



BIG & BOLD!

**SERVES:
COMMUNITY**

**TIME:
ANYTIME**

PRESENTING THE NEED TO MY TEAM

Mother Theresa said: "The greatest destroyer of love and peace is abortion which is war against the child."

St. Jean Vianney said, "Cannibals kill only strangers, to eat them, but among Christians there are fathers and mothers who, in order to gratify their passions, desire the death of those whom they have given life and who consign to the Devil those whom Jesus Christ redeemed with His precious Blood."

These are powerful words to stir the masses to save children. You too are called to proclaim the Gospel of Life but today it may be images more than words.

How do the following U.S. statistics below make you feel?

- Abortions per year: 1,200,000
- Abortions per day: 3,288
- Abortions per hour: 137
- 9 abortions every 4 minutes
- 1 abortion every 26 seconds

This project is going to be hard, but if we save just one baby it's all worth it.

Watch the video "Got Dignity_Chose Life!" on the Conquest YouTube Channel or on the Team Leader Resource USB Drive.



"THE GREATEST DESTROYER OF LOVE AND PEACE IS ABORTION"

OUR CALL TO SERVE

We need to promote the truth about abortion. We need to put it 48 feet wide on a highway billboard to take away anybody's ignorance. This is what it means to be **Big and Bold!**

PROJECT OVERVIEW

PROJECT OVERVIEW

WEEK	STEPS	WEEKLY THEME
1	<p>Guest Speaker: Invite a guest speaker to talk about the field of marketing and advertising.</p> <p>Competition: The boys compete to have the best pro-life design for a rented billboard. Make these really professional. They can use rough sketches, poster boards, and eventually computers for aid.</p>	
2	<p>Judge: Judge the designs for the billboard and pick one. You most likely will need a graphic to produce an .eps electronic artwork file.</p> <p>Decide Fundraisers: Determine which fundraisers (such as asking at a parish or selling stuff) you want to use to get the money for advertising space, and ask needed permissions. If you want to sell stuff, you need to order it this week.</p>	
3	<p>Finalize: This week you need to finalize the fundraising plan and the materials you will use (pamphlets, displays, etc.).</p> <p>Decide: Finalize plan for location and billboard company to use.</p>	
4	<p>Fundraise: Fundraising is done this week. Fundraising should take at least six hours of each boys time over the next three weeks, 2 hours a week is standard, but sometimes teams put on one big event to fundraise.</p> <p>Identify & Approach: Determine anyone you expect to give 10% or more of the funds needed this week.</p>	

BIG & BOLD!





BIG & BOLD!

WEEK	STEPS	WEEKLY THEME
5	<p>Keep Going: Continue fundraising this week.</p> <p>Reserve It: This week you probably need to put money down on the billboard or else they will not reserve it for you. They also need to print your message in a large format and will need artwork.</p>	
6	<p>Last Push: A final push for fundraising needs to be done this week. You have already put money down so it is now or never.</p> <p>Payment: Have an adult mentor place the order with the billboard company and pay the final fee for delivery.</p>	
7	<p>Don't Worry: Ideally the sign company will put the billboard within the next week (call to confirm)</p>	
8	<p>Visit: This is the final week in which the team should make a visit to the billboard site.</p> <p>Invite: Invite a local priest to bless the billboard. Invite parents and siblings. The team should pray the rosary for an end to abortion.</p> <p>Photo: Don't forget to take a photo to send to those who contributed to the project. Email it to the national office as well.</p> <p>tbrechbill@missionnetwork.com</p>	

PROJECT OVERVIEW

TACTICS BY AREAS

**SERVES:
COMMUNITY**

**TIME:
ANYTIME**

LOCATION

- Try to choose a billboard that will be seen by young women as they are usually the ones facing abortions. Inner city areas are ideal places to place a sign or billboard.
- You can ask for money or sell stuff as a fundraiser almost anywhere, but several sources are better: local pro-life groups and the Knight of Columbus will often help, Catholic parishes and protestant churches will often let you ask for money, etc.
- If your group is in a parish, see if our pastor will say a few words after Sunday masses and let you take collections outside as people exit.

PROVISIONS

- Advertisement: before you prepare any material, you need to know exactly what image and words you will use in advertising. The boys can find good ads on pro-life websites or use their own creativity.
- Billboard space or signs are expensive so you need to fundraise. If there is a local sign company that seems less likely to accept your ad, ask them first so you can get free publicity in the local media from their rejection. Then look for one where the owner might give you a large discount. A phone number on the sign for a crisis pregnancy center should be the main contact.
- Fundraising: you need to have the exact image you want to put on a billboard on all your fundraising material. When fundraising, you should all wear your club t-shirts to be professional.

BIG & BOLD!



TACTICS BY AREAS



RESPONSIBILITIES

- A few boys need to be responsible for looking for or making ads, but the team leader must decide on one for the team to pursue.
- Each boy needs to have a specific role in the fundraising. One can design a fundraising pamphlet, another can take care of printing the pamphlets, another can find items to sell as a fundraiser, another to work with the parish and priest, another for the Knights of Columbus (maybe one has a dad that is a Knight) and then they all show up to the specific locations and work together.
- One boy should be the contact person for local pro-life groups, especially for the crisis pregnancy in the local area.

CONTACTS

- Billboard company and printers for promotion: they need to know that you are professional. You should size them up and try to get a discount if they are pro-life. Do not antagonize them if they are pro-choice, but be clear about what you are printing so if they reject you (thus giving you free publicity to use) you will know before you have spent a lot of time arranging things.
- Benefactors: even if you are selling stuff, you need to point out the cause that the money is for saving babies' lives. You need to be positive about the results and avoid spending too much time on "the current situation" or horror stories of abortion. People give money to hope, not to a hopeless cause.
- Pastors (Catholic or Protestant): You will need to show how this can energize their community. They may be a little concerned about you taking money out of the parish to rent this billboard, but you need to explain that you will bring them hope which may move them to give more money over the next few years. You can also win over a Catholic priest by asking him to do the blessing.

PROJECT OVERVIEW

DEBRIEFING

**SERVES:
COMMUNITY**

**TIME:
ANYTIME**

SPECIAL OPS

- The boys need to pray for unborn babies and the eternal salvation of all those involved in the horrendous practice of abortion.
- If possible, the team leader should arrange an ace-in-the-hole benefactor who is willing to pay for the billboard to be up one month who holds out support until the last week of fundraising. This ensures that the boys' efforts will be rewarded because there is nothing worse than the boys putting in all the effort and coming just a few dollars short. It may even be an anonymous benefactor the team leader arranges with a dad's help.

CONTINGENCY PLAN



- If you see some other need more important than defending unborn baby's lives, you can modify the campaign towards getting people back to confession or have the true meaning of Lent and Easter.
- Instead of billboards, another effective means is to put adds in local newspapers. Ask the most anti-Catholic ones first because they may give you free publicity.
- If someone on the team lives on a busy road, you can make miniature billboards using plywood, 2 by 4s, and some decent paint. These can be kept up for a long time rather than just renting a month or two.
- TV or radio spots are more difficult, but if you can do it, it will probably be the most effective.
- A good activity to do in week 1 or 2 would be to obtain a bag of dried lima beans. This is about the size of a 12 week old baby. If you count out the beans and place them in a jar, have the boys guess at how many are in the jar. Make the number equal to the number of abortions performed every hour in the U.S. This helps the boys visualize the actual size and number of souls spent every hour and motivate them to act to do something about it.

BIG & BOLD!



**SERVES:
COMMUNITY**

**TIME:
ANYTIME**

NOTES:

