

# CHOOSE LIFE LICENSE TAG

## PREGNANCY CENTER MARKETING PACKET



### PURPOSE OF THE INFORMATION IN THIS PACKET:

- Generate Funds for Pregnancy Centers
- Promote the Sale of Choose Life License Tags
- Encourage Adoption as a Loving Option

## **RESOURCES PROVIDED:**

1. FLYERS FOR DISTRIBUTION
  - A. RESOURCES
    1. ONE-SIDED ORIGINAL
    2. TWO-SIDED COLOR ORIGINAL
  - B. DISTRIBUTION SUGGESTIONS
    1. CHURCH BULLETIN INSERTS
    2. TAG OFFICES
    3. LOCAL CHRISTIAN EVENTS
      - CONCERTS, CONFERENCES, MISSION FAIRS, ETC.
    4. CENTER MAIL-OUTS
2. LICENSED TO LIVE POSTERS & TAGS
  - A. RESOURCES
    1. TWO POSTERS
      - REQUEST MORE AS NEEDED
    2. TAGS AT \$3.50 EACH
      - ORDER ONE FOR EACH TAG OFFICE IN YOUR AREA
  - B. DISTRIBUTION SUGGESTIONS
    1. TAG OFFICE
      - CONTACT CHOOSE LIFE EXECUTIVE DIRECTOR TO VERIFY TAG HASN'T ALREADY BEEN SHIPPED
    2. CHURCH BULLETIN BOARDS
    3. CHRISTIAN BUSINESSES
3. EMAILS
  - A. RESOURCES
    1. EMAIL ALERTS WILL TO BE SENT TO YOU THAT YOU CAN FORWARD TO YOUR DISTRIBUTION LIST
      - SEE COPY OF EMAIL ENCLOSED
4. TEMPLATE FOR 2 ADs – Tag & License to Live
  - A. DISTRIBUTION SUGGESTIONS
    1. CENTER NEWSLETTER
    2. CHURCH NEWSLETTERS
    3. LOCAL PUBLICATIONS
      - CAUTION: IF ADVERTISING IN THE LOCAL NEWSPAPER, WE RECOMMEND THAT YOU DO NOT INCLUDE THE NAME OF THE CENTER.
5. RADIO ANNOUNCEMENT
  - A. RESOURCE
    1. SCRIPT
  - B. DISTRIBUTIONS SUGGESTIONS
    1. LOCAL CHRISTIAN RADIO STATIONS

*\* Call Choose Life of Georgia to have Flyers and Ads sent via email so you can produce in color*