

# Woman's HOPE CENTER Pregnancy Resources

Funding for the WHC is provided through a few area churches and individuals who give on a monthly basis and/or participate in the Bottles of Hope campaign and one annual fund raising banquet. The purpose of the Woman's Hope Center as a non-profit organization is to promote respect for human life, and educate, aid, and help individual women find positive alternatives so they may bring their pregnancy to full term. Emphasis is placed on assisting the pregnant woman to find resources within herself as well as her community to plan her future.

The center provides free pregnancy tests, accurate information on abortion risks and alternatives, ongoing support, material assistance program, and community referrals. All services are free and confidential. Volunteer counselors are trained by the WHC and provide a caring environment to educate clients on their pregnancy and offer them hope for their future here and in eternity.

"For I know the plans I have for you declares the Lord, plans for peace and not for evil, to give you a future and a hope."  
- Jeremiah 29:11



### THE WOMAN'S HOPE CENTER NEEDS:

- Baby Cribs
- New Strollers
- New Car Seats
- New Crib Sheets
- New Maternity Clothes
- New Baby Clothes (up to 12 months)
- Disposable Cameras

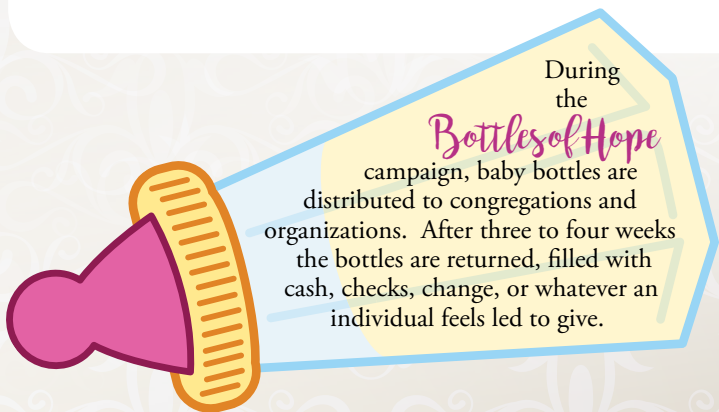
- Journals
- Photo Albums
- Gift Certificates for Hair & Nail Salons
- Ladies Nightgowns & Slippers
- Makeup, Nail Care, & Bath Supplies
- Onesies

tip: cut out this list

The Woman's Hope Center is a pro-life pregnancy resource center, governed by a board of directors, and aside from the executive director (part time paid position), it is staffed by volunteers.



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## Babbo, Papa and Padre: How Other Countries Celebrate Dad

Father's Day in America started in the early 20th century because a daughter in Spokane, Washington, wanted an equivalent to Mother's Day for fathers. It didn't become an official holiday until 1972, but the idea of honoring fathers managed to spread across the globe and take root in many other countries before then.

Now dads all over the world get a much-deserved day of celebration. Here's how.

**RUSSIA.** Men, not just fathers, are celebrated in Russia on Defender of the Fatherland Day. The February 23 holiday started as a military commemoration. Soldiers are still honored in parades throughout the country. Women give gifts to the important men in their lives.

**FRANCE.** Father's Day in France is on the third Sunday in June and can trace its recent history to a company that makes cigarette lighters and marketed them as gifts for smoking fathers. Today, lighters are typically replaced with drawings or small gifts.

**GERMANY.** Father's Day, or Vatertag, is a federal holiday celebrated on the 40th day of Easter, or Ascension Day. Men in Germany traditionally celebrate by pulling wagons loaded with beer and liquor into the woods. Instead of hiking and drinking, some men go on bar crawls.

**MEXICO.** On the third Sunday in June, Mexicans give gifts to their fathers and celebrate with food and music. Some also participate in the 21K race in Mexico City, the "Carrera Día del Padre 21K Bosque de Tlalpan."


**NEPAL.** The Nepalese celebration of Father's Day is called Gokarna Aunsi, which literally translates to "cow earned no moon night." Sons touch their foreheads to their father's feet, and daughters touch their foreheads to their father's hands. Children also give gifts to their fathers.

**IN AMERICA,** Father's Day used to be one of the biggest days for collect calls. Thanks to mobile phones, now dads don't have to pay to chat with their grown children—unless he's still paying their cell phone bill.

### WORDS TO LIVE BY

"My daddy, he was somewhere between God and John Wayne."


—HANK WILLIAMS, JR.



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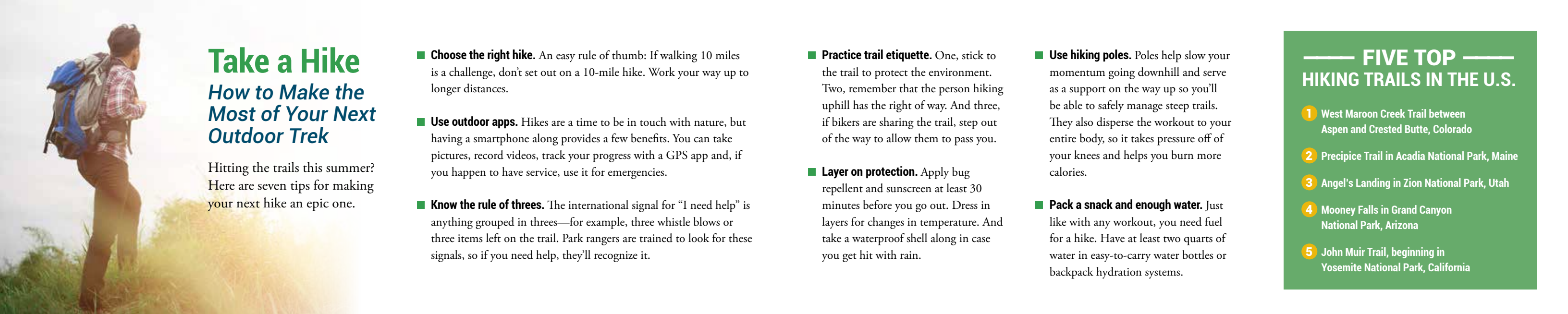


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# Take a Hike

## How to Make the Most of Your Next Outdoor Trek

Hitting the trails this summer? Here are seven tips for making your next hike an epic one.

- **Choose the right hike.** An easy rule of thumb: If walking 10 miles is a challenge, don't set out on a 10-mile hike. Work your way up to longer distances.
- **Use outdoor apps.** Hikes are a time to be in touch with nature, but having a smartphone along provides a few benefits. You can take pictures, record videos, track your progress with a GPS app and, if you happen to have service, use it for emergencies.
- **Know the rule of threes.** The international signal for "I need help" is anything grouped in threes—for example, three whistle blows or three items left on the trail. Park rangers are trained to look for these signals, so if you need help, they'll recognize it.
- **Practice trail etiquette.** One, stick to the trail to protect the environment. Two, remember that the person hiking uphill has the right of way. And three, if bikers are sharing the trail, step out of the way to allow them to pass you.
- **Layer on protection.** Apply bug repellent and sunscreen at least 30 minutes before you go out. Dress in layers for changes in temperature. And take a waterproof shell along in case you get hit with rain.
- **Use hiking poles.** Poles help slow your momentum going downhill and serve as a support on the way up so you'll be able to safely manage steep trails. They also disperse the workout to your entire body, so it takes pressure off of your knees and helps you burn more calories.
- **Pack a snack and enough water.** Just like with any workout, you need fuel for a hike. Have at least two quarts of water in easy-to-carry water bottles or backpack hydration systems.

### FIVE TOP HIKING TRAILS IN THE U.S.

- 1 West Maroon Creek Trail between Aspen and Crested Butte, Colorado
- 2 Precipice Trail in Acadia National Park, Maine
- 3 Angel's Landing in Zion National Park, Utah
- 4 Mooney Falls in Grand Canyon National Park, Arizona
- 5 John Muir Trail, beginning in Yosemite National Park, California

# Four Mistakes That Will Get You on Google's Bad Side

Search engines are eager to show the world your brand and your content, but they can be a fickle bunch. They have preferences and guidelines it would be wise to follow if you want to get in good with Google, Bing and the like.

Want to rise in search results? Avoid these four mistakes that content creators often make.

- 1 **Writing content that's too short.** Google likes long-form content because it's more likely to give searchers what they want. Does this mean you should write long for the sake of long? No. But you do want your content to be comprehensive. A SerpIQ study found that content in the top three positions in Google search results had around 2,400 words on average. In short, long-form content typically ranks better.
- 2 **Not including images or design elements.** No one likes stale websites that look like they're from 1999. Current-looking websites simply perform better. Design elements break up text, which keeps readers on the page longer. The longer they're on the page, the more likely Google will boost the content's rank due to dwell time.
- 3 **Overlooking misspellings and typos.** Content errors are not technically SEO factors, but they hurt your credibility and your chance to be linked to—and acquiring links is one of the best ways to rise in search results.
- 4 **Not promoting your content or website.** Just because you create a great blog or article or landing page and make it better than everyone else's, there's no guarantee you'll sit atop the search results. First you have to get people to read it—this gives it positive SEO-ranking signals. If you promote your content (on social media, other websites, direct mail, email, etc.), you'll get eyes on it quicker, and that will move it up the chain quicker.



# Three Ways to Make Direct Mail Marketing Work Harder for You

According to the U.S. Postal Service, 98% of people check their mail on a daily basis. The great news about that is, mailboxes don't have a spam filter or delete button—so chances are good that your recipient will actually read your message.

If you want to actually elicit a response, though, you'll need to be a little more strategic. Try these three ways to make direct mail more effective for your brand or business.

- 1>> **Use multi-channel integration.** Don't let your direct mail do all the heavy lifting; pair it with other marketing tools to get the biggest bang for your buck. Direct mail and email work particularly well together. For example: Send an email to your audience a few days after they receive a postcard, reminding them of your mailer. Or send an email telling them to watch for an exclusive offer in their mailbox a few days before mailing it. Either way, it works best to integrate your marketing channels.
- 2>> **Personalize, personalize, personalize.** Would you be happy if someone grilled you a steak even though you're a vegetarian? You'd rather have a portobello. Nobody will bother to read or respond to mail that doesn't seem relevant to them. Your prospects have different interests and needs, so it's more effective to break them into subgroups. This allows you to write focused messaging. The more personalized, the more likely a response.
- 3>> **Give them options in your call to action.** Some people hate talking on the phone, so provide an email address or a landing page they can visit to get more info. Others want an immediate response, so they'll be happiest with a phone number. Convenience is key—the easier you make it for people to act, the better your response rate. Integrate social media with your booth for a fun and engaging campaign.



## SOMETHING TO THINK ABOUT

According to a 2016 study by Infotrends, 56% of consumers who responded to direct mail went online or visited the physical store.



## PROOF POSITIVE

The size of a direct mail piece is not as important as its ability to attract attention. Design matters more. For example, a small piece with one or two large elements on it will attract more attention than a larger mailer with elements of the same size.

