

Sample/Church Pack Information

What is a Sample/Church Pack?

A Sample Pack includes 25 samples of one of the brochures offered for Sanctity of Human Life. Traditionally a pastor's letter is sent along with a sample making it then a "Church Pack".

How do I use a Sample/Church Pack?

You can mail a pastor's letter and a sample of the SOHLS brochure to area churches, inviting them to join in celebrating the Sanctity of Human Life Sunday, this January 23. Traditionally, a letter to the pastor is sent along with a sample of the brochure explaining their use. A sample pastor's letter has been provided for your use.

Why use a Sample/Church Pack?

First impressions really do make lasting impressions. As you begin building relationships with your local churches, it is important to present yourself well. What better way to do so than with a sample brochure that is personal and professional?

How do I get started?

Step 1 – Make a Plan

Begin early in October by identifying churches that may participate in commemorating Sanctity of Human Life Sunday (January 23, 2011). Pray for new church relationships and involvement opportunities. Create a list of churches including their contact information.

Step 2 – Order and Customize Communication Tools

Order sample pack(s) of the brochure version of your choice (25 samples/pack). Purchase packs at the Care Net Conference or call 800-237-5030 to order samples starting September 13, 2010.

Download a Pastor's letter to print on your personal letterhead. Personally sign your letters and be sure to fill in the information specific to your center (contact number, please respond by date, date of when they will receive their order of brochures).

Step 3 – Build Relationships

Mail out your customized package to the list of churches you developed in step 1. Make a follow-up phone call or visit to answer questions and take order for brochures. Ask the Pastor or committee if the work of your pregnancy center may be able to be highlighted on Sanctity of Human Life Sunday (make reference to the tear-off portion of the Pastor's letter). You might be allowed to speak, take up a special offering or place an information table at the church.

Step 4 – Place order for SOHLS brochures

Order your choice of brochure online. Choose whether you want your brochure customized, blank or flat (to be printed locally). You may also call 205-979-7909 to order. Blank and 2-Up Flat orders must be in increments of 100. Customized orders must be in increments of 200 and a minimum order of 2,000 brochures.