



LIFELINE

PREGNANCY CENTER

We Expect the Unexpected. We're Here for You.

June 2024

Dear Faithful Friends,

KNOW WHAT?

Did you know that we launched a new addition to our website in May? Beginning May 12th, a chat bot was added to our website that pops up when someone visits our page looking for information on pregnancy or abortion. In the bottom, right hand corner, the chat bot says "I am a nurse. Chat with me now. I'm here to answer your questions." This allows clients to immediately begin a chat conversation with a licensed, pro-life nurse through our partnership with "Infinite Worth," a pro-life nurse service that partners with pregnancy centers to provide 24/7/365 live chats with prospective clients. Visitors to our website have immediate access to a real person who has both medical training, as well as pregnancy options counseling training to help clients discuss their options, concerns and they can even help them make an appointment directly into our scheduling system during their chat.

NOW WHAT?

Because of the success we have had with prospective clients finding us through our Google Ads campaign, we have been able to monitor the traffic patterns on our website and have found that most clients visit over the week-end hours (often in the middle of the night). Because Planned Parenthood and other abortion providers provide 24/7/365 chat bots to answer questions on their websites, we believed we needed to make an immediate investment to "catch" clients on our website BEFORE they visit an abortion provider's site so they could make an appointment immediately with us instead of them. Praise God, this has worked, and we are seeing more prospective clients making appointments or getting their questions answered directly on our website through this chat feature.

The cost for this partnership with "Infinite Worth" is \$8,400 per year, which is an incredible deal when we consider that trained nurses are answering client chats 24/7/365. While it is very cost effective, it was not originally in our budget, but our Board of Directors agreed it was incredibly necessary. Would you like to help us partner with this life-saving service in helping us reach local clients considering abortion? Your gift will help us continue to meet clients where they are (at home, work, the beach, wherever they are - but always on their phones) and bring them life-saving information almost immediately when they visit our website.

2 Corinthians 4:1-2 "Therefore, since we have this ministry because we were shown mercy, we do not give up. Instead, we have renounced evil and shameful things, not acting deceitfully or distorting the word of God, but commending ourselves before God to everyone's conscience by an open display of the truth."

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CENTER ACTIVITY (May)

Clients Served24

Services Provided139

Pregnancy Tests 1

Ultrasounds1

Parenting Classes19

Concepts Shared323

Top Concepts Shared:

- Prayer
- Emotions
- Family

VOLUNTEERS

- How many14
- Hours185

