



# *Heartbeat Academy* **Resource Catalog 2024**



**IN-PERSON | ONLINE | IN-PRINT**

**HEARTBEATSERVICES.ORG**

**SUPPORT@HEARTBEATINTERNATIONAL.ORG**

**1-888-550-7577**



# Welcome to the Academy

Empowerment, Education, and Encouragement for Pregnancy Help Worldwide

Heartbeat International’s network of more than 3,500 faith-based, non-profit pregnancy resource centers, medical clinics, maternity homes, and adoption agencies in more than 90 countries are touching, impacting, and saving lives around the world. Just like the image-bearers you serve, each organization is unique. Through varied methods, programs, and services you meet the needs of your clients and communities. These differences don’t divide us; instead, we work together—**United for LIFE!**

You and your ministries are unique, so Heartbeat Academy provides customizable learning opportunities to equip you to serve wherever you may be. The Academy provides tools, information, and education to keep you equipped and encouraged through podcasts, publications, interactive webinars, live virtual classes, on-site consultations, annual conferences, and the Pregnancy Help Institute. Choose what you want to utilize, or reach out to us via email or phone, and Academy support will help you discover your personalized learning plan.

We invite you to join more than 10,000 Academy students who are learning and working to make the world a place where new life is cherished, children are nurtured within strong families, and abortion is unthinkable as we stand together—United for LIFE!

*Tracie Shellhouse*

Tracie Shellhouse, MCLC, LAS  
Vice President, Heartbeat International



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## Our Vision

A world where every new life is welcomed and children are nurtured within strong families, according to God's Plan, so that abortion is unthinkable.

## Our Mission

Heartbeat International's life-saving mission is to **REACH** and **RESCUE** as many lives as possible through an effective global network of life-affirming pregnancy help that **RENEWS** communities for LIFE.

We **REACH** people and organizations to empower them through services, products, and education that provide true reproductive health care and ministry.

We **RESCUE** those who are at risk for abortion through our network of care—where lives are saved and changed.

We **RENEW** broken communities around the world by developing and sustaining pregnancy help organizations where abortion clinics are the only alternative for abortion-vulnerable women.



# The Heartbeat Difference

As the world's largest network of pregnancy help, **Heartbeat is here to invest in you.** We exist to help you and your team accomplish your goals by providing a myriad of training on spiritual growth, workday stewardship, effective boardroom practices and even launching a new vision. We're here to serve you as you seek God's best in your work.

Whether your ministry is just starting or is well-established, our role is to come alongside you every step of the way. **We're in this together.**

From pregnancy help centers and clinics to housing and nonprofit adoption agencies, our mission is to support your life-affirming mission. Heartbeat affiliates participate in a network whose vast, God-given vision advances the pregnancy help movement worldwide and receive the following benefits of affiliation:

- 20% Discount - applies to most training, manuals, and webinars
- Exclusive Grant Opportunities
- Option Line 24/7 National Contact Center
- Complimentary affiliates-only material in e-newsletters with timely specialized topics designed for those on the frontlines of pregnancy help
- Faith-Based Retirement Plan - exclusively for Heartbeat International's headquarters and affiliate organizations
- On-Site Training and Consultation

*And so much more...* Scan the QR code above to learn more.

## Pregnancy Help On-Demand

Heartbeat Academy | Pregnancy Help News | Pregnancy Help Podcast



**PREGNANCY  
HELP NEWS**





## Heartbeat International Affiliation Cost:

\$300.00 per year (U.S.)

-or-

\$250.00 per year (*dual-affiliate discount*)

*We know that we are better together. Receive \$50 off your affiliation cost if you are a member of one (or more) of the following: National Institute of Family and Life Advocates (NIFLA), Care Net, Christian Life Resources, International Life Services, National Life Center, Life Matters Worldwide, National Christian Adoption Fellowship, ICU Mobile, Save the Storks.*

-or-

\$70.00\* per year for each organization outside the U.S.

*\*Complimentary for non-U.S. organizations if affiliated with our joint-affiliate partners: Pregnancy Help Network (South Africa), Association for Life of Africa (AFLA), Be'ad Chaim, Centros de Ayuda para la Mujer Latinoamericana (CAM), Pregnancy Care Canada, Movimiento per la Vita (MPV), Pregnancy Help Australia (PHA), ProVida, or Pregnancy Support Services Asia (PSSA).*

# Online: The Heartbeat Academy



The Heartbeat International Academy<sup>SM</sup> provides life-affirming leaders, staff, and supporters with access to courses, webinars, and online workshops on timely pregnancy help topics such as the abortion-minded client and how to identify victims of human trafficking.

The Academy's easy access to an ever-growing knowledge-base appeals to people engaged in any life-affirming organization, and to those interested in getting involved in life-affirming ministry.

## **The Academy is your online source for:**

- Access to more than 350 live and recorded webinars
- Learning plans to help you earn your Life Affirming Specialist Certification
- Nursing contact hour courses
- Online training courses
- Customized training courses for your entire center
- Ultrasound training for nurses

## **Webinars:**

- Easy access anytime, anywhere with an internet connection
- On-demand training, 24/7
- Ever-increasing selection of programs
- Cost-effective prices

## **Online courses:**

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

## **Live Virtual Classes**

Each quarter Heartbeat Academy offers live virtual classes designed to provide in-depth training tailored to your organization's needs! Taught by our growing team of Heartbeat faculty members, these classes vary each quarter in topic and length, but each invites you to focus on and enhance your expertise over the course of a few weeks.

Learn more at [HeartbeatServices.org/academy/live-classes](https://HeartbeatServices.org/academy/live-classes)

# In-Person, Online, In-Print

Heartbeat International is committed to providing top-level training to the pregnancy help movement through our printed materials, on-site trainings and conferences, virtual consultations, and online academy resources. We believe that all pregnancy help organizations should have access to quality training at all times. Certain topics allow for continuous education through a variety of channels as indicated below.

	In-Print	Online	eNews	In-Person
<b>Management and Training</b>				
Directing Essentials	✓		✓	✓
Staffing Essentials	✓			
Legal Essentials	✓	✓		
Sample Policies and Procedures	✓			
<b>Medical Impact</b>				
Medical Essentials	✓	✓	✓	
Sample Medical Policies and Procedures	✓			
Abortion Pill Rescue Training	✓	✓	✓	✓
Ultrasound Training		✓		✓
<b>Staff and Volunteer Training</b>				
The LOVE Approach	✓	✓		✓
The LOVE Approach Leaders' Guide	✓	✓		✓
The LOVE Approach Bilingual Kit	✓			
Built By Design	✓	✓		
Talking About Abortion	✓	✓		✓
HEART Manual and Leaders' Guide	✓	✓		✓
<b>Board Management</b>				
Governing Essentials	✓	✓	✓	✓
A Health Assessment for Your Organization	✓			✓
A Vision for Your Organization/NGO	✓			✓
Pregnancy Help Salary Survey	✓			
<b>Fundraising Help</b>				
How to Write a Winning Grant Proposal	✓	✓	✓	
Banquet Planning from Scratch	✓	✓	✓	
Firm Foundations	✓	✓	✓	✓
201 Ways to Say Thank You	✓		✓	
<b>Housing Helps</b>				
Maternity Housing Essentials	✓	✓	✓	
<b>Sexual Integrity</b>				
Women's Sexual Wellness	✓	✓	✓	✓
<b>Bundles</b>				
Pregnancy Help Starter Kit	✓	✓	✓	✓



# In-Person: Experts on Your Side

## 2024 Event Calendar

Annual Training Conference - April 24-26	Pregnancy Help Institute - July 22-26
Nurses Appreciation Week - May 6-12	ConCERT - sessions start January & September
Babies Go to Congress - June	Pregnancy Help Appreciation Week - November 11-15

LOVE Approach Ultrasound Clinical - February, April, July, September

### **LOVE Approach Ultrasound Clinical** (held quarterly)

Connecting the technical needs and the spiritual needs of those working in pregnancy help, this first-of-its-kind training is held in two parts: First, students complete an online didactic ultrasound training through Heartbeat International's Academy which meets the Association of Women's Health Obstetric and Neonatal Nurses (AWHONN) guidelines. Next, students come on-site to complete an in-person scan lab experience which provides the environment needed to complete the required scans on women. By combining the technical, practical, and spiritual elements into one pregnancy help medical training, nurses will work towards being fully equipped, qualified, and ready to scan within their center.

### **Pregnancy Help Institute**

Join us in Columbus, Ohio, July 22-26, 2024, for the Pregnancy Help Institute. The Institute consists of three intensive, week-long, focused tracks. Whether you're a new director, fundraising specialist, or a seasoned professional, we have training designed for frontline lifesavers like you. Learn more online at [HeartbeatServices.org/Training](https://HeartbeatServices.org/Training).



## Conference - In-person & Virtual

Be a part of the largest pregnancy help conference in the world from April 24-26, 2024, in Salt Lake City, Utah. The Annual Conference fuses learning concepts and allows us to reach more people with insights and encouragement. The simultaneous in-person and virtual experiences include unique content, and those attending the in-person portion have access to both in-person and virtual workshops. The Annual Conference is full of learning and networking opportunities to train pregnancy help leaders and staff on all aspects of pregnancy help. Go to [HeartbeatServices.org/Training](https://HeartbeatServices.org/Training) for more details.

## Consults and Retreats

Heartbeat on-site training and consultations support the uniqueness of your center as you equip staff and leaders to carry out your mission with confidence. Standard one-day, on-site training and consultations with a Heartbeat team member can be customized to fit your unique needs.

Call (888) 550-7577 or email [Trainings@HeartbeatInternational.org](mailto:Trainings@HeartbeatInternational.org)  
to book your in-person consultation today!

**REGULAR PRICE: \$1,200 | AFFILIATE PRICE: \$1,000**

## 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 explore specific concerns with a Heartbeat expert, creating confidence leading into their initial client interviews, whether on the phone or in the office.

## Talking About Abortion

Paid and volunteer staff 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.

## Governing Essentials Board Training

A Heartbeat expert will work with your 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 *Governing Essentials: Your Personal Board Member Manual®*.

## Abortion Recovery

Heartbeat experts give 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.

## Strategic Planning

Heartbeat experts can work with you to answer the questions, "What should our organization look like in three to five years?" and "How do we get there?" Advanced planning is required of your organization in preparation for the on-site visit.

## Center 360° Assessment

Gain organizational perspective as you make decisions to adopt new programs, meet leadership challenges, or work through change management. The *Center 360° Assessment<sup>SM</sup>* reviews organization operations, including legal and medical issues. A detailed, written report summarizes your organization's needs, strengths, and challenges.

**Regular Price: \$3,600 | Affiliate Price: \$3,000 (Price includes single-day, on-site training)**

## Ministry Retreats and Banquets

Let Heartbeat experts help you make the most of your special events. For facilitator and inspirational speaker availability and fees, please call (888) 550-7577 or email [Trainings@HeartbeatInternational.org](mailto:Trainings@HeartbeatInternational.org).



# Volunteer & Staff



## In-Print: Compelling Resources at Your Fingertips



### The LOVE Approach Leader's Guide

*The LOVE Approach™* is Heartbeat International's foundational training resource for life-affirming staff and volunteers. Simple to learn, yet explosive in its impact, *The LOVE Approach™ Leader's Guide* (*LOVE Approach™ Manual* included) captures and communicates the essence of what it means to reach a woman in the "valley of decision" with the life-saving power of compassion and hope.

**LOVE Approach™ Leader's Guide Code: 10LOVE-LG2.0**  
 Regular Price: \$59.00 | Affiliate Price: \$47.20

**LOVE Approach™ Training Manual Code: 10LOVEAP4.0**  
 Regular Price: \$44.00 | Affiliate Price: \$35.20  
**La Propuesta del Amor Code: 10LOVE-SP1.0**  
 Regular Price: \$35.00 | Affiliate Price: \$28.00

**BUNDLE AND SAVE!** *This is a great offer on great Heartbeat resources...*

### The LOVE Approach Kit

- *The LOVE Approach™ Leader's Guide*
- *The LOVE Approach™ Training Manual*

Product code: 20LOVELEAD  
 Regular Price: \$95.00 | Affiliate Price: \$75.00

### Volunteer Training Kit

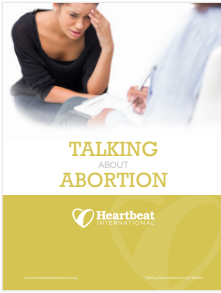
- *The LOVE Approach™ Training Manual*
- *Talking About Abortion*

Product code: 20TRAIN  
 Regular Price: \$79.00 | Affiliate Price: \$63.00

### The LOVE Approach Bilingual Kit

- *The LOVE Approach™ Leader's Guide* (English, includes *The LOVE Approach™*)
- *La Propuesta del AMOR* (Spanish)

Product code: 20LOVE  
 Regular Price: \$85.00 | Affiliate Price: \$68.00



## Talking About Abortion

The phone rings. The caller tells you her situation: She needs an abortion, and she needs one right away. What do you say? What would your volunteers say?

Enhanced with updated sections on chemical abortion and abortion pill reversal, *Talking About Abortion*™ is the go-to resource for training paid staff and volunteers to speak either on the phone or face-to-face with a woman who feels abortion is her only choice.

Product Code: 10TALKAB6.0

Regular Price: \$44.00 | Affiliate Price: \$35.20



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

Lead your clients into a Scripture-based journey of healing from past abortion experiences with Healing the Effects of Abortion-Related Trauma, better known as the *H.E.A.R.T. Manual*®.

Utilizing outlines, readings, Biblical passages, pages for journaling, letter-writing, and more, *H.E.A.R.T.* is designed to meet the needs of church groups, pregnancy help organizations, and counseling agencies wrestling through the difficult reality of post-abortive pain.

Leader's Guide Code: 10HEARTL

Regular Price: \$28.00 | Affiliate Price: \$22.40

Manual Code: 10HEARTM

Regular Price: \$18.00 | Affiliate Price: \$14.40



## Women's Sexual Wellness - New!

The *Women's Sexual Wellness Handbook* was created with Dr. Joe Malone, PhD, CPT, LWMC, CFE, to equip both you and your team with cutting-edge science on sexuality and human development, so you can both understand and present women's sexuality in a scientifically rooted way and equip young women to better understand and self-manage their sexual behavior.

Women's sexuality and fertility is a superpower that scripture defines, and science proves. The well researched and documented information in this resource will help you create Sexual Wellness Education for both your clients and presentations in your community.

Science shows - Sexual Wellness Equals Sexual Integrity!

Product code: 10WSWELL1.0

Regular Price: \$28.00 | Affiliate Price: \$22.40

# Online: The Heartbeat Academy

## Academy Courses

### The LOVE Approach™ Online

Heartbeat International's most popular resource is available online through the Heartbeat Academy. You and your staff can learn at your own pace with *The LOVE Approach*™ Online. Subscribe at [www.HeartbeatServices.org/Resources](http://www.HeartbeatServices.org/Resources).

### ConCERT: Consultant Continuing Education, Renewal, & Training

Built for those who work with clients, this live virtual class experience helps you gain confidence and take your current skills to a higher level. ConCERT covers topics such as consulting considerations, fertility, conception, fetal development, sexual integrity, contraception, sexually transmitted diseases, abortion risks and more. This eight-week course includes access to Heartbeat faculty and satisfies enough credits to earn or renew your Life Affirming Specialist Designation.



# Board Management



## In-Print: Compelling Resources at Your Fingertips



### GOVERNING ESSENTIALS

Your Personal Board Member Manual



### Governing Essentials: Your Personal Board Member

Move your organization to the next level of effectiveness, and your governing body to the unreachable heights of connectivity and teamwork with *Governing Essentials: Your Personal Board Member Manual*®. Diving deep into six irreplaceable areas of essential board governance, the manual includes sample org charts, job descriptions, calendars, financial reports, vision and mission statements, and more.

Product Code: 10GOVWELL2.0

Regular Price: \$44.00 | Affiliate Price: \$35.20



### A Health Assessment FOR YOUR ORGANIZATION



### A Health Assessment for Your Organization

**Available as a Digital Download!** As any doctor can tell you, good health starts with honest assessment. Just as there's no way to beat cancer without a proper diagnosis, there's no way to fix organizational problems at your life-saving nonprofit without identifying them first. *A Health Assessment for Your Organization*® is a perfect place to start. Download this **complimentary** resource today in the Affiliates Only section of HeartbeatServices.org.

Product Code: 60HEALTH

Regular Price: \$10.00 | Affiliate Price: FREE



### PREGNANCY HELP SALARY SURVEY



### Pregnancy Help Salary Survey

**Available as a Digital Download!** *The Pregnancy Help Salary Survey*® is a biennial resource that gives you the latest in compensation trends and averages throughout the pregnancy help community and includes salary comparisons for a variety of positions in pregnancy centers, medical clinics, and maternity homes. This resource is **complimentary for those who participated in the survey collection process** and is available as a digital download for anyone at the price below. The 2023 Salary Survey is available now.

Product Code: 60SALARY20

Regular Price: \$99.00 | Affiliate Prices: \$79.00



Product code: 10VISION4.1  
 Regular Price: \$15.00  
 Affiliate Price: \$12.00

### **A Vision for Your Organization/NGO**

The long-term success of your life-saving endeavor depends—among other key factors—on a clearly defined vision that spells out who you are and what you’re setting out to accomplish.

Learn to define and cultivate your purpose, philosophy, and organizational structure with the 4th edition of *A Vision for your Organization*® designed specifically for US centers, or *A Vision for Your NGO*® designed for pregnancy help efforts outside of the U.S.



Product code: 10VISINGO1.0  
 Regular Price: \$15.00  
 Affiliate Price: Complimentary

## In-Person: Heartbeat Experts on Your Side

### **Governing Essentials Consult**

Get everyone on the same page with a one-day, on-site Governing Essentials consultation. Heartbeat experts will help your team focus on your center’s realities: vision and mission, legal obligations, planning and implementation, policies and evaluations, Board function and development, finances, development, and much more. Email [Trainings@HeartbeatInternational.org](mailto:Trainings@HeartbeatInternational.org) to book your in-person training today!

## Online: The Heartbeat Academy

### **Academy Courses**

#### **Built by Design Online**

Your online guide to starting a pregnancy help organization from scratch, Built by Design will walk you through the foundational elements of starting a nonprofit life-saving entity, covering everything from founding and framing your organization, to fundraising, leadership, and more! With interactive activities and helpful to-do’s this four-part online course will guide you through the building process, one step at a time.

### **E-News Recommended for Your Executive Board**

Free to affiliates, the Leadership Subscription includes monthly newsletters *On the LeaderBoard* and *Capitol Matters* which are designed for executive staff and board members. These provide articles on leading a pregnancy center and relevant legal issues. Non-affiliates can purchase this subscription at [HeartbeatServices.org/Resources](http://HeartbeatServices.org/Resources).





# Management & Training



## In-Print: Compelling Resources at Your Fingertips



### Legal Essentials

A reality too often overlooked is anybody can sue anybody else for any reason at any time. The question is, "Can they win?" Using real-life examples and ministry-proven criteria, *Legal Essentials*® is a legally sound, hands-on resource designed to help you set sensible policies and parameters while giving you the framework to know when you need to seek legal help. *Additional resources are included as a complimentary download.*

Product Code: 10LEGESS1.0  
Regular Price: \$124.00 | Affiliate Price: \$99.20



### Directing Essentials

The foundational resource for Heartbeat International's New Director track of our annual Pregnancy Help Institute, *Directing Essentials*® equips directors on the Six Key Responsibilities of Directing an Organization, along with tips on fundraising, legal issues, recruiting volunteers, and hiring staff, all in a context of framing the big picture squarely within our Christ-centered values.

Product Code: 10DIRWELL1.1  
Regular Price: \$124.00 | Affiliate Price: \$99.20



### Built by Design

Your guide to starting a pregnancy help organization from scratch, *Built by Design*® is a field manual to walk you through the foundational elements of starting a nonprofit life-saving entity.

Product Code: 17BBD1.0  
Regular Price: \$49.00 | Affiliate Price: \$39.20



## Staffing Essentials

Don't scratch and claw for answers on recruiting and hiring before you have the essentials in order. A how-to guide for recruiting and hiring, *Staffing Essentials*® is a must-have resource for hiring and recruiting paid and volunteer staff in your life-affirming organization. *Additional resources are included as a complimentary download.*

Product Code: 10STAFF1.0  
Regular Price: \$124.00 | Affiliate Price: \$99.20



## Sample Policies and Procedures

**Available as a Digital Download!**

Make sure your organization is running as smoothly and efficiently with *Sample Policies and Procedures*®, a compilation of tested and true sample policies and guidelines both from and for life-saving outposts like yours.

Product Code: 10POLICY1.0  
Regular Price: \$59.00 | Affiliate Price: \$47.20

# Online: The Heartbeat Academy

## Academy Courses

### Raising the Standard: An Introduction to Our Commitment of Care and Competence

How often do you think about the Commitment of Care and Competence? Brush up on this vital ethical code of practice with a webinar through the Academy, available now for \$4.95 (**complimentary for affiliates!**) at [HeartbeatServices.org/Resources](http://HeartbeatServices.org/Resources).

## Pregnancy Help Podcast



The Pregnancy Help Podcast provides inspiration and education on the pregnancy help movement in short episodes to fit into your schedule.

**Go to [HeartbeatServices.org/Podcast](http://HeartbeatServices.org/Podcast) and subscribe today.**

## E-News Recommended for Pregnancy Help Leaders



Delivered monthly, our *Pulse* e-Newsletter provides key trends and news for the movement with updates on Heartbeat International and resources available for pregnancy help organizations to tap into. Subscribe to *Pulse* today at [HeartbeatServices.org/Resources](http://HeartbeatServices.org/Resources).



# Medical Impact



## In-Print: Compelling Resources at Your Fingertips



### Medical Essentials

Now in its 2nd Edition, *Medical Essentials* helps you equip your board and medical staff to serve women with high-value medical services. From adding ultrasound and STD/STI testing to abortion pill reversal and more, *Medical Essentials*® is your go-to guide for adding and improving the tools and expertise you need to help each client make the healthiest choice for everyone involved in an unexpected pregnancy.

Product Code: 10MEDESS2.0

Regular Price: \$124.00 | Affiliate Price: \$99.20



### Sample Medical Policies and Procedures

**Available as a Digital Download!** The manual includes approved samples of procedures and guidelines for pregnancy help organizations offering medical services including: Operating and Administrative Policies, OSHA, HIPAA, Patient Charting, Pregnancy Testing, Ultrasound, Pregnancy Confirmation Examinations, Prenatal Care, Abortion Pill Reversal, as well as sample medical forms and job descriptions.

Product Code: 10MEDPOL1.0

Regular Price: \$124.00 | Affiliate Price: \$99.20



### Bundle and Save: The Medical Impact Kit

This kit is imperative for any pregnancy help medical clinic. If you are thinking of going medical, or have been serving for years, these updated manuals offer information about additional medical services including abortion pill reversal and identifying victims of human trafficking, and have been reviewed and approved by Heartbeat's Medical Impact Team. The **digital download samples** can be customized for your organization, making creating or updating policies and procedures quick and simple.

Product code: 20MED

Regular Price: \$238 | Affiliate Price: \$188.40

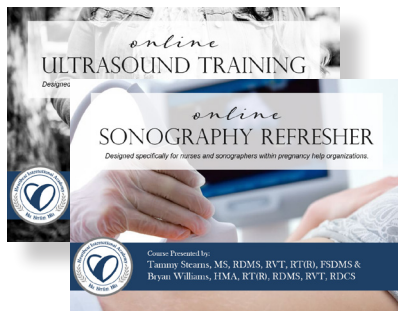


# Online: The Heartbeat Academy



## Abortion Pill Rescue® Network Training Bundle\*

No woman in your community should be kept in the dark about options to rescue her baby. This training will provide the tools and information needed to become a part of the Abortion Pill Rescue® Network, assisting women who have started a chemical abortion and are experiencing regret. In this training bundle, you'll receive access to five core training courses that will provide your organization with a strong understanding of the abortion pill reversal protocol. Available now at [HeartbeatServices.org/Resources](http://HeartbeatServices.org/Resources).



## Ultrasound Training & Sonography Refresher Courses\*

These courses are designed to empower and equip nurses and sonographers with the knowledge, skills, and abilities necessary to provide high quality limited obstetric ultrasound within the pregnancy help community. Whether you are looking to begin performing scans in your center or are looking to refine and enhance your current skills, these training courses are designed to meet you where you are. Available now at [HeartbeatServices.org/Resources](http://HeartbeatServices.org/Resources).

*\*Provider approved by the California Board of Registered Nursing, Provider Number CEP 16061. For contact hours, see course for details.*



Our monthly *Medical Matters* eNewsletter provides insights on the latest medical trends and updates for pregnancy help medical clinics. Subscribe to *Medical Matters*® today at [HeartbeatServices.org/Resources](http://HeartbeatServices.org/Resources).

# In-Person: Heartbeat Experts on Your Side

## LOVE Approach Ultrasound Clinical (held quarterly)

Connecting the technical needs and the spiritual needs of those working in pregnancy help, this first-of-its-kind training is held in two parts: First, an online didactic ultrasound training and then an on-site, in-person scan lab experience. By combining the technical, practical, and spiritual elements into one pregnancy help medical training, nurses will work towards being fully equipped, qualified, and ready to scan within their center. See p. 8 for more details.

LOVE APPROACH  
Ultrasound  
Clinical 



# Fundraising Help



## In-Print: Compelling Resources at Your Fingertips



### How to Write a Winning Grant Proposal

Leveraging decades in the nonprofit pregnancy help world, as well as priceless experience as a government-employed grant reader, Heartbeat International's Peggy Hartshorn, Ph.D., gives you a practical approach to *How to Write a Winning Grant Proposal*®. You'll have everything you need to effectively begin developing key partnerships with foundations, local governments and more.

**This resource includes free interactive training.**

Product Code: 40GRANT3.0  
Regular Price: \$28.00 | Affiliate Price: \$22.40



### Banquet Planning from Scratch

Squeeze the very most you can out of your upcoming banquet—both in terms of fundraising and “friend-raising”—with *Banquet Planning from Scratch*. The tips and ideas within the manual bring in years of application and come directly from life-affirming efforts just like yours.

Product Code: 10BANQ2.1  
Regular Price: \$124.00 | Affiliate Price: \$99.20



### 201 Ways to Say Thanks

**Available as a Digital Download!** If you have ever found yourself struggling with how to thank your various donors throughout the year, look no further than *201 Ways to Say Thanks*. A revision of *The Ultimate Letter Book*, you'll have access to 201 proven and effective thank you letters, focusing on all topics from reaching out to new supporters to year-end appeals. Designed in an easy-to-copy format, this resource will save you countless hours throughout the year.

Product code: 10THANKS1.0  
Regular Price: \$59.00 | Affiliate Price: \$47.20



## **Firm Foundations: A Step-by-Step Guide to Raising Lasting Monthly Support**

A strong financial future depends upon solid monthly support. While fundraising events are important, sustaining—and building—your ministry over the long-term hinges on those who remember you each and every month. Whether your ministry is looking to build monthly support by \$5,000 or \$500,000, *Firm Foundations*® can help you get there.

Product code: 10FOUNDAT1.0  
Regular Price: \$124.00 | Affiliate Price: \$99.20

# Online: The Heartbeat Academy

## Academy Courses

### **How to Write a Winning Grant Proposal**

Fundraising is the fuel that keeps the ministry moving toward its mission. But while donors and fundraising events are indispensable, winning even one grant may spark a new season of sustainability and progress.

Included with Heartbeat International's *How to Write a Winning Grant Proposal*, this online training provides an overview of the grant writing process and equips you with the tools you need to write—and win!—major funding through an irresistible grant proposal.

### **Advancement Boot Camp**

In this course, you'll join Kirk Walden as he guides you through the revenue streams your organization should be tapping into and helps you ensure you are making the most from your fundraising efforts. Whether you are starting from nothing, or have a sophisticated development plan in place, this video-based training will walk you through an assessment of your present development plans, introduce you to new revenue-generating opportunities, and empower you to improve your fundraising successes.

## E-News Recommended for Fundraising Teams



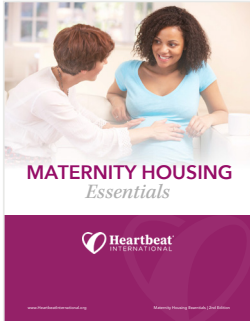
Delivered to inboxes monthly, the *Advancement Trends* eNewsletter provides insight on donor trends and engagement, along with sample letters Development Team Members can copy and paste. Written by the Heartbeat Academy faculty, you'll find content on fundraising throughout the year as well as marketing ideas for your organization.

*Non-affiliates can subscribe at [HeartbeatServices.org/Resources](https://HeartbeatServices.org/Resources)*



# Housing Helps

## In-Print: Compelling Resources at Your Fingertips



### Maternity Housing Essentials - *New Edition!*

*Maternity Housing Essentials*® includes content on starting a home from the ground up, evaluating your existing programs and practices, considering expansion, considerations on different staffing or programming models and more. Every home can learn something from this resource.

Product Code: 10MATESS2.0  
Regular Price: \$124.00 | Affiliate Price: \$99.20

## E-News Recommended for Maternity Homes and Housing Programs



The *Heart and Home* eNewsletter is designed specifically for maternity housing programs. Subscribe to *Heart and Home* today at [HeartbeatServices.org/Resources](http://HeartbeatServices.org/Resources).



To inspire excellence among maternity home providers and articulate a collective voice, the Maternity Housing Coalition (MHC) is led by a governing Council elected from its membership. The Council operates in a partnership agreement with Heartbeat International to actively serve, promote and produce resources, programs, and a housing-specific publication, *Heart & Home*.

Go to [MaternityHousing.com](http://MaternityHousing.com) to learn more.

## Housing on the Pregnancy Help Podcast

The Maternity Housing Coalition publishes a new podcast each month on a variety of topics specific to those working within a housing ministry. Gain valuable insights from seasoned leaders within the Maternity Housing Coalition as they navigate how to effectively manage maternity homes and connect with women in need of the vital services within.







## PREGNANCY HELP STARTER KIT

Everything you need to go from zero to life-saving hero. (*People not included.*)

### This suite of materials includes:

- A Vision for Your Organization<sup>®</sup>
- Built by Design<sup>®</sup>
- Directing Essentials<sup>®</sup>
- Legal Essentials<sup>®</sup>
- The LOVE Approach™ Training Manual & Leader's Guide
- Sample Policies and Procedures<sup>®</sup>
- Staffing Essentials<sup>®</sup>
- Talking About Abortion™
- Firm Foundations<sup>®</sup>
- Governing Essentials<sup>®</sup>

Product code: 20START

Regular Price: \$610.00 | Affiliate Price: \$488.00

### ORDERING HEARTBEAT RESOURCES

Additional copies of the Resource Order Form and the *2024 Academy Resource Catalog* are available at HeartbeatServices.org or by request: email us at Resources@HeartbeatInternational.org or call us at (888) 550-7577. You can also place your order online at HeartbeatServices.org/Resources.

#### 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. Likewise, Heartbeat will happily complete any order shipped incorrectly if notified in writing within 30 days (20 regular business days) of receipt accompanied by a specific explanation of the missing item(s).

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# Index of Resources

Place your order! Call (888) 550-7577 or visit [HeartbeatServices.org](http://HeartbeatServices.org)

CODE	TITLE	REG PRICE	AFF PRICE
60HEALTH	A Healthy Assessment for your Organization, 4th Ed.	\$10.00	FREE
10VISINGO1.0	A Vision for Your NGO	\$15.00	FREE
10VISION3.1	A Vision for Your Organization, 4th Ed.	\$15.00	\$12.00
60SALARY23	Pregnancy Help Salary Survey	\$99.00	\$79.20
10BRIDGE2.0	Bridges: A Long Term Client Care Program	\$15.00	\$12.00
17BBD1.0	Built By Design	\$49.00	\$39.20
10DIRWEL1.0	Directing Essentials	\$124.00	\$99.20
10GOVWELL2.0	Governing Essentials: Your Personal Board Member Manual, 2nd Ed.	\$44.00	\$35.20
10HEARTL	H.E.A.R.T. Manual Leader's Guide, 4th Ed.	\$28.00	\$22.40
10HEARTM	H.E.A.R.T. Manual, 4th Ed.	\$28.00	\$22.40
10WSWELL1.0	Women's Sexual Wellness	\$28.00	\$22.40
10-LOVE-SP1.0	La Propuesta del Amor	\$35.00	\$28.00
10LEGESS1.0	Legal Essentials	\$124.00	\$99.20
10MEDESS2.0	Medical Essentials	\$124.00	\$99.20
10LOVEAP4.0	The LOVE Approach, 4th Ed.	\$44.00	\$35.20
10LOVE-LG2.0	The LOVE Approach Leader's Guide, 2nd Ed.	\$59.00	\$47.20
10HSNG2.0	Maternity Housing Essentials , 2nd Ed.	\$124.00	\$99.20
10MEDPOL1.0	Medical Policies and Procedures	\$124.00	\$99.20
10POLICY1.0	Sample Policies and Procedures	\$59.00	\$47.20
10STAFF1.0	Staffing Essentials	\$124.00	\$99.20
10TALKAB6.0	Talking About Abortion, 6th Ed.	\$44.00	\$35.20
20LOVE	The LOVE Approach Bilingual Kit - LOVE Leader's Guide & La Propuesta del AMOR	\$85.00	\$68.00
20TRAIN	Volunteer Training Bundle - Talking About Abortion and The LOVE Approach	\$79.00	\$63.00
20LOVELEAD	LOVE Approach Kit - Leader's Guide + LOVE Approach	\$95.00	\$75.00
20START	Pregnancy Help Starter Kit - Vision, Built By Design, Directing Essentials, Legal Essentials, LOVE Approach Leader's Guide, LOVE Approach, Sample P&P, Staffing Essentials, Talking About Abortion, Firm Foundations, Governing Essentials	\$610.00	\$488.00
20MED	Medical Impact Kit - Medical Essentials, Medical Policies & Procedures	\$238.00	\$188.40
10BANQ2.1	Banquet Planning From Scratch: Recipe For Success	\$124.00	\$99.20
40GRANT3.0	How to Write a Winning Grant Proposal, 2nd Ed.	\$28.00	\$22.40
10FOUNDAT1.0	Firm Foundations	\$124.00	\$99.20
10THANKS1.0	201 Ways to Say Thanks	\$59.00	\$47.20

Phone: (614) 885-7577  
 Fax: (614) 885-8746  
 Toll-Free: (888) 550-7577  
 HeartbeatServices.org  
 HeartbeatInternational.org

## Products Designed for Pregnancy Help



web services  
 Powered by Heartbeat International

Reach her where she is  
 with **Social Media Management**  
 from Extend Web Services.

**Also offering:** Websites | Pay-Per-Click | Google My Business | Email | ...and more!



## Trend Tracking

Compare all client data entered into Next Level with various filters to see how your center tracks with others pregnancy help organizations.

-  Client demographics
-  Reasons for Appointments
-  Pregnancy and Ultrasound Decisions
-  Exit Surveys

