



40 DAYS FOR LIFE™

Leader's Guide

*Join the worldwide movement to
protect mothers and babies*



Prayer and Fasting



Peaceful Vigil



Community Outreach

Table of Contents

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- 3** **Welcome**
A letter from Brian Westbrook, Executive Director
- 4** **History and Team**
A brief history of 40 Days for Life in St. Louis
- 6** **Timeline**
Steps to staying on track and on time
- 8** **Sample Outline**
A guide to a successful Adopt-A-Day
- 9** **Recruitment**
How to get others involved
- 10** **Participants**
A thank you to our faithful supporters

Welcome!

Dear Adopt-A-Day Coordinator,

Here you are, on the threshold of an incredible journey that is about to unfold before you!

How beautiful it is that you are allowing the Lord to work through you in this way! Your task is no small feat, but we know that the Lord has called you to this mission and that He will be there, every step of the way, to see you through it.

Remember to trust in Jesus unfailingly. He will give you the words you need to speak, the energy you need to continue, and the heart that you need to inspire others to join you in the amazing work being done through the 40 Days for Life campaign. Above all, continue to stay true to the core principles of the campaign: Prayer and Fasting, Peaceful Vigil, and Community Outreach.

Never underestimate the power of prayer, particularly the power of your own prayers and the prayers of the volunteers who will stand with you outside Planned Parenthood.

Because of YOUR prayers, our sidewalk counselors are seeing an increasing number of women leave the abortion facility and choose LIFE!

Because of YOUR prayers, men's and women's hearts are being opened to the healing power of forgiveness!

Because of YOUR prayers, the pro-life movement is not only growing within the St. Louis area but also changing the community as a whole!

We are watching in awe as the culture of death within our city is being transformed to one of LIFE - a transformation which would not be possible without the work you will find yourself doing in the upcoming weeks.

The Coalition for Life staff will be with you the entire way with advice, templates, training, and support. All you have to do is be willing to say yes to God and His call to speak up for those who cannot speak for themselves.

I wanted to personally thank you for the LIFE you bring to the 40 Days for Life campaign through your time and effort as an Adopt-A-Day Coordinator. We could not do it without you. Welcome to the team!

Sincerely,



Brian Westbrook
Executive Director
Coalition for Life St. Louis

History of the 40 Days for Life Campaign



An International Movement

The first 40 Days for Life campaign emerged in 1998 from the prayers and collaboration of four dedicated pro-lifers seeking to counteract the abortion industry, Planned Parenthood, that had planted itself in their hometown of College Station, TX. In 2004, David Bereit and Shawn Carney, with their wives Margaret and Marilisa, began to pray for the wisdom to know what pro-life work the Lord desired them to do within their local community. His response to their inquiries was the biblically-based theme of “40 days”. The four were aware of God’s profound historical work within the construct of 40 days (40 days in the desert, a 40 day flood, etc.) and this initial inspiration led them to organize volunteers into the first official “40 Days for Life Campaign.” This first campaign registered immediate success, activating over 1,000 participants and leading to a 28 percent decline in abortions in that community.

The victory that God had led could not be contained. In 2005 and 2006, a half dozen other cities conducted their own 40 Days for Life Campaigns. Though each city required a different approach, none failed to produce positive results. Some abortion facilities cut their operating hours, others closed altogether. Some cities discovered an outpouring of women seeking post-abortion healing. Then, in the fall of 2007, the 40 Days for Life Campaign went national. More than 80 cities in over 30 states participated in a simultaneous outreach that brought in many who had never been involved in pro-life activities before.

Thanks to the 40 Days for Life Campaigns happening all over the country, lives are being saved, hearts are being changed, and people are witnessing the tremendous impact that prayer can provide in the quest to end abortion.

A Local Solution

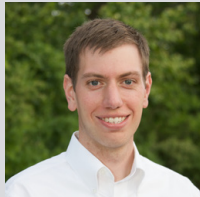
The Coalition for Life St. Louis, as it is known today, started in 2008 after Brian Westbrook, his wife Marisa, and his mother-in-law Maria Thompson introduced the 40 Days for Life campaign at a St. Ferdinand pro-life committee meeting. Brian explained the simple concept of 40 days of prayer and fasting, peaceful vigil, and grassroots community outreach to bring an end to abortion in the St. Louis community. A small but dedicated group of volunteers decided to launch the very first 40 Days for Life campaign in St. Louis just a few months later in the spring of 2009. This first campaign rallied over 35 churches and 500 individuals, resulting in hundreds of lives impacted and seven confirmed lives saved.



After the completion of the Spring 2009 40 Days for Life campaign, the team continued to grow this grassroots effort to a massive 95 church and 2,500 individual ministry by the summer of 2011. This small group had become tired with growing demands. So on November 10th of 2011, the Coalition for Life St. Louis was announced as a new full-time organization with Brian Westbrook named as Founder and Executive Director.

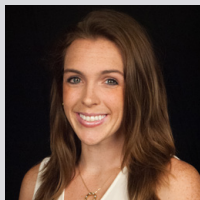
The Coalition for Life St. Louis continues to grow and now encompasses four programs: 40 Days for Life, LIFEChoice Internship, Women’s Care Connect, and #LIFESQUAD. To date, over 10,000 individual prayer volunteers have stood with us in peaceful vigil in St. Louis.

Your 40 Days for Life-St. Louis Team



Brian Westbrook

Executive Director - Brian became an outspoken pro-life advocate after the birth of his son in 2008 brought with it a new understanding of life, especially the life of the unborn. He helped to start and build a local grassroots 40 Days for Life Campaign that rallied over 150 churches and thousands of people together and dramatically reduced abortions in the region. Brian left his job at a local engineering firm in 2011 to serve as Founder and Executive Director of the Coalition for Life St. Louis. Brian and his wife Marisa have five children: Ethan, Eva, Michael, Isabel, Dominic.



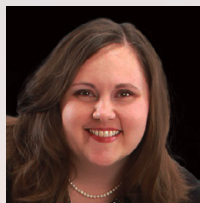
Kristin Wilmes

Director of Operations - Kristin started working with the Coalition for Life in 2013 as one of the organization's first interns. She deeply cares for mothers who are experiencing unplanned pregnancies, since she knows firsthand how challenging it is to experience motherhood as a teenager. She has worked full time, while going through school and parenting her Kindergarten age daughter and seeks to empower other women to believe they can do the same. She recently achieved her Masters in Counseling from Lindenwood University, hoping to further improve the lives of other women experiencing unplanned pregnancies.



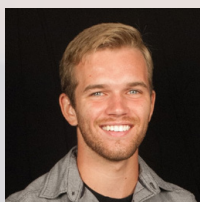
Teresa Pettis

Programs Coordinator - Teresa is the middle child in a family of eleven, Teresa learned to serve others from young age: whether it was picking up toys with her siblings to helping wash the many dishes. Her heart for the Pro-Life cause began to grow early in her teenage years, guided by her faith in Christ and her actively Pro-Life family. Her first experience with Coalition for Life St. Louis was when she was 12 years old, praying during 40 Days for Life. In 2017, she joined the team as a LIFEChoice Intern. She is blessed to have grown into the position of Programs Coordinator, with the support of her husband Jonathan.



Maggie Tebeau

Marketing Coordinator - Maggie joined the Coalition for Life in the summer of 2017, and has been pro-life since before she could speak, thanks to her amazing parents and family. With five siblings and sixty first cousins, she has never been lonely, or allowed to choose the radio station for that matter. She and her husband now strive to raise their young children with an understanding of the sanctity of all human life. Maggie enjoys reading, puzzles, and board games, and recently discovered the joys of Pre-K sports.



Ben Gruender

Outreach Strategist - Ben is the firstborn of a loving family who has instilled in him a desire to follow the Lord's will wherever it takes him. He began working as a sidewalk counselor in the winter of 2015, grew to be a LIFEChoice Mentor, and now coordinates outreach efforts at the Coalition for Life St. Louis. Ben enjoys playing sports, such as soccer and volleyball. Moreover, Ben maintains a passion for studying Biblical doctrine and apologetics. Accordingly, he is pursuing a Bachelor of Science in Ministry and Leadership at Missouri Baptist University.

Best Practices for Your 40 Days for Life Adopt-A-Day

Form a Core Team (Four Weeks Prior to Vigil)

- Call potential Core Team members and invite them to be a part of the campaign.
- Host a core team meeting during which you provide your core team members with snacks or dinner and take the time to explain the purpose of the 40 Days for Life Campaign to them. We recommend that you request a Coalition for Life team member to attend this first meeting. This is also the perfect opportunity to delegate specific tasks to core team members:
 - Invite the Pastor to the sidewalk.
 - Advertise (including getting advertisements into bulletins, putting posters up, creating display posters, handouts, etc.).
 - Delegate a “contact person” for the vigil day.
- At your first core team meeting, pass around the sign-up sheet to begin filling in the hours.

Sign-Up Weekend Prep. (Three Weeks Prior to Vigil)

- Schedule a pulpit announcement to be made by either you, one of your core team members, or a Coalition for Life staff member [call Katie at (314) 827-4039 to request a speaker].
- Schedule bulletin inserts.
- Create flyers and/or posters and handouts to be posted around the church/school.
- Contact leaders of organizations within the church community who are not already involved and invite them to come pray with you on your Adopt-A-Day.
- Prior to sign-up weekend, make copies of Map/Code of Conduct/FAQ sheets and statements of peace, and staple them together.
- Secure a table or space at your church to hold sign-ups; print multiple copies of the sign-up sheet and interest form.

Sign-Up Weekend (Two Weeks Prior to Vigil)

- On the day of sign-ups, you’ll need to make sure that your sign-up table is ready to go before church begins. When setting up your sign-up table, be sure to have each of the following items ready:
 - Clip boards with sign-up sheets and plenty of pens (sign-up sheets provided in the back cover pocket of folder).
**Note: Sign-up sheets should already have core team names on it. This promotes unity when asking people to sign up. You can always change your chosen time later.
 - Pledge cards (provided in the back cover pocket of folder).
 - Information packets which include copies of the Map/Code of Conduct/FAQ sheet and the statement of peace.
 - Fliers and signs advertising the 40 Days for Life Campaign.

Best Practices for Your 40 Days for Life Adopt-A-Day (Continued)

- Sign-up tables should be staffed at all times by at least two people. It is best to decide before-hand which core team members will take which sign-up table shifts. If possible, it is ideal to have every exit manned by an older and a younger person; this will help draw a larger demographic of people to your cause.
- During sign-ups, have volunteers sign-up for specific time slots or sign their name on an interest form if they are unsure of their availability for that day.
**Note: It is vital that volunteers give some form of contact information, preferably a phone number and email. This information is important for you and us to be able to thank volunteers as well as keep them informed of any last minute changes that may occur.
- For volunteers who do commit to specific hours, it is best to have them fill out their statements of peace and return them to you so that you or another core team member can keep them on file.

One Week Prior to Vigil Day

- Contact volunteers to confirm time slots. Let them know that they will receive a reminder email from Coalition of their commitment 24 hours prior to their scheduled vigil time.
- Answer any questions they may have and thank them for their time.
- Contact anyone who wrote their names on the interest form to see if they can commit to pray.
- At least 5 days prior to the vigil day, email a copy of your vigil form to vigil@coalitionforlifestl.com. We will use this to fill out the online vigil calendar and keep track of the schedule.
- Continue to keep us updated as new volunteers sign-up. Send any updates to us at vigil@coalitionforlifestl.com as they come in.

The Adopt-A-Day

(See Page 8 for tips and a sample Adopt-A-Day outline)

Follow-Up (Do Not Skip This Step)

- Call volunteers to thank them personally and ask for their feedback regarding their experiences. Email any interesting or touching stories to stories@coalitionforlifestl.com.
- Send 'thank you' notes to volunteers (Coalition for Life is happy to provide thank you cards if needed).
- Make a follow-up pulpit announcement in which you share the good news and experiences of the 40 Days For Life Campaign with the rest of your church community!
- Hold a follow-up meeting with core team during which you:
 - Thank them and recognize them for all of their hard work (provide food!)
 - Discuss strengths and weaknesses of your recruitment process to prepare for the next campaign,= and send any feedback back to us.

Sample Adopt-A-Day Outline

The day begins at 7am with the arrival of your first shift of volunteers! A Coalition for Life representative will deliver a plastic box to the sidewalk containing pro-life signs that can be held by any volunteers interested in doing so, a clipboard for all volunteers to sign in, and prayer resources (prayer cards, rosaries, a large banner, etc.).

Your last vigil shift ends at 7pm, at which time a pre-appointed volunteer will be there to pick up sidewalk supplies.

It is suggested that you have a core team member (or a rotation of core team members) there to greet volunteers as they arrive every hour. If you can't have a core team member there at every hour during the vigil, then remember to have someone "on call" who can answer phone calls from volunteers at any point during the vigil.

In order to be officially associated with the 40 Days for Life Campaign, volunteers must have signed a Statement of Peace. Extra copies of this document will be included in the box for any volunteers who have yet to sign them; signed statements can be left in the folder in the pocket marked "signed Statements of Peace."

During their scheduled vigil time, volunteers are welcome to pray in any way that feels comfortable to them: walking, standing, kneeling, alone, or with a group. However, make sure that the driveway and sidewalk are clear for traffic. Never leave the materials, signs, and banner alone.

Note that during sidewalk counseling hours (listed below) at the Central West End location, interns and trained volunteers will be sidewalk counseling and will be more than happy to answer any questions that you or your volunteers may have.

Be sure to thank volunteers at the end of their shifts.

Sidewalk Counseling Hours:

Monday: 8 AM - 5 PM

Tuesday: 8 AM - 5 PM

Wednesday: 8 AM - 5 PM

Thursday: 8 AM - 5 PM

Friday: 8 AM - 4:30 PM

Saturday: 9 AM - 1 PM

Recruitment, Resources, and Tips



Choosing a Day

Select a day on which you are personally available for most or all of the 12 allotted hours. As the Adopt-A-Day Coordinator, you are responsible for filling all twelve hours of your vigil day, so be sure that you are available to make a significant time commitment. Plan your vigil day around the event calendar of your church or organization to avoid scheduling it too close to major annual church events. If for any reason you are unable to completely fill your 12 hours, don't worry; we will help you fill the gaps.

Forming a Core Team

Your Core Team should consist of people that you can trust to be responsible and committed. Historically, selecting Core Team members who are already involved in other organizations or committees within your church (such as Knights of Columbus, Ladies Auxiliary, Men's Club, etc.) can be very beneficial both for recruiting volunteers as well as expanding the pro-life effort. We suggest a Core Team of 5-10 people, depending on the size of your church or organization.

Gaining Support

The 40 Days For Life Campaign is a perfect opportunity to reach out and involve every facet of your church or organization. Ask anyone and everyone to help fill the sidewalk with prayer!

The most successful Adopt-A-Days are those properly backed by church administration. Involving your pastor in the planning and implementation of your vigil day is a sure-fire way to gain even greater support within the rest of your church. Meet with your pastor or church administrator and explain the purpose of the 40 Days For Life Campaign. If you do not feel comfortable doing this, either find a Core Team member who does, or contact us, and we will be happy to send a Coalition for Life representative to speak with your pastor on the matter. ****Note:** even if your pastor/administrator fails to provide the support you desire, you can still have a very successfully vigil day!

Another great way to fill your vigil calendar is to include the young people of your church. Send flyers home through your church's Sunday school, parochial school, or youth group. Involving the emerging generation in this type of firsthand pro-life work will ensure the growth of the pro-life movement within your church community.

Finally, advertise aggressively. Utilize church bulletins and community bulletin boards, deliver pulpit announcements, and take advantage of any and all other avenues of advertisement available to you through your church. It is particularly important to deliver pulpit announcements during the weekend of your sign-up drive.

Faithful Participants of the St. Louis 40 Days for Life

All Saints Roman Catholic Church	Knights of Columbus 14264/James the Greater	St. Joan of Arc Catholic Church
All Souls Catholic Church	Knights of Columbus 4429/Fatima	St. John Vianney High School
Annunciation Catholic Church	Knights of Columbus Council 12323	St. John's Catholic Church
ARCH co-op	Knights of Columbus Council 2440	St. Joseph - Clayton
Archdiocese of St. Louis Curia	Knights of Columbus Council 9981/ Incarnate Word	St. Joseph - Imperial
Ascension Catholic Church	Knights of Columbus Red Bud Illinois	St. Joseph - Josephville
Ascension Lutheran	Knights of Columbus St. Francis of Assisi	St. Joseph - Manchester
Assumption Catholic Church – South County	Liberty Christian Church	St. Joseph - Perryville
Assumption of the Blessed Virgin Mary	Life Runners	St. Joseph - Wentzville
Blessed Teresa of Calcutta	Little Flower Catholic Church	St. Joseph Academy
Bound For Life - St. Louis	Lutheran Church Missouri Synod	St. Joseph Church - Cottleville
Calvary Chapel of Saint Louis County	Lutherans for Life St. Charles County	St. Justin Martyr
Cathedral Basilica of St. Louis	Lutherans for Life St. Louis County	St. Louis Priory School
Changing Seasons Life Coaching	Mary Queen of Peace	St. Louis Young Adults
Chatham Bible Church	Missouri Right to Life	St. Luke the Evangelist Catholic
Christ Memorial Lutheran	Missouri Right to Life - East Central	St. Margaret Mary Alacoque Church
Christ Prince of Peace Parish	Our Lady of Lourdes Catholic Church	St. Mark Catholic Church
Christ the King Church	Our Lady of Providence	St. Martin De Porres
Christian Brothers College High School	Our Lady of Sorrows Catholic Church	St. Martin of Tours
Church of the Immacolata	Our Lady of the Pillar Catholic Church	St. Mary Magdalen Brentwood
Concerned Women for America	Our Lady of the Presentation	St. Mary Magdalen South City
Concordia Seminary	Our Lady of the Rosary	St. Mary's - Hawk point
Cor Jesu Academy	Our Lady Parish	St. Mary's Assumption
Crossroads of St. Charles	Peace Lutheran	St. Maurus Catholic Church
Deaconate Formation Community	Radiant Life Church - Festus	St. Michael the Archangel Church
Dominican Friars	Sacred Heart Parish - Valley Park	St. Monica Catholic Church
Duchesne High School	Sacred Heart Parish - Florissant	St. Norbert
Epiphany Of Our Lord Catholic Church	Sacred Heart Parish - Crystal City	St. Patrick's Catholic Church - St. Charles
Faith Christian Family Church	Sacred Heart Parish - Eureka	St. Patrick's Catholic Church - Wentzville
First Baptist Church of Festus/Crystal City	Saverton Community Church	St. Paul's Catholic Church
First Baptist Church of Lake St. Louis Adult 5 Class	Seven Holy Founders	St. Peter Catholic Church - Kirkwood
First Christian Church	Show Me Conservatives Care	St. Peter's Catholic Church St. Charles
Grace Community Chapel	Silent No More Awareness Campaign	St. Robert Bellarmine
Holy Infant Catholic Church	SLCHA Home Schoolers	St. Theodore Parish
Holy Name of Jesus Youth Ministry	South County Pregnancy Help Center	St. Vincent De Paul - Perryville
Holy Redeemer Catholic Church	South Side Catholic Boys Club	Students for Life - Fontbonne University
Holy Trinity Catholic Parish	South Side Youth Ministry	Students for Life - Lindenwood
Hosanna Calvary Chapel	Southgate Church	Students for Life - Saint Louis University
Immaculate Conception - Arnold	St. Alban Roe Catholic Church	Students for Life - UMSL
Immaculate Conception - Old Monroe	St. Ann of Normandy Catholic	Students for Life – Washington University
Immaculate Conception Dardenne	St. Anselm Church	The St. Charles Group; Morgan Stanley Smith Barney
Immaculate Conception Maplewood	St. Barnabas Catholic Church	The Way Baptist Church
Immaculate Heart of Mary - New Melle	St. Catherine Laboure	ThriVe St. Louis
Immanuel St. Charles	St. Charles Borromeo Church	Trinity Assembly of God
Incarnate Word Parish	St. Clare of Assisi Church	Twin Rivers Baptist Association
Incarnate Word Prolife	St. Clement of Rome Catholic Church	Villa Duchesne/Oak Hill School
John Paul Preparatory School	St. Cletus Catholic Church - Lifeteen	West County Assembly of God
Kenrick Glennon Seminary	St. David Catholic Church	West County Community Church
Knight of Columbus 1376/Bishop Wurm Council	St. Elizabeth Ann Seton Church	West Plex Community Church
Knight of Columbus Council 823/St. Elizabeth Ann Seton	St. Ferdinand Catholic Parish	
	St. Francis De Sales Oratory	
	St. Francis of Assisi - Oakville	
	St. Gerard Majella Catholic Church	
	St. Gianna Parish	
	St. James the Greater Parish	