



Bridging to the future



2012 Resource
catalog





Dear Life-affirming Leader,

Pregnancy help is much needed today as it ever has been. The movement is achieving life-affirming results every day in metropolitan cities and rural towns, near schools and next to abortion providers, among professionals and the poor. The pregnancy help community has never been larger! Drawing from ministry, medicine, media, and more, those called to this work are influencing lives and lifetimes.

Heartbeat International has been providing the pregnancy help community with training and resources for more than 40 years now. You'll find in the Heartbeat International 2012 Resource Catalog some old favorites made new. You'll also find new forums for familiar foundational subjects. All of these resources reflect our respect for the amazing work of the Holy Spirit in and through each of you and the work you do. Every Heartbeat resource is crafted with you and your needs in mind.

Daily, we see the pregnancy help effort changing to meet the needs of the future. Our 2012 Resource Catalog reflects Heartbeat's desire to bridge the passion and pioneering of the past with the technologies and techniques that will multiply the work (and the workers) of the future. Tomorrow's success will flow from our efforts today to serve better, reach more, and reflect Him.

Together, as a community, we continue to advance the pregnancy help movement. In every corner of the world, whether in our local areas or connecting to others across the globe, we all contribute to this progress. We know a new wave of life-affirming help is already hearing the call. We stand ready to envision, equip, and encourage you and the generation of life champions that is joining our ranks even now.



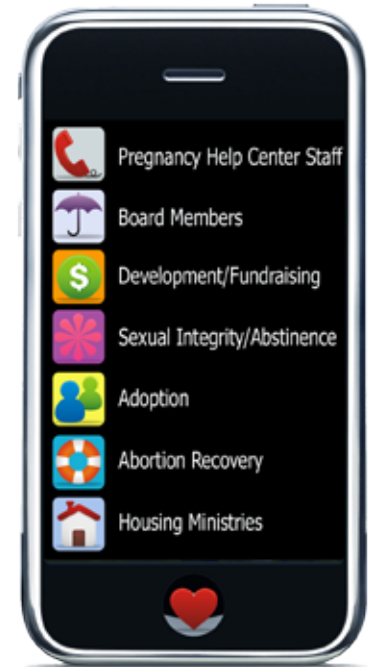
Blessings,

Jor-El Godsey
Vice President of Ministry Services



Our Mission

To REACH and RESCUE as many lives as possible, around the world, through an effective network of pregnancy help ministries that RENEW their communities for LIFE.



Use the above key to find materials right for you and your ministry.

Keep an eye out for special tags. As an affiliate, you save at least 20% on many Heartbeat resources and receive some complimentary.

Take advantage!



Join the Heartbeat Network

Heartbeat International® is a Christian, interdenominational network of pregnancy help ministries: maternity homes, pregnancy medical clinics, non-profit adoption agencies, pregnancy resource centers, and other life-affirming programs.

Heartbeat is one of the first and largest pro-life networks of professional, pro-life ministries in the world. We assist, encourage, and strengthen leaders as well as paid and volunteer staff in more than 1,100 life-affirming affiliates. Our network also embraces more than 250 international centers

Heartbeat International affiliation cost: \$250.00 per year (U.S.). **Get 2012 value at a 2009 price!**

-or-

\$200.00 per year (20% discount) if you are a member of the National Institute of Family and Life Advocates (NIFLA) and/or Care Net.

-or-

\$70.00 per year for centers outside the U.S. (free if affiliated with ACfL, CAMS, CAPSS, or PHA).

Visit HeartbeatServices.org for details.

You can make a difference.

Sampling of benefits just for Heartbeat affiliates

Be a part of something greater. Bridge the happenings in your local area to communities across the globe. Together, Heartbeat International's worldwide pregnancy help network of services is greater than the sum of its parts. Heartbeat International was started by the pregnancy help movement to serve the pregnancy help community.

Special 20% discounts for Heartbeat affiliates on most resources.

Unlimited, free consultations via Skype and e-mail to affiliates anywhere in the world (English language).

Easy-to-grab news, tools, and inspiration delivered right to you.

- Capitol Matters™.
- On the LeaderBoard™.
- Pulse™.
- Sexual Integrity Communique™.
- Take Heart™.
- The Best of Heartbeat, twice-yearly digest, delivered via USPS and email.

Learning opportunities. CEUs, Nursing Contact Hours, and networking.

- Annual Conference.
- Heartbeat International Academy.
- Executive Roundtable.
- New Director Oasis.
- Institute for Center Effectiveness.

Complimentary Worldwide Directory Desk Reference™ published annually, also available online.

Resource manuals with a 20% affiliate discount on list prices plus complimentary copies of select, exclusive items through the "Affiliates-only" area of Heartbeat's website.

Option Line®, 24-hour, nationwide, toll-free contact center for referrals.

Life-Affirming Specialist (LAS) professional designation offered in conjunction with Seminars 2000.

International affiliate partner program connects U.S. affiliates with the start up, provision, and training of pregnancy centers and maternity homes around the world.

Pregnancy center research, manual errata, fact sheets, and research drawn from medical studies accessible to affiliates through the "Affiliates-only" area of Heartbeat's website.

Ambassador Program helps Heartbeat develop closer, more supportive relationships with center leaders.

Marathons for Moms connects local runners and walkers with fundraising opportunities for currently affiliated centers.



Heartbeat experts at your side with the right touch

In-depth, one-day, on-site training with a Heartbeat International expert - just \$495.00 for affiliates (\$695.00 non affiliates)



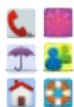
Consults for boards



GOVERN Well

A Heartbeat expert will work with 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 GOVERN Well: Your Personal Board Member Manual™. The insight and tools gained in this experience will energize Boards at any stage of development.

The following on-site trainings and consultations qualify participants for Life-Affirming Specialist (L/A/S) credit.
(Heartbeat manuals must be purchased separately.)



Training for client impact



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 can explore their special concerns with a Heartbeat expert so that they feel more confident going into their initial client interviews whether on the phone or in the office.

The Sexual Integrity Program

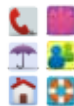
Prepare your center through this training to bring the bright future of God's universal plan for sexuality to your community. The program covers the reproductive system, healing sexual abuse trauma, Biblical foundations for God's plan for sexuality and is adaptable for diverse ethnic groups.

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.

Abortion Recovery

Heartbeat experts give live, 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.



Consults and retreats for centers



Single or multi-day – fees start at \$1,200.00 for affiliates (\$1,500.00 for non affiliates). Fees include in-depth, advance preparation on the part of Heartbeat experts.

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° Assessment reviews center operations, including legal and medical issues. A detailed, written report with recommendations summarizes your center's needs, strengths, and challenges.

Strategic planning

Heartbeat facilitators can work with you to answer the question, "What should our center look like in three to five years?" Advanced planning is required of your organization in preparation for the on-site visit.

Ministry retreats and banquets

Let Heartbeat facilitators help you make the most of your special events. For facilitator and inspirational speaker availability and fees, please call (888) 550-7577 or e-mail Trainings@HeartbeatInternational.org

Become an affiliate today! Visit HeartbeatServices.org or call (888) 550-7577 today for more information.

NEW!

...and just our affiliates
complimentary Heartbeat e-news

Subscribe online at HeartbeatServices.org/resources.



Capitol Matters™ keeps you up-to-date on current pro-life legislation. Any pregnancy help supporter who is interested in politics and how they affect the pregnancy help movement will look forward to this quick-read e-newsletter. *Capitol Matters* is an exclusive benefit of Heartbeat affiliation.



Kirk Walden, author of *The Life Trends Connection* (TLC), delivers proven development ideas and concrete action steps designed especially for Heartbeat affiliates. Delivered directly to affiliates' desktop via e-mail.



Heartbeat's quick-read e-bulletin for affiliates and supporters, *Take Heart* is a source of inspiration and information designed to lift your spirits as you lift your heart, mind, and the works of your hands to God.



This unique e-bulletin goes beyond just abstinence to delve deeper into the topic of sexual wholeness. Delivered directly to affiliates' desktop via e-mail.



On the LeaderBoard™ is an e-newsletter for pregnancy help ministry leaders. It covers a wide spectrum of leadership issues. From Board business and the terminology common to the business of pregnancy help ministries to the legal concepts and tips that a Christ-centered governing body facilitates – *On the LeaderBoard* is the forum.



Heartbeat's well-loved affiliate newsletter has taken on a whole new, interactive, electronic format. This e-newsletter contains ideas for programs, fundraising, client resources, plus "news" about affiliates and national events.



Affiliates receive this print digest twice yearly via USPS. *The Best of Heartbeat* keeps Heartbeat affiliates abreast of happenings at Heartbeat and in pregnancy help ministries around the world.

This Heartbeat exclusive, quick-read is tailored just for key governing leaders like you, including all Board members as well as executive directors, presidents, CEOs, and COOs. Delivered directly to affiliates' desktop via e-mail.

Pulse is now available to every center director and each board member of an affiliated Heartbeat pregnancy help ministry via e-mail. Back issues are easily accessible online at HeartbeatServices.org.

Are you missing the action because
you're not receiving these e-publications?

If you are a current Heartbeat affiliate, send us your current e-mail address: Affiliation@HeartbeatInternational.org

If you are not an affiliate, join the Heartbeat network today. Just send us your completed affiliation form, available online at: HeartbeatInternational.org/HeartbeatServices/pdfs/2011-Heartbeat-affil-form.pdf

staff and volunteer training

The LOVE Approach Training Manual,

3rd Edition

The LOVE Approach™ Training Manual continues to be a best seller! This is the well-loved, classic manual for training volunteers, staff, and supporters of life-affirming pregnancy help ministries worldwide. Low cost, optional training components enhance this new edition.

Originally developed by Peggy Hartshorn, Ph.D., Heartbeat International President, the method is simple to learn, has a powerful impact, builds confidence in volunteers and staff, and can make a difference in lives far beyond the pregnancy-help setting.

This manual teaches the principles of service in a life-affirming organization so that helpers feel more confident when they work with women in need.

Features

- Valuable classroom training and one-on-one sessions.
- Straight-forward, practical technique for advising clients in person, on the phone, and online.
- Convenient space for organizing materials from your center (i.e., policies and procedures, etc.).



Product code: 10LOVEAP3.0
Price: \$28.00

Talking About Abortion

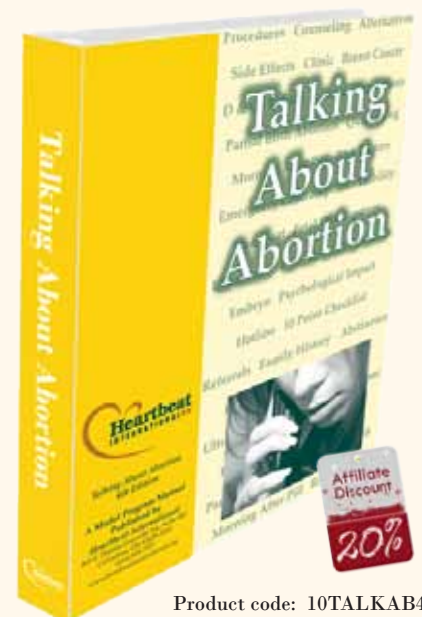
4th Edition

Help your center prepare volunteers to respond to callers and clients' highly emotional questions. Christ centered, sensitive, well documented, and factually correct, Talking About Abortion is THE resource for establishing consistency and continuity of information that your center offers the public.

The scripted answers for tough questions help volunteers provide clients with accurate information, experience greater success when working with clients, and avoid burnout.

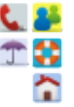
Features

- Developed from the experience of Heartbeat affiliates and the Option Line® model for sharing information on abortion.
- An excellent resource for in-person client consults or on phone helplines.
- Ten-point "Health and Safety Checklist," plus separate talking points on RU-486 and the "Morning After Pill."
- Easy-to-navigate tab format for quick search of answers to clients' and callers' specific questions.



Product code: 10TALKAB4.0
Price: \$25.00

LOVE Approach companion materials

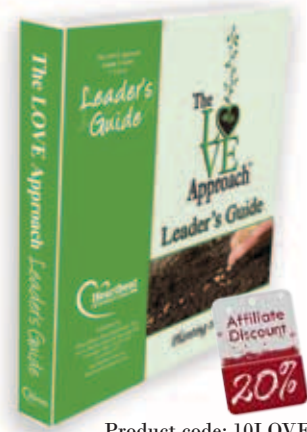


The LOVE Approach Leader's Guide

The LOVE Approach™ Leader's Guide is now available! The Leader's Guide includes a complete copy of The LOVE Approach Training Manual, 3rd Edition.

Features

- Leader's Guide includes the Training Manual, 3rd Edition.
- Step-by-step guidance for using the Training Manual.
- Enhanced teaching aids.



Product code: 10LOVE-LG1.0
Price: \$50.00



Product code: 10ADVOP
Price: \$65.00



Advocating Options
This secular adaptation of LOVE Approach and Talking About Abortion complies with government funding regulations.



The LOVE Approach online

The LOVE Approach™ Online supports Heartbeat's time-tested training manual, The LOVE Approach. The course's online modules allow users to self pace their work through The LOVE Approach, section by section.

Centers can also customize this training with center-specific policies and procedures, forms, and quizzes.

See page 10, Heartbeat International Academy, or visit HeartbeatServices.org/training/academy for details and pricing.



Price: Complimentary for affiliates

Heartbeat's well-loved affiliate newsletter has taken on a whole new, interactive, electronic format delivered directly to affiliates' desktop via e-mail. Back issues are easily accessible online at HeartbeatServices.org.



Price: Complimentary for affiliates

A print digest sent twice yearly via USPS keeps Heartbeat affiliates abreast of happenings at Heartbeat and in pregnancy help ministries around the world.

Management and training

Medical Perspectives

Should your center's future include medical services? *Medical Perspectives*™ will help your center explore the rationale of expanding into this new, pro-life area of high-value professional service. It also guides the steps for bringing medical services to your clients and community.

Developed jointly by Heartbeat International and Care Net experts, *Medical Perspectives* covers the planning, implementation, and principles important to pregnancy and women's well being. The manual also includes the tools your center needs to navigate and comply with U.S. regulatory standards.

Much of the guidance in *Medical Perspectives* applies no matter where in the world you carry out your ministry.

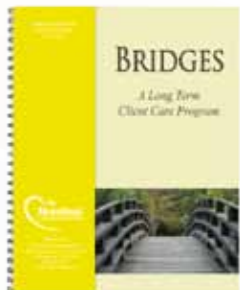
Note: The Medical Perspectives manual does not contain medical policy and procedures.



Product Code: 10MEDPER
Price: \$95.00

Features:

- Companion CD with job descriptions and sample forms.
- *Pregnancy Help Medical Clinics and Medicaid Funding* DVD (30MEDMOD if purchased separately).



Bridges: A Long-Term Client-Care Program, 2nd Edition

Product code: 10BRIDGE2.0

Price: \$15.00

Bridges helps clients make life changes and keep moms involved with your services up to six months after baby is born.

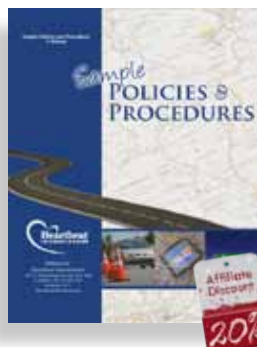


H.E.A.R.T. Manual and Leader's Guide

Product code: 10HEARTM/10HEARTL

Price: \$15.00/\$25.00

The Healing the Effects of Abortion-Related Trauma Manual gives outlines, readings, Scripture passages, pages for journaling, letter writing as well as the "how to" for using the manual with a group or one-on-one.



Sample Policies and Procedures

Product code: 10POLICY1.0

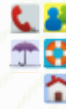
Price: \$50.00

Watch for the release of this brand new foundational tool for your pregnancy center.

Coming in 2012!



DIRECT Well



Whether you direct a center in Australia, Zimbabwe, the U.S.A., or anywhere in between, this manual will help you make the most of the opportunities and responsibilities that you manage.

DIRECT Well[™] equips new directors and refreshes seasoned directors for effective day-to-day operations and for framing the big picture squarely in our Christ-centered values. Why reinvent the wheel? With this comprehensive resource, you have a desk reference at your fingertips that helps you *DIRECT Well* with confidence.

Features

- Six key responsibilities of directing an organization well.
- Tips on Key Fundraising Strategies.
- Legal Issues for Helpers in U.S.-based centers.
- Examples of budgets, financial reports, organizational charts, and Director job descriptions.
- Extensive, adaptable forms for recruiting, screening, and guiding volunteers.
- Companion CD with reproducible forms.

Product code: 10DIRWELL1.0
Price: \$95.00

Also in 2012!

Nurses' trainings with contact-hour credit.

Watch for details in your issue of *Pulse*, Heartbeat's newsletter for affiliates.

Creative Games to Help Clients Heal

Price: Complimentary download for Heartbeat affiliates at HeartbeatServices.org, "Affiliates-only" section.

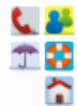
An excellent teaching aid, "Creative Games to Help Clients Heal" is another benefit of Heartbeat affiliation. Helen Risse, RN, MSN of Our Lady's Inn in Missouri, a Heartbeat affiliate, developed this tool.

Take Heartbeat's quick-read e-bulletin for affiliates and supporters is a source of inspiration and information designed to lift your spirits as you lift your heart, mind, and the works of your hands to God. Sign up at HeartbeatServices.org/resources.



Product code: 10STAFF1.0
Price: \$95.00

staffing Essentials



Tired of searching for specific answers regarding staffing issues? *Staffing Essentials*[™] is the perfect resource for those responsible for staff, whether your workers are paid or volunteer. *Staffing Essentials* puts at your fingertips the Christ-centered practices for proper employee dynamics from hiring, job descriptions, performance reviews, and terminations to practical help with organizational structures, valuing volunteers, and more.

Features

- A how-to guide for recruiting and hiring.
- Policies and procedures for your center's personnel structure.
- Sample job descriptions, performance reviews, and exit interviews.
- Ideas for nurturing your staff and volunteers.
- Important steps to take when termination is necessary.
- Companion CD with reproducible forms.

Heartbeat Academy

High touch meets high tech



Heartbeat International AcademySM provides life-affirming leaders, staff, and supporters with access to online workshops, forums, and courses on timely pregnancy help topics. Heartbeat experts moderate and lead these trainings. Many of the online trainings are based on Heartbeat's materials.

The Academy's easy-access knowledge base appeals to people engaged in any life-affirming organization as well as those who are interested in life-affirming ministry.

You can start today with no obligation – just create your Academy account so that you receive a monthly calendar announcing innovative, live webinars and courses. That way, you are ready to jump right in and enroll in Academy programs when the topics and times are right for you. Your Academy account also gives you access to the Academy library of recorded webinars and courses.

Create your Academy account today at HeartbeatServices.org/training/academy to receive news about what is coming each month!

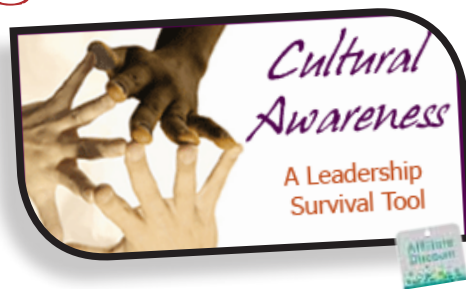
Enhance your own skills and your center's effectiveness!

- Easy, anywhere access. All you need is an Internet connection.
- On-demand training, 24/7 for an ever-increasing selection of programs.
- Hot topics in fundraising, center defense, and more.
- Cost-effective prices.
- Affiliate-only discounts on special offerings.

Below is a sampling of on-demand webinars.



Abortion on Demand (Part 1)
Price: \$24.95



Cultural Awareness
Price: \$29.95



Human Trafficking & Your Center
Price: Complimentary for affiliates

Webinar workshops and forums

The Academy webinars' wide-ranging topics are designed especially for those involved in the pregnancy help movement. Webinars are held live and their recorded versions are usually available on demand. Enroll online at HeartbeatServices.org/training/academy.



Online courses

Join the Heartbeat International 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 today with flexible choices even as you wait for your center to organize its next in-house group training!

To enroll, visit HeartbeatServices.org/training/academy, create an account and sign up for any online course today. For customized training options, contact elarning@HeartbeatInternational.org.

Online course features

- Great versatility for group instruction or self-paced study.
- Accessible 24/7 via internet.
- Dynamic, multi-media activities with progress tracking features.

Now available...

The LOVE Approach Online

Price: \$28.00 (affiliates)/\$35.95 (non-affiliates)

Heartbeat International's time-tested training is now online and affiliates are loving it! The online training course enhances *Heartbeat's foundational training manual, The LOVE Approach*.

In this online course, users participate in a dynamic learning experience as they work through the Foundational Principles, The Four Steps of LOVE, and the Legal Principles that all paid and volunteer staff should know.

The online course features modules that allow you to self pace your work through *The LOVE Approach*, section by section. Practical features allow you to summarize your center's policies and procedures in a handy, customized, print-friendly reference guide.

Another exclusive benefit of Heartbeat affiliation is the option of tailoring *The LOVE Approach* Online course just for your center. Special customization price for affiliates: \$295.00 (annual fee). Call Heartbeat today to discuss your center's specific LOVE Approach training needs.

GOVERN Well Online

Price: \$19.95 (affiliates)/\$29.95 (non-affiliates)

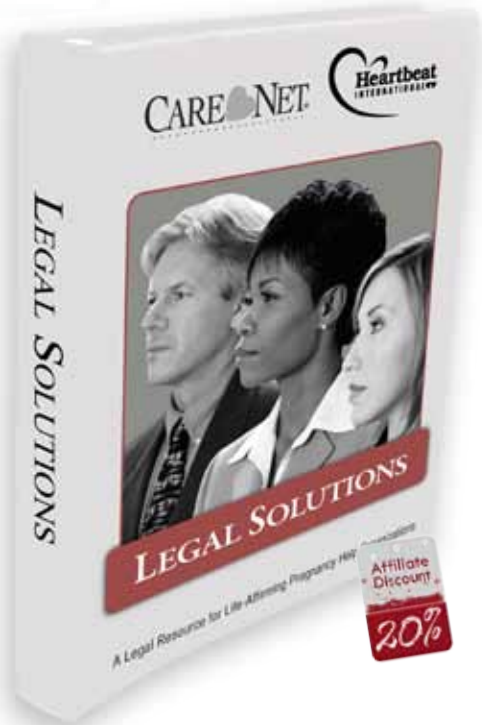
This online training takes new and seasoned Board members alike through Heartbeat's *GOVERN Well* manual on their own schedule. Board members can learn about or refresh their understanding of their GOVERN responsibilities as they review the six proven areas of governance. The course includes key exercises designed to explain and reinforce the various Board responsibilities.

Coming soon...

- *Abortion on Demand* series, parts 2 and 3.
- *Sexual Integrity Program Online*.
- Nurses' trainings with contact hour credit.

Watch for news about live webinar and course offerings in Pulse, in e-mail announcements, and online at [Heartbeat Services.org/training/academy](http://HeartbeatServices.org/training/academy).

board governance



Legal solutions

Heartbeat International and Care Net have joined forces to bring you the latest legal information in our *Legal Solutions*TM manual.

This handy resource for life-affirming ministries will help you establish and evaluate policies and procedures. *Legal Solutions* also is intended to be a reference for handling unusual circumstances that can arise in your day-to-day operations.

Many of the topics discussed in this manual are germane to any non-profit organization including pregnancy resource centers, maternity homes, stand-alone post-abortion programs, adoption services, abstinence programs, and other pro-life ministries.

Legal Solutions will help you, your board, and staff gain a panoramic understanding of the legal issues important to your ministry.

Features

- Parameters for successful legal compliance.
- Real-life examples to help you protect your ministry.
- Criteria for evaluating when to seek legal help.

Product code: 10 LEGSOL
Price: \$95.00



A Health Assessment for Your Organization, 4th Edition

Product code: 60HEALTH
Price: Complimentary for Heartbeat affiliates.
Download from
HeartbeatServices.org in the
Affiliates Only section.

Board members, directors, and center leaders can use the Q&A in the *Health Assessment*TM to take stock of where your center is and plan where you need to go.



A Vision for Your Organization, 3rd Edition

Product code: 10VISION3.1
Price: \$15.00

You and your center have the passion. God has given you the mission. *Vision* will help you translate your passion into a plan to change the world through your vision, one person at a time.

Affiliate Salary Survey

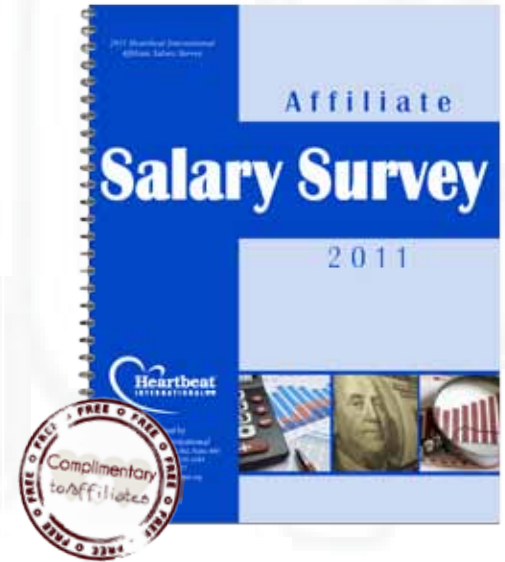
The *Affiliate Salary Survey*™ of nationwide, life-affirming entities helps you compare your compensation plan for key employees to other, similar organizations.

Includes compensation for:

- Executive director.
- Client services director.
- Nurse manager.
- Development director.

Product code: 60SALARY11

Price: Complimentary for Heartbeat affiliates. Download from HeartbeatServices.org in the Affiliates-only section.



Product code: 10GOVWELL2.0
Price: \$28.00

GOVERN Well: Your Personal Board Member Manual

2nd Edition

GOVERN Well™ helps your new and seasoned Board members move your center to the next level of effectiveness by connecting — or reconnecting — with these qualities as expressed in key areas: Goals, Ownership, Values, Effect, Regulate, and Nurture.

Your Board will value the *GOVERN Well* manual for its clear, practical, and spiritually uplifting insight into how different Boards lead their organizations. This manual guides Board members toward the vision and consensus of expectations so that they can keep resources focused on the mission.

Features

- Explanation of the six proven areas of governance that successful Boards use.
- Clear delineation on Board and director responsibilities.
- Examples of center organizational charts plus Board member and director's job descriptions.
- Sample calendars, worksheets, financial reports, Statements of Vision and Mission, and more.

GOVERN Well Online

Enroll at HeartbeatServices.org/training/academy

Price: \$19.95 (affiliates)/\$29.95 (non-affiliates)

The perfect companion to the *GOVERN Well* manual! This Heartbeat International Academy online training takes new and seasoned Board members alike through Heartbeat's *GOVERN Well* manual on their own schedule. Your Board members can enroll today to learn about or refresh their understanding of their GOVERN responsibilities.



fundraising help

Practical, cost effective fundraising help that fits your schedule and budget, at your convenience.

On your computer

The Power of the Pen: The Hidden Value of Appeal Letters

Price: \$19.95 (affiliates)/\$29.95 (non-affiliates)

Join Kirk Walden, founder and president of LifeTrends, to learn how to leverage the power of the pen and create effective appeal letters that get read and get results.

Social Networking that Reaches Donors: Introduction

Price: \$34.95 (affiliates)/\$44.95 (non-affiliates)

Learn how to start and manage a Facebook page and Twitter account. In this webinar, Christine Dattilo shares key information for building a community of support for your pregnancy help center using social networking tools.

Social Networking that Reaches Donors: Intermediate

Price: \$34.95 (affiliates)/\$44.95 (non-affiliates)

Take your Facebook page to the next level with donors! Use the boatload of tips and tools for effective social networking that you will learn in this webinar.

E-mail Marketing to Donors

Price: \$19.95 (affiliates) \$29.95 (non-affiliates)

Understand the benefits of e-mail marketing for your organization, be able to build an effective email contact list, and know how to use email effectively to build a relationship with supporters.



Enroll in webinars online at heartbeatservices.org/training/academy

The WOW Banquet

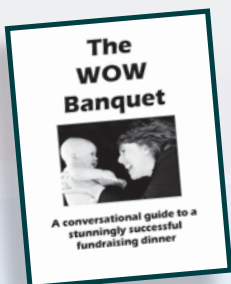
To order: LifeTrendsOnline.com or call (615) 870-4490

Price: \$79.00 affiliates / \$89.00 non affiliates

Written by Kirk Walden, The WOW Banquet gives you the inside scoop on what works, what doesn't, and what you can do to take your event to an entirely new level.

Features:

- How to reach men (by a guy who knows what we're thinking).
- Secret keys to staying on message and on time.
- The untold needs of your guests -- and how to meet each one.
- When to ditch conventional banquet principles in order to gain stunning results.
- 200+ pages of insight.



On your bookshelf

How to Write a Winning Grant Proposal
CD and Workbook  

Product code: 40GRANT2.0

Price: \$28.00



A compelling proposal is the number-one success factor in funding your grant. Peggy Hartshorn, Ph.D., author of *How to Write a Winning Grant Proposal*, presents a practical approach to crafting your proposal. Use this aid to gain key insights and techniques that can lift your proposal above the rest and convince grantors to fund your program. In an easy-to-use, three-ring binder format.

Sexual Integrity Program Online course!

Coming in 2012!

Sexual integrity

Watch your e-mail for announcements about live webinar offerings!

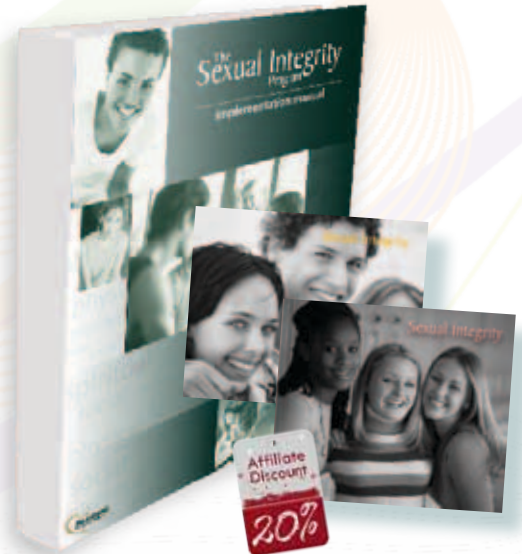
Implementation Manual package, Sexual Integrity Program

Product code: SIP1-0
Price: \$85.00

Implementation, with its foundational philosophy and methodology, research on the issues, and teaching aids, is the place to start building your center's Sexual Integrity program.

Package features

- An Invitation to Sexual Integrity promotional DVD.
- Three books with study guides.
- One each of the Sexual Integrity booklets.



The Sexual Integrity™ Program Preview

Sexual Integrity Program Preview Online

Enroll online at HeartbeatServices.org/training/academy
Complimentary online tool for Heartbeat affiliates

This overview is the perfect way to gain familiarity with the Sexual Integrity Program tools so that you can better decide how to begin creating and implementing the Sexual Integrity Program in your center.

focus on fertility set

Product code: SIP9-0
Price: \$120.00

Equip your center to help women escape the revolving door that leads to unexpected pregnancy and abortion. This set offers women new understanding of their reproductive system, respect for the value of their own bodies, and a compelling reason to seek sexual wholeness.

Set includes

- A DVD for clients featuring Emily Sederstrand, certified fertility educator.
- A workbook for clients with leader's guide (SIP9-2 if sold separately from the *Focus on Fertility* set).
- DVD with three staff-training sessions led by Katy Flood and Kathleen McGee (SIP9-1 if sold separately).



OptionLine

Call anytime 800•395•HELP

optionLine national contact center

Option Line® connects women in need with their nearest pregnancy help center by toll-free phone calls, e-mail, and web-chat. The 24/7 Spanish and English hotline is a benefit offered to qualifying Heartbeat affiliates that operate in the U.S. and Canada. Option Line advertises the services of pregnancy help centers through the Option Line website, billboards across the country, TV commercials, and mass transit ads.

The new, interactive Option Line website, a joint venture of Care Net and Heartbeat International, features attractive, simplified navigation and new chat technology. One of the most dynamic programs in the pro-life movement, Option Line is the only national, multi-channel contact center providing information about abortion risks and alternatives for women facing an unexpected pregnancy.



Learn how your pregnancy help center can qualify for Heartbeat's Option Line benefits. Call (614) 802-2808.

optionLine Extend



The Option Line Extend™ website builder gives your pregnancy help center, no matter the size or ministry model, the opportunity to have a professional Internet presence to reach an audience that is looking for you online. With Option Line Extend, you can have a high-impact, client, and/or ministry website for a minimal investment.

Option Line Extend offers professional-looking, cost-effective websites at three different levels of customization from Basic and Premium Client Sites to an extensive Ministry Site package. Each of these choices provides an efficient and effective way to keep donors and friends connected with your mission.

Visit OptionLineExtend.com or call (614) 802-2808 to discuss your needs and which of these choices best suits the needs of your center.

INDEX OF RESOURCES

20% off item price for Heartbeat affiliates



Enroll directly online in Heartbeat International Academy trainings at HeartbeatServices.org/training/academy.

Pregnancy help ministry resources

Title	Page #	Product code	Item price
2012 Worldwide Directory Desk Reference (Complimentary to affiliates - available early 2012)	-	10WWDIREC 12	\$25.00
A Health Assessment for your Organization, 4 th Edition (Complimentary to affiliates)	12	60HEALTH	\$10.00
A Vision for Your Organization, 3 rd Edition	12	10VISION3.1	\$15.00
Advocating Options	7	10ADVOP	\$65.00
Affiliate Salary Survey 2011 (Complimentary to affiliates)	13	60SALARY11	\$50.00
Bridges: A Long-Term Client-Care Program, 2 nd Edition	8	10BRIDGE2.0	\$15.00
DIRECT Well	9	10DIRWELL1.0	\$95.00
GOVERN Well: Your Personal Board Member Manual, 2 nd Edition	13	10GOVWELL2.0	\$28.00
How to Write a Winning Grant Proposal CD and Workbook	14	40GRANT2.0	\$28.00
H.E.A.R.T. Manual, 3 rd Edition	8	10HEARTM	\$15.00
H.E.A.R.T. Manual Leader's Guide, 3 rd Edition	8	10HEARTL	\$25.00
Legal Solutions	12	10LEGSOL	\$95.00
Medical Perspectives Package (includes DVD)	8	10MEDPER	\$95.00
The LOVE Approach Training Manual, 3 rd Edition	6	10LOVEAP3.0	\$28.00
The LOVE Approach Leader's Guide	6	10LOVE-LG1.0	\$50.00
The LOVE Approach Package	-	10LOVE&ADV	\$75.00
Pregnancy Help Medical Clinics and Medicaid Funding	8	30MEDMOD	\$50.00
Sample Policies and Procedures - NEW!	8	10POLICY1.0	\$50.00
Staffing Essentials	9	10STAFF1.0	\$95.00
Talking About Abortion, 4 th Edition	6	10TALKAB4.0	\$25.00

The Sexual Integrity™ Program packages

Title	Page #	Product code	Item price
Implementation Manual package includes the following materials — SIP1--2, SIP1-3, SIP1-4, SIP1-5, SIP1-6, SIP1-7, and SIP8-1 plus sample of Teen and Mature (pink and gold) brochures	15	SIP1-0	\$85.00
Fertility Education Manual package includes the following materials — SIP2-1, SIP2-4, AND SIP2-5	-	SIP2-0	\$75.00
Fertility package includes the following materials — SIP2-1, SIP2-4, SIP2-5, SIP9-1, and SIP9-2	-	SIP2-P	\$175.00
Focus on Fertility set includes the following materials — SIP9-2, SIP9-1	15	SIP9-0	\$120.00
Complete Sexual Integrity Program package gives you all the SIP materials including — Implementation Manual (SIP1-0), The Blueprint for Sexual Integrity (SIP4-0D), Steps to Sexual Health (SIP5-0D), Focus on Fertility Set (SIP9- 0), Fertility Education Manual (SIP2-0)	-	SIP-PRO	\$495.00

INDEX OF RESOURCES

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Sexual Integrity™ individual materials

Title	Page #	Product code	Item price
An Invitation to Sexual Integrity (promotional DVD)	-	SIP8-1	\$20.00
“Charting Your Cycle” (6-month chart with stickers, minimum order 20)	-	SIP2-5	\$8.00
Fertility Education Manual (manual only)	-	SIP2-4	\$35.00
Focus on Fertility (DVD with workbook for clients with Leader’s Guide)	15	SIP9-2	\$85.00
Focus on Fertility training (DVD for staff)	15	SIP9-1	\$40.00
Implementation Manual (manual only)	-	SIP1-7	\$35.00
Laminated cards (per set—one STD’s card and one Marriage card)	-	SIP1-2	\$4.00
Sexual Integrity booklets (bundle of 100) - Teen (Pink)	15	SIP1-T	\$50.00
Sexual Integrity booklets (bundle of 100) - Mature (Gold)	15	SIP1-1	\$50.00
Single Men Are Like Waffles—Single Women Are Like Spaghetti (book)	-	SIP1-3	\$13.99
Steps to Sexual Health (Journal and DVDs)	-	SIP5-0D	\$150.00
The Blueprint for Sexual Integrity (Workbook and DVDs)	-	SIP4-0D	\$125.00
The Five Love Languages (book)	-	SIP1-4	\$14.95
Treatment of Reproductive Disorders (CD)	-	SIP2-1	\$10.00
When God Writes Your Love Story (book)	-	SIP1-5	\$10.00
Why Marriage Matters, 2 nd Ed. (booklet)	-	SIP1-6	\$5.00

ORDERING HEARTBEAT RESOURCES

Additional copies of the Resource Order Form and the 2012 Resource Catalog are available at HeartbeatInternational.org or by request: e-mail us at Resources@HeartbeatInternational.org or phone us at (888) 550-7577.

Order time:

Allow a minimum of two weeks for orders to be processed. Additional shipping costs may be required for expedited orders.

Return policy:

Please notify Heartbeat International if you receive resources in a damaged or incomplete condition. Heartbeat will exchange a damaged product for a new one if the damaged item(s) is returned within 30 days (20 regular business days) of receipt and is accompanied by a specific explanation of the damage.

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Upcoming events for you - Invest in your leadership skills.

2011-2012 Events Calendar

These events qualify for Life-Affirming Specialist (LAS) credit. For details, price, applicable discounts, and online registration for the following events, please visit HeartbeatServices.org.

Dates are subject to change.

Babies Go To Congress™

Washington, D.C. - January 22-24, 2012

Heartbeat affiliates, with your babies and moms, can put an exclamation point on the nation's 38th Annual March for Life in Washington, DC. This is an opportunity for babies and their moms to deliver a strong, clear message to their congressional representatives: "Pregnancy centers are good for America." Plan to join us!

Institute for Center Effectiveness

Dallas, Texas - January 30-February 2, 2012

Each year, key center personnel deepen their leadership skills and effectiveness by diving into the vital topics of leadership and fundraising. Heartbeat partners with professional leadership trainers and executive coaches to facilitate these dynamic core tracks.

41st Annual Heartbeat International Conference

Los Angeles, California - March 26-29, 2012

Invest in you and your center – for today and the future. The Heartbeat Conference is recognized as one of the best values in the world for pregnancy help centers: ministry leaders, staff, Board members, and volunteers of life-affirming pregnancy resource centers, medical clinics, maternity homes, non-profit adoption agencies, and professionals in the areas of medicine, counseling, social work, and education.

New Director Oasis

Columbus, Ohio - August 13-16, 2012

Seasoned ministry presenters and consultants assemble especially for new directors (fewer than three years of experience). This interactive training equips new directors to navigate their leadership in ministry successfully.

Heartbeat Academy – online learning and webinars

Any time, any computer!

Heartbeat International Academy(sm) provides life-affirming leaders, staff, and supporters with access to online workshops, forums, and courses on timely pregnancy help topics. Heartbeat experts moderate and lead these trainings. Many of the trainings are based on Heartbeat's materials.

On-site consultations

Your center! By appointment

Heartbeat can come to you with on-site consultations as well as legal and medical reviews, right at your own center.



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Heartbeat offers you high-tech with high-touch training options to help you make the most of your time and treasure.

The Heartbeat International Academy brings cost-effective, time-saving webinars, forums, and courses right to the desktop of every pregnancy help center's staff, leader, and supporter. The live webinars combine convenience with the opportunity to interact with Heartbeat experts for Q & A, and in some cases, online discussions.

Affiliates and pregnancy help supporters can tap into Academy online courses and recorded webinars any time and anywhere via Internet. This is a great way to train new Board members, leaders, and staff – paid and volunteer. *The LOVE Approach*, Heartbeat's core technique and just one example of Academy online course offerings can also be customized with elements specific to your center.

Combining onsite trainings and consultations, personalized by Heartbeat experts, with Academy online resources and Heartbeat's traditional training materials creates even more effective ways for your center to build capacity.

If your center is a Heartbeat affiliate, take one of the Academy's complimentary webinars today and discover the opportunities at your fingertips. If your center is not an affiliate, contact Heartbeat today for information about joining the Heartbeat worldwide network.

A whole new way to LOVE!



All of *The LOVE Approach* training materials and programs work together to help volunteers, employees, and supporters feel more confident when they work with women in need. New staff, existing staff, and anyone interested in learning how to put *The LOVE Approach* into practice can benefit from these training materials.

The LOVE Approach Leader's Guide

The LOVE Approach™ Leader's Guide is now available! *The Leader's Guide* includes a complete copy of *The LOVE Approach Training Manual*, 3rd Edition.

Features

- *Leader's Guide* includes the *Training Manual*, 3rd Edition.
- Step-by-step guidance for using the *Training Manual*.
- Enhanced teaching aids.

The LOVE Approach Online

The LOVE Approach™ Online supports and enhances Heartbeat's time-tested training manual through versatile, online modules. You can work through the different sections of *The LOVE Approach* at your own pace. The online modules also work well in group training.

Heartbeat International Academy

Enroll in Heartbeat International Academy trainings online at HeartbeatServices.org/training/academy.

The Heartbeat International Academy is open 24/7, online. Now each and every pregnancy help ministry worker, supporter, and center can take advantage of Heartbeat's new multi-media, online offerings.



Enhance your own skills and your center's effectiveness!

- Cost-effective, online trainings.
- Easy, anywhere, anytime access. All you need is an Internet connection.
- Affiliate-only discounts on special offerings.
- Webinars like *What's New About The LOVE Approach™* – an inside look at this new edition of Heartbeat's cornerstone training manual.

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