot be conducted outside of these dates.

There are advantages to holding 40 Days for Life campaigns in many cities and towns on the same dates rather than conducting efforts one community at a time:

- Unity is fostered as many cities around the world join together in this initiative
- No community is left out on its own; each city will have a network of support from other communities that are engaged in the same activity concurrently
- Better coordination and training can be provided when all participating communities are at the same stage of campaign implementation at the same time
- The secular media stands up and takes notice when many communities simultaneously generate local news coverage during one focused period
- The costs of conducting a local campaign are significantly reduced by developing promotional and marketing resources, literature, training materials, technology solutions and campaign resources once and sharing them across all participating communities



## HOW DOES IT WORK?

*Pray continually, give thanks in all circumstances; for this is God's will for you in Christ Jesus.  
—1 Thessalonians 5:17-18*

While there is a tremendous amount of work to be done to restore respect for life, the 40 Days for Life project focuses on a specific plan of action that features three components:

- Prayer and fasting
- Constant vigil
- Community outreach

This is one of the strengths of 40 Days for Life. The project's simplicity makes it easy for people to follow ... and its implementation is structured such that a small group of people can successfully build the campaign.

### Prayer and fasting



Prayer is at the center of 40 Days for Life. Each day during 40 Days for Life, individuals, churches, families and groups will join together in prayer for a specific request so the entire Body of Christ can unite around a common focus.

These specific prayer requests will seek God's help for:

- Women who are at risk of having an abortion
- Innocent children who are at risk of perishing
- Men and women who carry the pain of a past abortion experience
- Workers at abortion centers
- Local, regional and national leaders
- Revival and renewal in the churches
- Repentance and healing

Fasting throughout 40 Days for Life is strongly encouraged. Christ said there are demons that can only be driven out by prayer and fasting. A fast is not a Christian diet; it is a powerful means of drawing closer to God by blocking out earthly distractions.

We believe that when God's people fast with a broken, repentant, and contrite spirit, the Lord will hear from heaven and heal our lives, our churches, our communities, our nation, and our world.

### **Constant vigil**

The visible, public centerpiece of 40 Days for Life is a focused 40-day prayer vigil outside a single Planned Parenthood center or other abortion facility in your community. We strongly encourage round-the-clock vigils, but we at least ask that local teams strive for a minimum of 12 hours of daily vigil coverage.

It is a peaceful and educational presence. Those who are called to stand witness during this public presence send a powerful message to the community about the tragic



reality of abortion. It also serves as a call to repentance for those who work at the abortion center and those who patronize the facility.

If you do not have an abortion facility or Planned Parenthood office in your town, you can still conduct 40 Days for Life; however, you will need to select a different outdoor location which has some strategic significance – perhaps near city hall, a courthouse, a public park or a highly visible intersection.

### **Community outreach**

During 40 Days for Life, the message is proactively taken to every corner of your community. There are a number of ways successful local campaign teams have done this.

You can invite people to sign a petition of support for the sanctity of human life, and give them the opportunity to visibly show their support for 40 Days for Life by wearing wristbands, placing signs in their yards, or displaying bumper stickers on their vehicles.

Your team can distribute informational flyers to raise awareness about the local crisis of abortion.



If your community has a college campus, you can reach many students through an intense 40-day campus outreach.

This can consist of flyer distribution, public witness, petition drives, table displays and much more.

Meet with local pastors, other church leaders, and members of different congregations to invite Church involvement. The Body of Christ is invited to pray together and participate in 40 Days for Life, uniting in one focused mission that can save lives and make an eternal impact.

Carefully targeted news stories, talk shows, editorials and letters to the editor are the keys to effective media outreach. This enables you to get the 40 Days for Life message to many people who would never see the inside of a local church.

## WHAT DO I NEED TO DO?

*Seek first the kingdom of God and his righteousness.  
—Matthew 6:33*

Could the success of 40 Days for Life be duplicated in your community? The answer is simple. Yes!

You and your community may feel called to host one of the internationally coordinated 40 Days for Life campaigns. If so, the most important thing you can do to ensure the success of this campaign is pray.



Pray for an hour outside the local abortion facility or Planned Parenthood center (or other location) where your 40 Days for Life vigil could be held.

This will show you the spiritual aspects of this mission, and help bring clarity about what the Lord may be asking of you.

- Ask God to guide you in determining your role in this effort – as a local leader, participant, or prayer warrior
- Pray for wisdom – for you and others in your community – as you discern whether 40 Days for Life is right for your city at this time
- Ask God to guide all local and national leaders of this effort
- Pray that people of faith and conscience hear about 40 Days for Life and participate as God leads them
- Ask that our world repents and turns to God, honoring Him by protecting the right to life for *all* members of our human family
- Pray for an end to abortion

40 Days for Life has been successfully conducted in big cities and small towns. Lives have been saved through the faithful efforts of both part-time volunteers and full-time workers. Wounded

hearts have been touched by people young and old. Communities have been transformed by individuals with no money and those with significant financial resources.

All that is required for 40 Days for Life to succeed where you live:

- Prayer and fasting
- Faith in God Almighty
- Focused attention, dedication and perseverance
- Willingness to make the campaign a priority
- Sacrifice and hard work
- A passion to positively impact the world

### The application process

For the protection of everyone involved, participation will be strictly limited to those towns and cities that complete the application process and commit to conducting a peaceful, prayerful and lawful 40 Days for Life campaign.

We notify everyone by email (be sure you've signed up for campaign information at [www.40daysforlife.com](http://www.40daysforlife.com)) and post on our website the dates that your town can apply to participate in a 40 Days for Life campaign.



There will be some costs tied to your campaign for events, vigil supplies, printing, promotion, mailings, phone calls, etc. These costs can vary by community, depending on how ambitious you choose to make your campaign, from a few hundred dollars up to several thousand dollars.

Some costs can be reduced by assessing what local resources you

have available (for example, you may know a local printer who can help produce your petition cards and literature).

Additionally, there is a \$197 application fee to participate in 40 Days for Life to help offset the enormous costs of producing top-quality materials, technology, training and resources for you. The campaign coordinators have been working aggressively to secure funding to keep this cost

to a bare minimum because we want to ensure that money is not a barrier that keeps *any* community from participating in the campaign.

However you choose to offset the costs of 40 Days for Life, all funds you raise before and during your campaign will stay right where they are needed the most – in your community.

### What you get for your application fee

You will receive all the help and resources you need including:

- An online campaign leaders-only webpage where all campaign resources and training materials are available – whenever you need them, wherever you are
- Step-by-step video training
- Coaching from the 40 Days for Life team
- 40 Days for Life planning materials
- Campaign examples and case studies
- Samples, templates, documents, presentation materials, talking points, checklists, news releases and multimedia resources
- Logo files for promotional materials and campaign literature
- Comprehensive national campaign web site
- Local campaign web page on the national web site is provided to publicly share information about your efforts



Each resource or tool is flexible and adaptable to your community and your specific needs. You will receive production-quality graphic files that empower you to select, adapt, and produce additional resources to enhance your campaign. To produce these resources on your own would cost many times more than your campaign application fee.

## LET'S GET SPECIFIC

*Amen, I say to you, whatever you did for one of these least brothers of mine, you did for me.*  
— Matthew 25:40

First of all, it's important to build a local leadership team – this is NOT meant to be a one-person project. It's a lot of work! When your community applies to participate in the coordinated 40 Days for Life campaign, you will receive detailed descriptions of suggested roles and responsibilities.

Each campaign can structure itself to fit local needs, but there are tasks that must be accomplished in order to build and conduct a successful campaign.

### Assess the lay of the land

1. Learn the extent of the abortion crisis in your community
2. Learn about your abortion center
3. Establish a relationship with the police department
4. Contact your local pregnancy help center

### Assemble your team



Attaining 100 percent vigil coverage over a 40-day period can be demanding. It requires the collaborative efforts of an effective team. One of your first and most important tasks will be to identify and recruit the right people to serve in the right roles to help your campaign thrive. You'll want to fill three roles:

- Vigil coordinator
- Events coordinator
- Communications coordinator

As you conduct your campaign, you'll be working closely with your team. We recommend scheduling regular weekly meetings to assign and follow up on the key tasks. If that's not possible, consider virtual meetings – bringing your team together

online or over the phone regularly. You might also do significant delegation and reporting via email. Just make sure to be accountable to each other!

Here are three basic steps to assembling your campaign team:

1. **Pray.** Every aspect of 40 Days for Life is rooted in prayer, and it's especially critical when you are building your local team. Ask the Lord to inspire you to invite the leaders that HE wants in place ... and that those leaders will answer His call.
2. **Brainstorm.** Make a list of everybody you think has the abilities and commitment to take on a leadership role. While you should consider these individuals' skills and temperament, don't worry about whether they're too busy. If they're too busy, they'll decline your invitation. And remember: busy people get things done!
3. **Invite.** Inviting individuals to join your leadership team might sound pretty straightforward, but don't simply "put the word out" or send a bulk email asking for people to help. Vague invitations usually result in minimal response and weak commitments.



Instead, when you think you've identified solid leaders that can help your team, invite them in person or over the phone. Simply explain what 40 Days for Life is. Then share that your time brainstorming and praying led you to ask them to serve on the core team in a *specific* role.

### Formulate your plan

Early on in your preparation, you'll want to make the following decisions:

1. Choose the location
2. Decide what materials you will have on site and how you will store them
3. Set your vigil hours
4. Determine your safety protocols
5. Don't forget the details (parking, restrooms, etc.)

### Secure resources and funding

As you answer these questions, determine the financial and material resources you'll need to carry out your campaign.

1. Make a list of anticipated expenses, including the \$197 application fee; making copies and printing; event expenses; a vigil box, bag and/or binder; needed permits; etc.
2. Estimate the total cost of these anticipated expenses.
3. Determine how you'll request monetary and material donations to cover these expenses.
4. Decide how you will process monetary donations



A successful 40 Days for Life does *not* require a large budget. Be creative and have fun with this!

Every task we've covered so far lays the groundwork for the most critical task of a campaign: filling the vigil schedule. Whether you're

planning for 24-hour-a-day coverage or the minimum required 12 hours per day, keeping the vigil constant without missing even one hour is the goal for every campaign.

As you fill your vigil, remember the importance of prayer and fasting. Here are the keys to achieving 100-percent vigil coverage.

### **Build a master vigil list**

It's much easier to mobilize groups of people if you have their names and contact information well organized. Before you start filling hours, it is critical to build a comprehensive list of all the potential participants you can think of.

Continue to add names to this list throughout the campaign as you think of names and as new participants join the campaign. Collect names and contact information everywhere you can before and throughout your entire 40 Days for Life.

### **Mobilize churches and organizations**

Successfully getting churches and organizations involved with your campaign further builds participation *and* increases your campaign's credibility.

Look at your master list and find individuals associated with churches and organization. Prioritize the individuals that are enthusiastic about 40 Days for Life as well as churches and organizations you believe would be particularly interested in 40 Days for Life.

Contact the individuals associated with churches and organizations and ask if they might be willing to help promote 40 Days for Life to their groups. As representatives, they'd have a number of options for rallying participation.

### Plan campaign events



Strong campaign events make for great opportunities to fill vigil hours because they allow you to bring in new participants and to inspire and motivate all who attend. Explain how the three components of 40 Days for Life provide a proven solution to that crisis. Share the details of your campaign and build excitement to spur your attendees to action.

There are four main events associated with the campaign:

1. Cast the vision meeting
2. Kickoff rally
3. Midpoint rally
4. Closing celebration

### Invite people to sign up for the vigil

When it comes to filling your schedule, there's simply no substitute for directly inviting people to sign up for hours at the vigil. Use these four streams of invitation to fill your calendar:

1. Ask for personal commitments from the leadership team
2. Use email to continue filling out your schedule
3. Ask churches or organizations to adopt a day
4. Work the phones

As your team grows, your vigil coordinator would be wise to recruit day captains.

You can assign each day captain to make calls to fill his or her designated day each week.

You'll want to be careful that the same vigil participants don't receive numerous calls from different day captains trying to fill the schedule.



### **Count on the headquarters team for support**

The full set of 40 Days for Life video training modules is available to each local leader; that information is provided immediately after your application to host a campaign is approved.

Each campaign leader is expected to complete the training program prior to the start of the campaign. It provides a step-by-step approach to starting, building and conducting an effective 40 Days for Life effort. The details presented here only scratch the surface!

The headquarters team is with you all the way and is your support staff for any campaign-related question that comes your way.

We are always available to assist in whatever way we can.

## GO FOR IT!

*For I know the plans I have for you, declares the LORD, plans to prosper you and not to harm you, plans to give you hope and a future.  
—Jeremiah 29:11*

Now there is a big decision to be made – for such a time as this. Pray for God to reveal your unique role in this historic effort, and then take courageous action.

Sign up at [www.40daysforlife.com](http://www.40daysforlife.com) to receive campaign updates. Make plans to apply on behalf of your community to participate in the next campaign. Then join together with faithful volunteers in many other communities from across the world as part of 40 Days for Life.

What will God accomplish when individuals and communities in nations in all parts of the earth unite for 40 days of prayer and fasting, pulling out all the stops to end the tragic violence of abortion?

Now is the time to trust God and find out!

