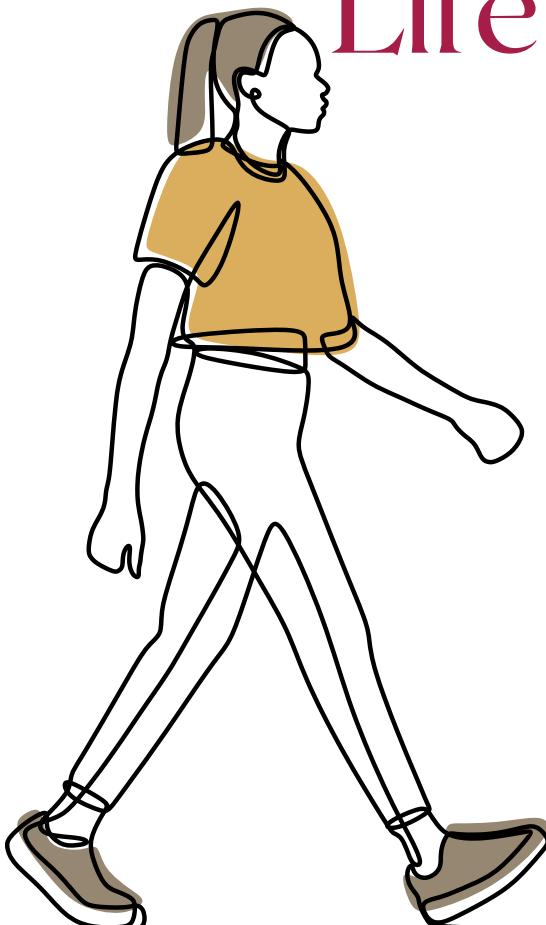




Walk for Life



Walk4Life Coordinator Guide Book

A simple, empowering roadmap for leading your team and championing life.

Your Role as a Walk4Life Coordinator

Walk4Life Coordinators are the heartbeat of this event. You help spread the word, rally walkers, and create excitement in your church, workplace, or friend group. You don't have to be an expert — just someone who cares about families, community, and hope.

Your main responsibilities:

- Invite people to join your Walk4Life team
- Share event information and updates
- Encourage your team to register and fundraise (individuals that raise \$150 or more get a t-shirt.)
- Celebrate progress and keep the mission in front of your group
- Serve as the point of contact between your group and the Pregnancy Care Center
- As a thank-you, every individual who raises \$150 or more will receive a **FREE** Walk4Life T-shirt!

Getting Started

- Register as a Coordinator
- Sign up online and create your team page. This gives you a link you can share with your group.
- Set a Personal Goal
- People follow leaders who model the mission. Choose a fundraising goal that inspires others.
- Pray Over Your Team
- Ask God to bring the right people, open hearts, and multiply the impact.

How to Build Your Team

Start with Your Circle - Invite:

- Friends
- Family
- Coworkers
- Small groups
- Ministry teams
- Neighbors

A personal invitation goes a long way.



Share the “Why”

People join causes, not events.

Share:

- Why Walk4Life matters
- How the Pregnancy Care Center supports families
- What impact their participation will make

Use the Tools Provided

- You'll have access to:
- Downloadable posters or request it: melissa@pcczhills.com
- Social media graphics
- Sample posts and captions
- Email templates
- Your team registration link

These make inviting easy and consistent.

Tips for Motivating Your Team

Communicate Regularly

Send short updates:

- “We’re halfway to our goal!”
- “Two more walkers joined this week!”
- “Here’s a story of a family we’ve helped.”
- Celebrate Every Win

Highlight:

- First-time walkers
- Fundraising milestones
- Team growth
- Personal stories

Make It Fun

Ideas:

- Friendly competition between small groups
- A pre-walk breakfast or prayer huddle
- A “bring a friend” challenge
- d. Keep the Mission in Front

Remind your team that every dollar raised helps moms, dads, and babies in our community.



Contact us with any
questions or supply
needs:
Melissa@pcczhills.com
813.780.6885

Using Social Media to Spread the Word

You'll receive ready-to-use graphics and captions. Here's how to maximize them:

- Post once a week leading up to the event
- Share your team link in every post
- Tag your church or workplace
- Use stories for quick reminders
- Encourage teammates to repost

Pro tip: People respond to faces. Post a photo of yourself inviting others to join.

Event Day: What to Expect

As a Coordinator, your job is simple:

- Gather your team at the event
- Check in together
- Take a team photo
- Walk, celebrate, and enjoy the day
- Thank your team afterward

After the Event

Send a Thank-You Message

- A simple "Thank you for walking with us and supporting families" goes a long way.
- Share Impact Updates
- When the Pregnancy Care Center shares results (total raised, families served, etc.), pass them along.

Stay Connected

Invite your team to stay involved throughout the year.

Quick Tips for Success

- Keep it simple — you don't need to do everything
- Be warm, personal, and mission-focused
- Use the tools provided
- Ask for help when needed
- Celebrate often
- Pray for your team and the families we serve