

# THE MONDAY MINUTE

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marketing for the soul - coaching the life saving community

## ***Expand Your Tent...***

### ***Increase Your Internet FOOTPRINT***

**Here is the real story:** Centers across the United States are facing real challenging issues. As the story goes, most center directors face a number of critical issues that are hitting the center's outreach constantly.

#### **1. EXTREME ECONOMIC DEPRESSION**

According to all reports, banking, medical, retail, wholesale, housing, transportation and the media are all suffering from the current manufactured economic crisis. Like a giant domino game, what starts at the top topples every domino in a row. Therefore, every center is at grave danger of drops in donations. To further exasperate the situation, the new ruling from the White House appears to be targeting the deductibility of donations to non-profits. Thus, those who give for the sake of a tax write-off are likely not to give in the future. – The challenge is how do you find tomorrow's donation or will you be forced to have to start finding income streams to support your outreach?

#### **2. NEGATIVE PUBLIC PERCEPTION**

Originally, during the birthing stage of pregnancy crisis centers, center directors enjoyed the popularity of being politically correct. Everyone seemed to appreciate that centers were demonstrating positive results helping to turn the tide on abortion. Over the years, however the political climate has shifted to the other side. Today, pregnancy centers are under federal scrutiny for being alleged "fake bogus clinics." Centers are in the target of negative publicity by opposition organizations spanning the entire left-wing, pro-abortion crowd. Thus, even when you have a good web site that tells your story positively, you still face a negative public image. – The challenge is to mount a massive, well coordinated positive PR campaign that helps position your center in a good positive public view.

### **3. DECREASING NUMBER OF ABORTION-MINDED CLIENTS**

As the population shifts from baby boomers to Gen x'rs to Y'rs, we are watching a cultural shift toward post-modern, non-Christian, hedonism and narcissism belief system. The goal to reach the abortion-minded client is shifting to becoming a social service serving the sexually active with hopes of changing their mind when they get pregnant. – The challenge is to find her by going to where she is communicating with her friends.

These three **NEGATIVE FACTORS** play on your center's success like a racquet ball bouncing off both walls. So what can you do? How can you keep your center going in times like these?

How can you mount this massive PR campaign when you likely will have a tightened budget?

Where can you go for help? Who specializes in this type of technology?

... let 's see...

# EXPAND YOUR TENT...

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The Bible records a history portrait of Israel at a time she faced major threats. The instruction was to "enlarge their tents." In fact, Isaiah 54:2 records it like this: "Enlarge the place of your tent, stretch your tent curtains wide, do not hold back! Lengthen your cords! Strengthen your stakes!

## **What does this mean to you, the local center director?**

Enlarging your tent may mean finding new or additional locations to strategically place yourself closer to your client. This may mean looking for space close to a college or university. But such a move requires major capital investment and may not be advisable or achievable in this economic climate. Thus, what can you do that "enlarges your tent" while keeping your costs to a minimum?

Enlarging your tent may also mean spending more time and effort on positive public relations to offset the constant flow of negative PR from the other side. However, public relations is time consuming and costly. Thus, how can you mount such a campaign without high investment of capital or advertising funds?

## **AIM FOR YOUR CLIENT RIGHT WHERE SHE IS AT!**

Where is your client? How does she communicate with her friends? Where does she hang out? Today, anyone age 12 – 29 are likely on the Internet more than they are on TV or listening to radio or for sure, reading a newspaper. Want to reach them right where they are?

## **CONSIDER EXPANDING YOUR INTERNET FOOTPRINT!**

What is an Internet Footprint? If your center has a website for your center, you have a single source for your visitors to find you. Your footprint consists of that one web address. How can you dramatically expand your Internet while keeping your budget intact?

**Establish a blog:** Blogs are free through [www.blogger.com](http://www.blogger.com) Set up a Gmail account and then register your free blog. Blogs are conversational in that people can interact with you adding a comment or question. Blogs

can be managed by email. Thus, once it is set up, your blog can be “fed” with fresh content simply by sending an email.

**Establish a FACEBOOK account:** Facebook is rapidly taking over MySpace as the place to be. By having a FACEBOOK account, you will begin to attract ‘friends’. These can become your advocates, while others could become your clients.

**Establish a Twitter Account:**

Twitter.com is an amazing way to reach many people. Use twitter to build a bridge to your clients.

**Distribute your posts** to a world of blogs and receiving FACEBOOK and Twitter accounts. Using services like <http://technorati.com/> allow you to know that your message or post is reaching the masses.

**Use a Social Media Support Service** to reach hundreds, even thousands of new clients and donors by insuring that every post is promulgated to the well-connected social media community.

**TALE OF ONE OUTREACH THAT EXPANDED ITS TENT:**

Last Harvest originally operated as a 2000 sq foot pregnancy center next to an abortion center. In that setting, I averaged 20 clients a day 4 days a week or about 80 clients a week. We thought we were busy when we say 30 or 40 in one day. Our advertising was limited to signs on the marquee at the entrance of the parking lot and handouts. However, that ended when the public media and West 57<sup>th</sup> Street TV blasted us on national TV as being a “fake bogus clinic”. Thus, faced with a lack of money and a lack of public opinion, I embarked on a new effort that would insure that the clients could still be reached. I went to the Internet with first a website. Then, a network of five strategic sites. Today, the network spans 32 websites, 7 blogs, 2 Facebooks, 1 MySpace, 7 Twitters, 200 autoresponders and 3 weekly subscribeable webcasts. The audience? Over 3 million from 120 nations.

Back in the day of the 4 square walls, I was pleased if we tested 100 a month, had the opportunity to pray with 10 – 15 and served at least 5 – 6 with after abortion recovery. This past year, using nothing but the Internet, this same ministry served over 102,000 with a pregnancy probability test, 6,500 with an after abortion survey and 24,000 with an online church. More than 12,500 have enjoyed our online stream of Christian music and just under 8,000 completed our online version of our FREE ME TO LIVE recovery course.

The Internet works.

The Internet works today because it is today's marketplace of ideas.

The Internet works because it is today's version of word of mouth advertising.

The Internet works because much of it is free and accessible by millions.

Find new donors. Find new clients. Build your own Public Image. Control your own press!

HOW?

HOW MUCH?

Let a seasoned Internet professional serve you with the best.....

Next page.....AWS Creative Solutions offers AWS BLOG4YOU social media support services

AWS Creative Solutions has a powerful solution for center's that wish to instantly expand your Internet Footprint. We call the service: AWS BLOG 4 You! Our Blog4You service is a robust solution for small to medium businesses and non-profits wanting to insure a large footprint on the Internet. Our service offers set up of your entire social media presence and orchestrate the weekly feeds to your "network" so that your center benefits from the additional traffic to your website and visits to your center.

***This service includes:***

- A. Setting up a blog for your center
- B. Setting up a Twitter account for your center
- C. Setting up a FACEBOOK for your center
- D. Setting up a Feedburner and Elertz account for your center
- E. Setting up a Google Gmail and Google Analytics tracking service for your site and social media outreach
- F. Managing weekly feeds to your network and verification of the content delivery as scheduled.

Call for our very low rates and optional services.

**Contact List and recommended links:**

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