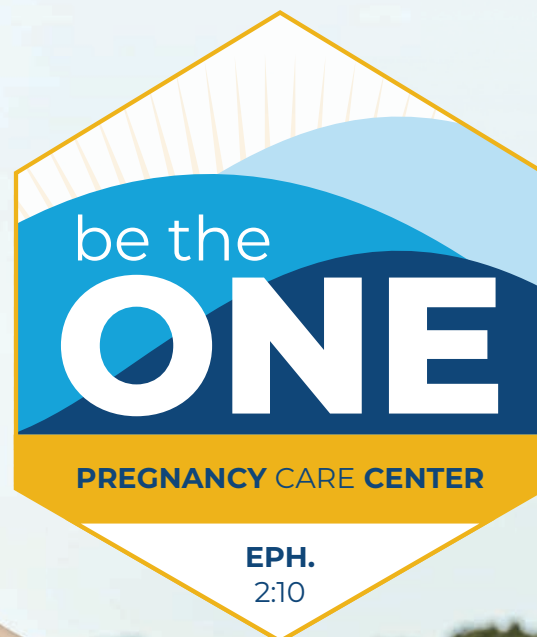


marketing guide

from Keener Marketing



Serving Pregnancy Resource Centers Since 1981



WHY USE A **THEME**?

PROFESSIONALISM - Make a positive impact

REPETITION WORKS - Keep your advertising and donor communications unified

CONSISTENCY - Reinforcing your message helps your supporters catch your vision

SAVE DESIGN COST - The groundwork is in place

SAVE TIME - one decision to make a year

CUSTOM OPTIONS - We tailor your annual theme to your existing brand by matching your logo colors and using your photos

FLEXIBILITY - Any design on prcresources.com can become an annual theme

COORDINATE EVERYTHING - Custom Events, Advertising, Annual Reports, Baby Bottle Events, Banquets, Christmas/Holiday Cards, Facebook/Social Media Graphics, Gifts, Newsletters, Note Cards, Online advertising: Google, Facebook, YouTube, Letterhead, PowerPoint Slides, Sanctity of Human Life Sunday, Walk for Life, Web Graphics, etc.

Featured Design #140

theme.prcresources.com

EVENTS

Pictured:

- Baby Bottle Campaign
- Walk for Life
- Sanctity of Human Life Sunday
- Banquet



COMMUNICATION

Pictured:

- Letterhead
- Newsletters
- Annual Reports
- Note Cards



SEASONAL

Pictured:

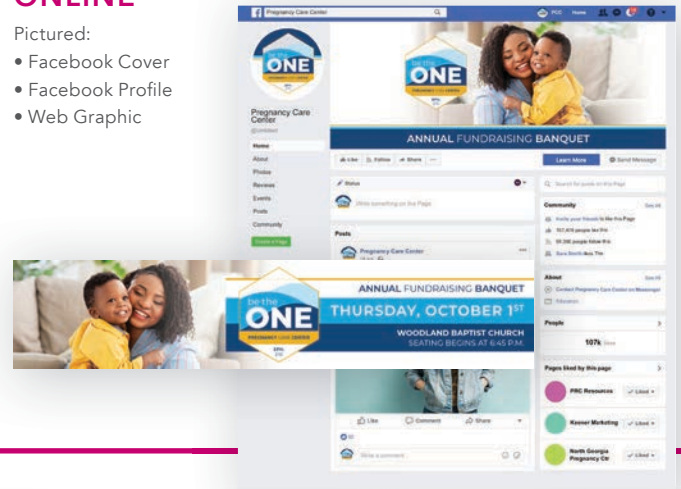
- Christmas
- Thanksgiving
- Easter



ONLINE

Pictured:

- Facebook Cover
- Facebook Profile
- Web Graphic



CUSTOM THEMES

If you have a special event or anniversary coming up, let us help you capture what you want to focus on for the year.



visit website to see all designs

prcresources.com • 800-338-8928

The Light Shines in the Darkness

FUNDRAISING BANQUET MATERIALS

Our fundraising banquet designs can be customized to fit your needs. If you have something special going on this year, like going medical or getting a mobile ultrasound unit, you need to capitalize on that change and use all your events to bring attention to the exciting things happening in your center. All text is fully customizable at no extra charge. Photos can be replaced to suit your needs (fees may apply).

Don't see a design that fits
your banquet theme? **CALL US.**

We can create all your banquet materials
to go with any theme you choose.





GET THE WORD OUT!

Pictured:

- 8.5 x 11 Posters
- Invitations
- RSVP Cards
- Save the Date Postcards



REMINDERS

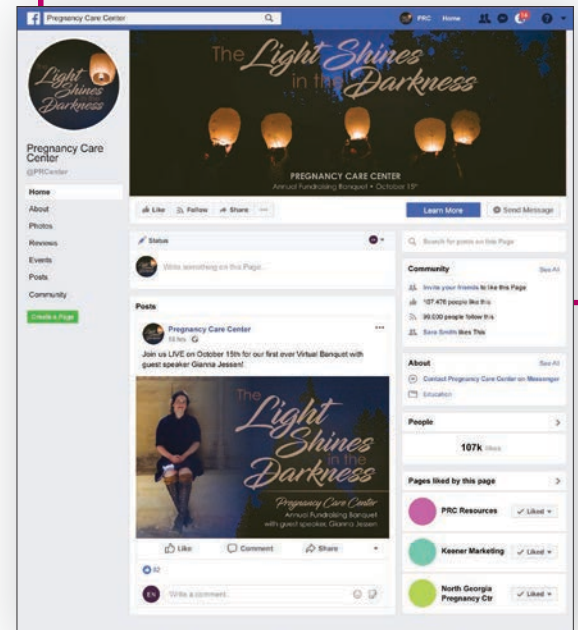
Pictured:

- Confirmation Cards
- Tickets
- Save the Date Magnets



GOING VIRTUAL?

With a global pandemic keeping everyone in their homes, we don't want you to miss out on interactions with your donors. A virtual banquet is a great place to start. Having a live stream of your speaker(s) is a great way to keep everyone connected while being in the comfort of their own homes. We have just what you need to get your event out there.



Basic Banquet Packages include

- Full Color Invitations with envelopes
- RSVP Cards with envelopes
- Full Color Programs
- Full Color Confirmation Cards with envelopes
- Pledge Cards with envelopes or remit envelopes

Prices include all changes to text, title, colors and simple photo replacements. Shipping not included.

PACKAGES PRICES	100	250	500	750	1,000
Basic Package with Blank Envelopes	\$734	\$984	\$1,279	\$1,494	\$1,684
Basic Package with Printed Envelopes	\$874	\$1,119	\$1,399	\$1,624	\$1,789

Available Extras

See pricing on prcresources.com

- Save-the-Date Postcards or Magnets
- Web Graphics & Banners
- Note Cards, Receipt Stuffers
- PowerPoint Slides
- Bookmarks & Gifts
- Tickets
- Posters
- Letterhead
- Podium Signs
- Table Cards



FB140



FB151



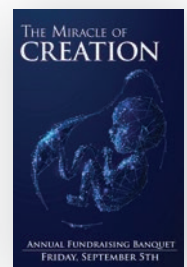
FB143



FB142



FB138



FB137



CHANGE COLORS TO
MATCH YOUR LOGO
COMPLETELY FREE

Sanctity of Human Life sohls.prcresources.com



Themed Designs

Bulletin inserts are 5.5" x 8.5" and are printed on 100# gloss paper in beautiful full color on both sides. All of our Sanctity Designs have matching Poster, Web and Social Media designs.

Pictured:

- 11 x 17 Posters
- Bulletin Inserts

Featured Design #138

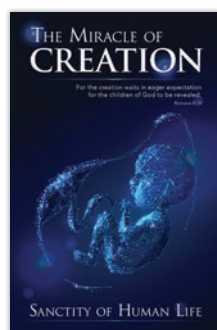
See PAGE 11
for Price Guide.

Customizable Bulletin Insert

See details and more designs at sohls.prcresources.com.



SB129



SB137



SB140



SB143



SB152

SV140

BUDGET INSERTS

Stock inserts are ideal for individual churches or PRCs who only need a small number. Available in packs of 100 for \$9.00 each.

See details on
prcresources.com.

SV129



Videos

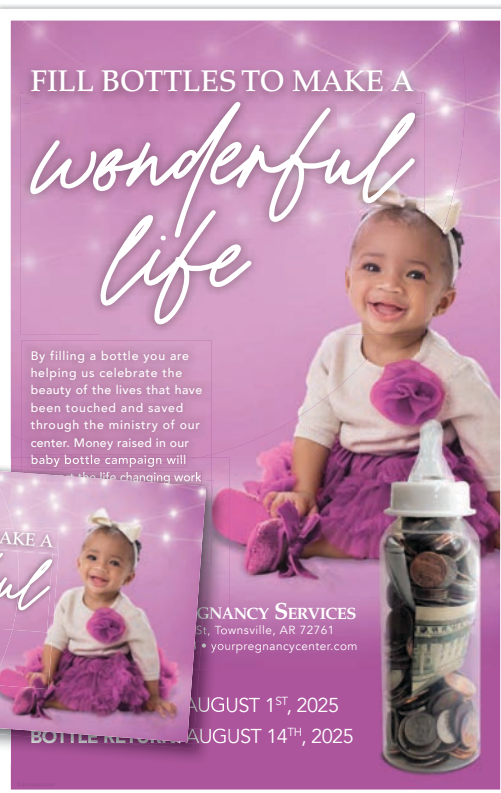
You can't send your best speaker to every church, but you can have a consistently great presentation. Visit our web site to see all of our available video designs.

Baby Bottle Campaign

bb.prcresources.com

Bulletin Inserts are an affordable and easy way to get your information into the hands of an entire congregation. These 8.5" x 5.5" inserts are printed on 100# gloss paper. They also make great bottle stuffers. Prices include custom text.

Bottle Tags come with the hole pre-punched and are 2" x 4.25". Elastic hangers are included for your convenience. (Tag requires assembly. Stock styles available on prcresources.com)



Design 138



Changelopes changelopes.com

The Changelope

is a card stock envelope that folds into a change bank to help you raise money for your non-profit organization. This countertop collection device is light weight and easy to distribute. The Changelopes arrive flat to make it easy to mail and convenient to store. The process begins by creating a specific Changelope that represents your mission.

With COVID-19, the changelope is a great fundraising tool. It can be mailed in a 6x9 envelope or inserted into your newsletter.

CHANGELOPE PRICING

100	200	300	400	500	600	700	800	900	1,000
\$.88 each	\$.87 each	\$.86 each	\$.85 each	\$.84 each	\$.83 each	\$.82 each	\$.81 each	\$.80 each	\$.79 each
Set up fee \$25					No Setup fee for 500 or more				

Walk For Life

walk.prcresources.com

GET THE WORD OUT!

Pictured:

- 11 x 17 Posters
- 11 x 17 Brochure
- 8.5 x 14 Brochure
- Save the Date Postcards



Featured Design #140

Choose Your Design: Our beautiful, highly motivating brochures can be fully customized to fit your needs for the most successful Walk for Life ever! Add digital photos of your babies or last year's event, change the text, list your services or any wording you need – all available free of charge.

Choose Your Size:

Available in 11" x 17" and 8.5" x 14".

Choose Your Paper: 100# gloss paper unless otherwise specified. Uncoated paper, card stock and perforation are available. Call for quote.

Choose Your Form: 4 pledge form formats to choose from – each is available with the option of a pre-registration form and/or a liability waiver. Don't see the form you need? **Ask us about creating a custom one.**

OTHER ITEMS AVAILABLE:

- Advertisement Graphics
- Outdoor Banners
- Shirts
- Save the Date Magnets
- Powerpoint Slides
- Balloons
- and so much more!



WB138



WB137



WB129

VWV148

VIRTUAL WALK VIDEOS



Don't let COVID stop you from having your walk! Get the word out about your event and encourage people to walk on their own with our motivational and informative virtual walk videos.

Holiday Cards christmas.prcresources.com • thanks.prcresources.com

Holidays are a great time to reach out to your donors.

Surprise them with a special card during the year. They won't anticipate it and you will reap unexpected rewards!

Designs are available for:

Christmas, Thanksgiving, Easter, Mother's Day and Father's Day

See website for Mother's Day, Father's Day, and Easter. Custom designs can be created for other holidays. All Holiday Cards are Fully Customizable. See our full design selection online.

CHRISTMAS

X140



X138



THANKSGIVING

TG138



TG140



Newsletters news.prcresources.com

Two ways to get professional newsletters

1. Pick one of our themes.
2. Tell us what you want and we will create a custom newsletter to match your brand.

See our full design selection online.

CUSTOM



NL140



Low Mailing Prices - Let Us Handle Your Mailing

- National Change of Address comparison (required by USPS): \$15 flat
 - Process List, Address, Mail: \$60 per thousand (\$50 minimum)
 - Insert envelope: \$20 per thousand
 - Tabbing: \$20 per thousand (two tabs - no enclosure)
 - Tabbing: \$40 per thousand (four tabs - enclosure)
- Postage and printing are additional.



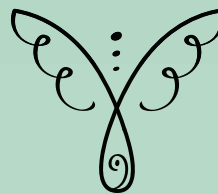
INTRODUCING PRO-LIFE Jewelry

Necklaces and earrings are available with all symbol options.



Promichai | präm i' CHĭ |

The promichai symbol stands for the potential that every life holds from the very first moment the unique DNA was created.



Custavite | kəst ə vit ā' |

The custavite symbol means a guardian of life. It represents one who values and vigilantly works to preserve every human life.



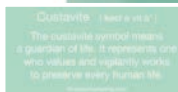
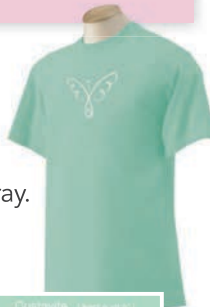
Sacrevida | sac ri vi' də |

The sacrevida is a symbol expressing that all life is sacred from the moment of conception.

T-Shirts

All symbols available in mint, berry, and gray.

S-XL: \$15
2XL: \$17



Definition on back



Prints

Set of three 8"x10" black and white prints.

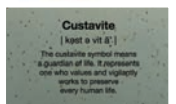
\$5.00 per set



Latte Mugs

All symbols available in mint, pink, and brown.

\$12.00



Definition on back



Travel Mugs

Custavite and Promichai available in mint and pink.

\$15.00



Journals

All symbols available in mint and pink. Journals are lined on the inside with 52

pages. Journals are 8.5" x 5.5"

\$4.00 - White Gloss Cover
\$5.00 - Pearl Cover

PopSockets

All symbols available in mint and pink.

\$4.00



CUSTAVITE TOTE

Currently only available in black with Custavite symbol.

\$4.00



Price Guide Call for any price not listed below.

	25	50	100	250	500	750	1,000	2,500	5,000	7,500	10,000
BULLETIN INSERTS 5.5" x 8.5"- Price includes design template and 3 proofs. Additional proofs \$10 each.											
Full Color	\$59	\$89	\$129	\$149	\$219	\$229	\$249	\$279	\$329	\$469	\$599

FOLDED NOTE CARDS AND ULTRASOUND KEEPSAKE CARDS 5.5" x 8.5" Printed one side - Scored to fold to 4.25" x 5.5"- Price includes design template and 3 proofs. Additional proofs \$10 each.											
--	--	--	--	--	--	--	--	--	--	--	--

Not customized (exactly as shown) - Black & White	\$16	\$20	\$36	\$78	\$130	\$170	\$210	\$475	Call	Call	Call
With custom text on one side - Black & White	\$20	\$23	\$41	\$90	\$155	\$207	\$260	\$600	Call	Call	Call
With custom text on both sides - Black & White	\$23	\$26	\$46	\$103	\$180	\$250	\$310	\$725	Call	Call	Call
Custom text and graphics on both sides - Black & White	\$47	\$51	\$71	\$128	\$205	\$270	\$335	\$750	Call	Call	Call
Not customized (exactly as shown) - Color	\$20	\$23	\$40	\$88	\$150	\$200	\$250	\$575	Call	Call	Call
With custom text on one side - Color	\$22	\$25	\$45	\$100	\$175	\$238	\$300	\$675	Call	Call	Call
With custom text on both sides - Color	\$25	\$28	\$50	\$113	\$200	\$275	\$350	\$800	Call	Call	Call
Custom text and custom graphics on both sides - Color	\$50	\$53	\$75	\$138	\$225	\$300	\$375	\$860	Call	Call	Call

BANQUETS See page 7 for Basic Package description. Price includes design template and 3 proofs. Additional proofs \$10 each.											
Basic Package with Blank Envelopes	\$419	\$549	\$734	\$984	\$1,279	\$1,494	\$1,684	\$2,327	Call	Call	Call
Basic Package with Printed Envelopes	\$499	\$599	\$874	\$1,119	\$1,399	\$1,624	\$1,789	\$2,467	Call	Call	Call

NEWSLETTERS This price includes placing your supplied digital text, photos and logos. Three proofs are included. Additional proofs \$10 each.											
8.5" x 11" 4 page (11" x 17" flat - 100# Paper)	Call	Call	\$389	\$459	\$495	\$545	\$595	\$745	\$995	\$1,195	\$1,695
8.5" x 11" 6 page (11" x 25.5" flat - 100# Paper)	Call	Call	\$539	\$679	\$759	\$804	\$849	\$1,019	\$1,449	\$2,099	\$2,229
5.5" x 8.5" Booklet (8 pages - 100# Paper)	Call	Call	\$409	\$519	\$895	\$935	\$975	\$1,127	\$1,605	\$1,929	\$2,239
Legal (8.5" x 14" flat - 100# Paper)	Call	Call	\$279	\$379	\$459	\$489	\$519	\$627	\$719	\$919	\$1,079
Legal (8.5" x 14" - 100# Card Stock)	Call	Call	\$285	\$385	\$479	\$519	\$559	\$719	\$909	\$1,119	\$1,279
Economy (8.5" x 11" - 100# Paper)	Call	Call	\$239	\$339	\$369	\$449	\$529	\$589	\$629	\$759	\$865
Economy (8.5" x 11" - 100# Card Stock)	Call	Call	\$245	\$345	\$419	\$504	\$589	\$689	\$755	\$969	\$1,159

Three proofs are included. Additional proofs \$10 each.

CLIENT CARDS AND BUSINESS CARDS 2" x 3.5"- Price includes design template and 3 proofs. Additional proofs \$10 each.											
Full color on both sides	\$34	\$39	\$55	\$85	\$90	\$93	\$95	\$130	\$160	\$180	\$200
Full color one side only	\$24	\$29	\$35	\$39	\$45	\$55	\$59	\$85	\$125	\$140	\$155

BROCHURES, WALK PLEDGE FORMS, AND RACK CARDS Price includes design template and 3 proofs. Additional proofs \$10 each.											
Small Brochures - 4.25" x 5.5"	\$39	\$79	\$109	\$195	\$275	\$289	\$300	\$375	\$500	\$610	\$715
Rack Cards - 4" x 9"	\$59	\$89	\$149	\$200	\$275	\$300	\$325	\$400	\$525	\$650	\$775
Trifolds - 8.5" x 11"	\$159	\$199	\$239	\$339	\$359	\$394	\$429	\$469	\$549	\$775	\$865
Quad Folds - 8.5" x 14"	\$215	\$255	\$377	\$395	\$425	\$460	\$495	\$595	\$695	\$895	\$1,029
11" x 17" folds to 5.5" x 8.5"	\$279	\$319	\$429	\$459	\$495	\$545	\$595	\$745	\$1,095	\$1,295	\$1,695

GREETING CARDS 14 pt. card stock with UV available for these quantities. Other quantities available on 12 pt. gloss card stock without UV. Price includes 3 proofs.											
Folded 5" x 7" Cards: Blank Envelope	\$99	\$149	\$205	\$220	\$239	\$294	\$314	\$585	\$1,024	\$1,304	\$1,564
Folded 5" x 7" Cards: Printed Envelope	\$129	\$199	\$289	\$365	\$399	\$469	\$494	\$865	\$1,395	\$1,509	\$1,824
Standard Postcards: 4" x 6"	\$29	\$59	\$99	\$129	\$149	\$164	\$179	\$219	\$299	\$399	\$499
Oversized Postcards: 5.5" x 8.5"	\$39	\$69	\$109	\$149	\$179	\$199	\$219	\$299	\$399	\$499	\$599

	5-9	10-24	25-49	50-99	100+
POSTERS One sided flat prints. Price is per Poster. Price includes design template and 3 proofs. Additional proofs \$10 each.					
11" x 17"	\$1.75 ea	\$1.50 ea	\$1.50 ea	\$1.35 ea	\$1.25 ea
8.5" x 11"	\$1.50 ea	\$1.25 ea	\$1.25 ea	\$1.15 ea	\$1.00 ea
11" x 17" - With Tear-Off Pad	\$4.50 ea	\$4.00 ea	\$3.50 ea	\$3.00 ea	\$2.50 ea
8.5" x 11" - With Tear-Off Pad	\$4.25 ea	\$3.75 ea	\$3.25 ea	\$2.75 ea	\$2.25 ea

See prcresources.com for additional quantities.



NEW!

Life Prayer Materials

Prints / Posters

They will come to you ready to put into a frame of your choosing.

(Frame is not included)

If you need a size that is not listed, call for pricing.

5x7: \$5

8x10: \$8

11x14: \$10

11x17: \$12

18x24: \$25

20x30: \$30



Post Cards



The Life Prayer

Oh Father of life,

Be now to this mother

- **Hope** when she can't see a way
- **Truth** when all she can hear are lies
- **Faith** when she doubts you care
- **Light** when all seems dark
- **Joy** when sadness is overwhelming
- **LOVE**

May her eyes be opened to the precious gift you have placed in her womb.

Be now to this baby

- **Creator** as you lovingly knit this unique person in your image
- **Author and finisher** of this child's eternal being
- **Protector** against all who would bring harm
- **Provider** of all this child needs
- **Defender** of this child's right to live
- **FATHER**

Amen

Other Materials Available:

Note Cards: The Life Prayer is printed on the inside.

Bookmarks: Great inexpensive gift.

Note Slips: Perfect to send out with receipts.

Post Cards: Any size and quantity.

Magnets: See website for pricing.

If you would like The Life Prayer printed on something else or need large quantity pricing call 800-338-8928 or visit TheLifePrayer.com



Note Cards



Bookmarks

