

Dear PMC Leader:

The Sanctity of Human Life division of Focus on the Family has created an I.M.P.A.C.T. Training Seminar to equip pregnancy medical clinics (PMCs) to increase their reach to women at risk for abortion. Through our Option Ultrasound™ program, we have identified essential components that improve clinic operations while protecting your ministry's corporation. We are excited to share these processes to benefit more clinics! Focus on the Family has increased our commitment and scope to stop abortion in this country. One of the vital ways to achieve this is to help existing pro-life clinics increase the IMPACT of their operations. When we are able to reach more at-risk women and engage them through PMC services, we will see abortion reduced in each of our communities and, as a result, across our entire nation.

We hope you are excited about this opportunity. We look forward to working with you! We are confident that God will bless as, together, we continue to build the sanctity of human life with IMPACT!

In Christ,



Yvette Maher
Vice President
Sanctity of Human Life

"We found the I.M.P.A.C.T. Training invaluable to our clinic. The structure of the training, moving through each session with our team, created an atmosphere of camaraderie as we were challenged to move our clinic toward higher standards of excellence. We embraced the change to move forward in our walk of faith with Christ and to trust Him to accomplish great things through us."

*Lenna Neill, CEO
Piedmont Women's Center, Greenville, S.C.*

"I had very high expectations of IMPACT prior to attending because it is a project of Focus on the Family. IMPACT exceeded all of those expectations by far. I wish this training had been available when I started in pregnancy resource ministry over eight years ago. It would have spared me from a lot of hard lessons."

*Toby DeBause, President
The Keim Centers, Norfolk, Va.*



PO Box 35500
Colorado Springs, CO 80935
Address Service Requested



Focus on the Family®
I.M.P.A.C.T. Training™ Seminar

Operate Your Clinic With I.M.P.A.C.T.

Focus on the Family's I.M.P.A.C.T. Training provides answers to the top challenges experienced by pregnancy medical clinics. This innovative training helps clinics raise their standards of operational excellence and effectiveness—all in order to increase positive client outcomes.

Characteristics of Operating With I.M.P.A.C.T.:

Influential—The PMC's mission is to prioritize reaching abortion-risk women in order to empower their decision-making process.

Medical—The PMC operates as a medical clinic, appropriately licensed and directed by medical professionals, and meets the standard of medical excellence offered within their community. Ultrasound services are provided as a vital diagnostic tool to women considering abortion.

Professional—The PMC is governed by a proficient board and staffed by individuals trained in the areas of management, finances and medical services. All adhere to generally acceptable biblical and ethical standards.

Accountable—The PMC is held accountable to high standards of care, including regular monitoring of results, self-evaluation and compliance with national affiliate organization standards.

Culturally relevant—The PMC will continually obtain awareness of community and consumer needs and readjust strategies to meet these objectives.

Trustworthy—Because PMCs operate with excellence and professionalism, the community, donors, clients and national organizations deem them worthy of confidence and recommendation.

Interactive training processes and tools are delivered throughout a 2½-day seminar for clinics that operate in high-abortion areas. Each training segment contains practical instructions and tools that will help refine clinic operations to reach higher levels of excellence and effectiveness in the following areas:



YVETTE MAHER
Vice President of Sanctity of Human Life
Focus on the Family
*Organizational/Ministry Life Cycles
and Development*



BETH CHASE
Non-Profit Corporate Consultant
Chase Advancement, Inc.
Developing a Comprehensive Marketing Strategy



DARLENE NORBERG
Consultant—Sanctity of Human Life
Focus on the Family
Norberg Consulting Services
Ministry Partner Development



KIM CONROY
Consultant—Sanctity of Human of Life
Focus on the Family
S.M.A.R.T. Outcomes
Increasing Life Outcomes



AMY STEPHENS
Founder and Director—Fresh Ideas Communication
and Consulting
*Developing (and Working!) an Effective and
Measurable Strategic Plan*

ATTENDANCE REQUIREMENTS

Participating PMCs must:

- Be committed to assessing their operations.
- Hold an existing license as a medical clinic (in states where it is required) or operate under the medical license of a physician in good standing with the PMC's state.
- Be located in a high-abortion activity area.
- Direct ministry priorities and services toward the abortion-risk woman.
- Raise a minimum annual income of \$150,000.

WHO SHOULD ATTEND?

Leadership teams including the CEO/ED, director of development, director of client services, director of clinic services (or nurse manager) and key board members. Each PMC may register up to four individuals per medical site (for a total of up to eight attendees per corporation).

HOW DO I REGISTER?

Registrations will be accepted on a first-come, first-served basis. RSVP by e-mailing Amanda Green at amanda.green@fotf.org. Confirmation and event training information will be e-mailed to participants.

IS THERE A COST?

Focus donors are generously underwriting all registration and product fees. The only cost to participants will be their own expenses for travel, lodging and individual meals (lunch on Thursday and Friday will be provided).

