

REACHING HER FIRST

The Race for Her Trust in a
Critical Moment

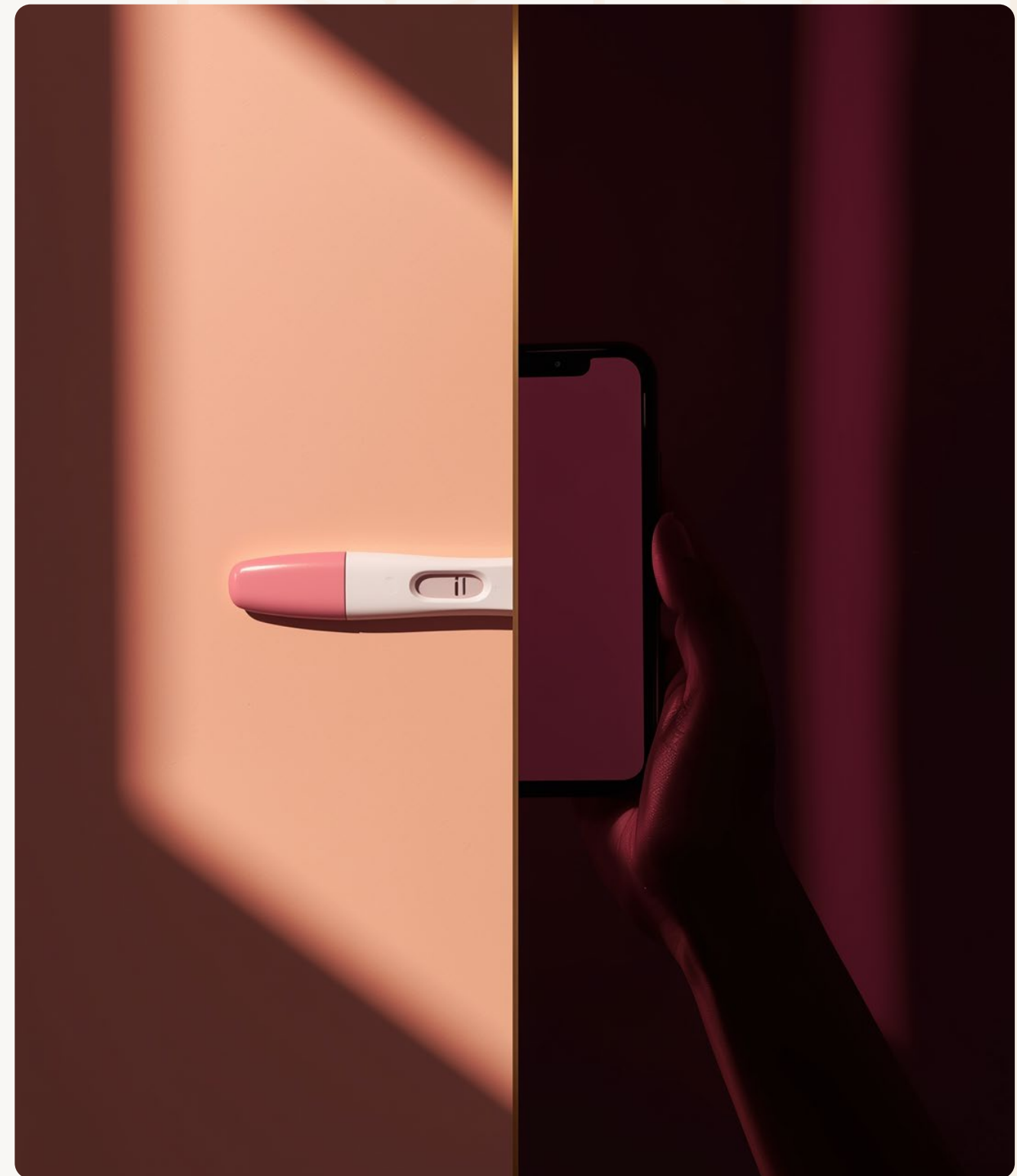


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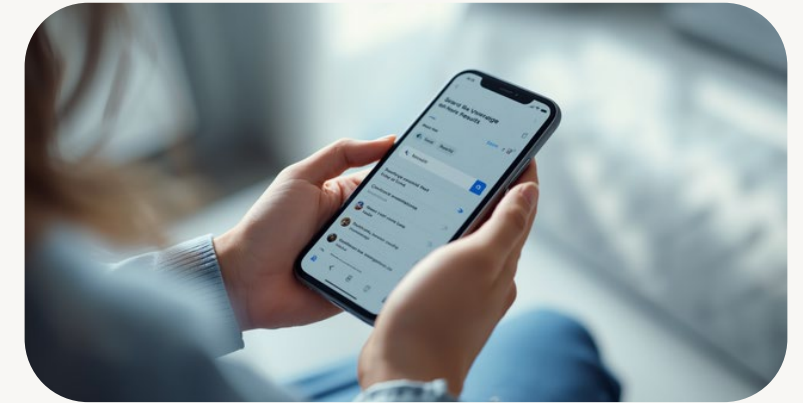
THE RACE HAS ALREADY STARTED

The pregnancy center is no longer competing with the abortion clinic. We are competing with convenience.

- Google
- Social Media
- The Abortion Pill



DECISION PATH HAS CHANGED



YESTERDAY

THE TRADITIONAL PATH

Pregnancy Test → Clinic →
Consultation → Waiting Period →
Decision

TODAY

THE DIGITAL PATH

Pregnancy Test → Google → Online Pills →
Mail Delivery → Chemical Abortion

THE ABORTION
INDUSTRY ADAPTED.
Have we?



Pregnancy Centers Are Losing Contact

Many women are not rejecting pregnancy centers, they just never encounter them.



TRUST IS THE FOUNDATION

"Am I safe?"

"Do I have options?"

"Can I trust you?"

Informed decisions begin with informed conversations.



✓ HOW FAR ALONG AM I?
✓ WHAT IF I CHANGE MY MIND?



✓ IS THE PREGNANCY VIABLE?
✓ WHAT ARE THE RISKS?



✓ WHAT SUPPORT IS AVAILABLE?
✓ WHAT ARE MY CHOICES?



Informed Decision Checklist

Every woman deserves answers before making a life - altering medical decision.

Women's C.A.R.E. KIT

Chemical Abortion
Recovery & Evaluation



WE KNOW THIS MAY BE A DIFFICULT
AND UNCERTAIN TIME FOR YOU.

IF NO ONE HAS TOLD YOU
YET TODAY—YOU ARE
STRONG, AND YOU MATTER.

THE FUTURE OF PREGNANCY HELP

The future belongs to centers that:

- Reach women earlier
- Build trust faster
- Create meaningful intervention points
- Walk with women longer



The race is no longer
to reach her at the clinic.
Will you be there for Her?

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