

Guide to going MOBILE



SAVE THE STORKS

OUR MISSION

Save the Storks partners with pregnancy resource centers nationwide to provide powerful tools and training, allowing them to more effectively reach and serve abortion-vulnerable women.

Together we empower these women to choose life for their unborn babies. We accomplish our mission by making the highest quality, most eye-catching mobile medical units on the market. State-of-the-art Mobile Medical Units allows our Affiliates to reach out to abortion-vulnerable women where they are most likely found. In front of abortion clinics. Impoverished neighborhoods. University campuses.

Stork Mobile Units bring hope and help, *empowering women where they are.*





With strategic training,
going mobile is a proven strategy
for reaching abortion-minded women.



DON'T JUST TAKE OUR WORD FOR IT



Cindy Broese van Groenou • Eureka, CA: “What’s great about the unit is that we provide all the same services here that we do in our brick and mortar office. OB offices are actually sending clients to us because they are backed up. We can see clients not just in our regular office but also in our mobile unit because if they’re [clients] not in our community they can see be seen anytime and quickly. Mobile services gives women another option for them to go to for their pregnancy confirmations.”



Jennifer Hemric • Yadkinville, NC: “I can depend on Save the Storks to provide the support we need for our mobile ministry. Any issue we have encountered they have helped us by providing solutions.”



Debra Tous, ED • Huntington Beach, CA: “Horizon has more than doubled our client intake since we began our partnership with Save the Storks. The mobile unit has revolutionized the way we serve our community and the surrounding communities. We are able to share more about our important lifesaving mission through outreach events within those communities. Our visibility and partnership with churches and other organizations has multiplied two-fold since our partnership with Save the Storks. We are currently under construction to double our space due to the growth and client intake we have experienced since we became medical in 2012.”



*When God calls you to something,
He is faithful to equip you.*

Save the Storks is passionate about seeing pregnancy centers succeed in launching their mobile ministry. Through years of experience, we've seen all the pitfalls and are able to take the guesswork out of the process to ensure that your ministry is successful. We are here for you so you can be there for her!

FROM OUR STAFF

DEAR PRC DIRECTOR Every day Save the Storks connects with pregnancy centers like yours. And every day someone in your shoes tells us that your #1 challenge is reaching more abortion-vulnerable women. Women in unexpected pregnancies need help and hope. You offer both. You're doing an incredible job reaching women who are already life-minded. Even so, many of the most desperate expectant mothers have never heard of you or your services. So how do you reach them? Save the Storks' mobile medical units—Stork Mobile Units—transport your services directly to women in crisis. Going mobile affords you the opportunity to provide free ultrasounds during a woman's time of decision and gives her the opportunity to make a life-affirming choice. You're with expectant mothers seeing their baby for the first time and bonding with their child. Being by a woman's side as she sees the first image of her child gives you an opportunity to encourage and empower her to make a life-affirming choice. In that moment, you offer love and compassion in action to women who may otherwise never cross your path.

DEAR BOARD MEMBER Thank you for considering the exciting possibility of going mobile. We both know this decision cannot be entered into lightly. Launching a mobile medical unit requires planning, fundraising, marketing, training, and operational strategies. Where do you even begin? Start with experts who bring years of experience and a proven model that allows you to take all the guesswork out of your mobility adventure. Our professional Solutions Consultants travel this road every day. We guide you from those initial questions—and there will be many—to your state-of-the-art mobile medical unit launching to reaching your community for life.



WHAT DOES IT MEAN TO BE a Save the Storks Affiliate?

One of Save the Storks missions is to empower and support pregnancy centers to reach abortion-vulnerable women through creative solutions. One way we achieve this is by helping pregnancy centers take services beyond the walls of their center into their community with a Storks Mobile Unit. By partnering with Save the Storks to go mobile, you will become part of a nationwide network of innovative leaders, known as Affiliates, who are paving the way to reach abortion-vulnerable women through mobile ministry.



COLLABORATION

At Save the Storks we believe in passing along everything we've learned. We not only advise you on building your Stork Mobile Unit, we gladly share with you what we know about mobile strategies, raising money, and reaching abortion-vulnerable women. Our expertise is your expertise!



FUNDRAISING

- Grants provided for every mobile unit
- Professionally Designed Impressor: A powerful fundraising tool
- Fundraising coaching session with a Storks Professional Fundraising Coach
- Provision of Stork Mobile Unit for your fundraising event
- Professional Storks Speaker to speak at fundraising event
- Affiliation deposit goes toward your mobile unit



BUILDING

- Expert advice and floor plan models for building your custom built Stork Mobile Unit
- Professional advocate with builder
- Nationwide network of service providers



MARKETING

- Unique exterior design wrap created to match your branding & demographic
- Affiliate PRC listed on Storks' website map, with opportunity to have your stories and website shared on Save the Storks media platforms



TRAINING

- Mobile Ministry Training: One day, onsite training to help centers prepare for mobile ministry and make mobile launch a success*
- Flyway Intensive: One-time full scholarship to the Flyway Intensive in Colorado Springs*
- Mobile Intensive: Yearly Mobile Intensive training in Colorado Springs*
- Maintenance Training: On site training at your center with a representative from the builder
- Exclusive opportunities for other Storks' trainings such as Storkworks Academy and Fundraising Intensive.



POST-LAUNCH SUPPORT

- Story Grant for every mobile unit
- Quarterly & Annual Stats reports
- Storks customer support liaison for the duration of your 3-year warranty
- Affiliate-only discounts on extensive Storks trainings



* Travel costs apply.

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“I had to take everything I’ve ever known about raising money and replace it with purposeful tasks with measurable results. The creating our pitch training is like no longer selling candy bars one at a time but instead sharing stories about lives that are significantly changed so that people will be compelled to buy the whole box. The time with the other ED’s in between the trainings was so deep and meaningful—we built each other up and it made us feel like part of something much larger than we realized.” —*Beth Sheets, Executive Director*

“I am better equipped to develop growing relationships with new partners for long term investment in the ministry. I have tools to help progress financial partners from occasional to ongoing, to mid-level and eventually high level long term contributors.”

—*Trisha Wilson, Executive Director*

Save the Storks shares proven fundraising methods to help your pregnancy center communicate your vision and mission to go mobile in your community. With our professionally designed marketing booklet, called an “Impressor,” crafted specifically for your center, you can confidently cast your vision to potential donors. Additionally, we consult with you to find creative ways to connect with people and organizations who may have never contributed to your center.





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Horizon has more than doubled our client intake since we began our partnership with Save the Storks. The mobile unit has revolutionized the way we serve our community and the surrounding communities. We are able to share more about our important live saving mission through outreach events within those communities. Our visibility and partnership with churches and other organizations has multiplied 2-fold since our partnership with Save the Storks. We are currently under construction to double our space due to the growth and client intake we have experienced since we became mobile in 2012.

—Debra Tous, ED at Horizon Pregnancy Clinic

Huntington Beach, CA

DESIGNED *with you in mind*

Save the Storks mobile units combine sleek designs with luxurious interiors that creates a warm and inviting environment for clients. Each unit has ample space, and is designed to accommodate abdominal and transvaginal ultrasounds, pregnancy tests, and STI testing. Each design is beautifully crafted to meet the medical and counseling needs of a mobile pregnancy center, while providing comfort and privacy for clients.





Stork Van



CHASSIS

Mercedes—24' Unit

ENGINE

Turbo Charged V6 Diesel

WARRANTY

3 year/36,000 miles

A/V

Stereo with Bluetooth
42" HDTV with Ultrasound Connections
Apple TV
4G LTE CradlePoint Dual Modem/Antenna

ELECTRICAL

All Wiring Complies with current
*NEC and *FMVSS

FLOOR PLAN

Bathroom
Counseling & Exam Room

HVAC

Roof Mounted AirConditioner
Diesel Heater

INTERIOR CONSTRUCTION

Lockable Cabinets
Medical Grade Materials
Privacy Screen
Refrigerator for STI/STD Testing

BATHROOM

Sliding Pocket Door
Paper Towel Dispenser
Stainless Steel Trash Can

SAFETY FEATURES

Fire Extinguisher
Smoke & Carbon Monoxide Alarm
Security Cameras & Monitor

UPGRADES

Fuel Fired Heater
4 Wheel/All Wheel Drive
Cold Weather Package
Extra Sound Deadening Package

NO CDL REQUIRED

*NEC — National Electrical Code | FMVSS — Federal Motor Vehicle Safety Standards

**for a more detailed list of specs and upgrades, please contact services@savethestorks.com

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The size is important, because we need to be able to get into a single parking space. We can park legally in any parking space; we even have the extended Sprinter van and it's not an issue.

—Carrie Alexander (ED) - Merced, CA



Stork Bus

CHASSIS

Ford E450—25' Unit

ENGINE

7.3L V8 Premium Gasoline

WARRANTY

3 year/36,000 miles

A/V

Stereo with Bluetooth
42" HDTV with Ultrasound Connections
Apple TV
4G LTE CradlePoint Dual Modem/Antenna

ELECTRICAL

All Wiring Complies with current
*NEC and *FMVSS

FLOOR PLAN

Two Available Floor Plans
**NOTE — May be subject to additional costs*

HVAC

Roof Mounted AirConditioner

INTERIOR CONSTRUCTION

Lockable Cabinets
Medical Grade Materials
Privacy Screen
Refrigerator for STI/STD Testing
2 sinks

BATHROOM

Sliding Pocket Door
Paper Towel Dispenser
Stainless Steel Trash Can

SAFETY FEATURES

Fire Extinguisher
Smoke and Carbon Monoxide Alarm
Security Cameras & Monitor

UPGRADES

Fuel Fired Heater
4 Wheel/All Wheel Drive
Cold Weather Package
Extra Sound Deadening Package

NO CDL REQUIRED

*NEC — National Electrical Code | FMVSS — Federal Motor Vehicle Safety Standards

**for a more detailed list of specs and upgrades, please contact services@savethestorks.com

Stork Liner

CHASSIS

Freightliner M2—37.5' Unit

ENGINE

Ask for Details

WARRANTY

3 year/36,000 miles

A/V

Stereo with Bluetooth

42" HDTV with Ultrasound Connections

Apple TV

4G LTE CradlePoint Dual Modem/Antenna

ELECTRICAL

All Wiring Complies with current

*NEC and *FMVSS

FLOOR PLAN

HIPAA Compliant for Multiple Clients

Bathroom

Counseling Room

Exam Room

HVAC

Roof Mounted AirConditioner

Diesel Heater

INTERIOR CONSTRUCTION

Lockable Cabinets

Medical Grade Materials

Privacy Screen

Refrigerator for STI/STD Testing

BATHROOM

Sliding Pocket Door

Paper Towel Dispenser

Stainless Steel Trash Can

SAFETY FEATURES

Fire Extinguisher

Smoke & Carbon Monoxide Alarm

Security Cameras & Monitor

UPGRADES

Fuel Fired Heater

Cold Weather Package

Extra Sound Deadening Package

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4 out of 5 women who board a Stork Bus choose life.

AN EXTERIOR **THAT INVITES** PEOPLE IN

Your Stork Mobile Medical Unit will carry you to the front line of the pro-life movement, allowing you to reach the most abortion-vulnerable women right where they are.

Once there, you need to make a bold visual statement that invites people to come aboard: one that conveys a warm welcome while also representing your community and culture. Save the Storks engages high-end designers to customize a modern and relevant wrap without compromising your branding or PRC identity. Our experts produce an inviting first impression while also crafting an important message about your mission.





EVERY WRAP
is one-of-a kind



DESIGNED
with women in mind



AN INTERIOR **YOU HAVE TO SEE** TO BELIEVE

Every square inch of the interior has been designed with women in mind. We have gone to great lengths to make sure they feel special, comfortable, and relaxed.

This is because we believe that real ministry expresses love, which many women have never truly experienced before. All Stork Mobile Units are equipped with an exam table, restroom, multiple seats for counseling, a work area for a sonogram machine and technician, flat screen monitor and media inputs, internet connection, soft lighting, a refrigerator, air conditioning, and plenty of storage space. As you can see, we maximized every square inch of the MMU.



GRANT ASSISTANCE

In addition to equipping centers with fundraising materials and providing personalized fundraising coaching, we also connect with major donors and foundations across the country to provide a grant for each mobile unit launched.

In order to be the best stewards of our donors funds, we are looking to partner with thriving centers who have a passionate vision to launch a mobile ministry in their community.

If you are interested in learning more about how to partner with Save the Storks, simply follow these steps:

The Grant Application Process

- 1** Fill out a Stork Bus and Grant Application online at SavetheStorks.com. Filling out this application does not obligate you or your center to anything. This application allows Save the Storks to learn more about your vision for mobile ministry and how best to serve your center.
- 2** Storks Grant Committee will review the application and assign a grant to your center. Keep in mind, that many grants are location restricted. Please see the list of our specific grant locations on the next page to see if your center is located in one of these communities.
- 3** Save the Storks will submit a Grant Offer Letter to your center detailing how much grant funding your center has been awarded, and for how long Save the Storks will reserve the grant.
- 4** Sign a going mobile contract to secure the grant for your center and to begin the going mobile process.



Without the support of our donors, Save the Storks wouldn't be able to help serve thousands of women and children. Because of these passionate individuals, we are able to provide grants to every center who partners with Save the Storks. Through their generosity, we have either given or committed \$2 million in going mobile grants

Storks grants we've assigned:

El Paso, TX (1) - \$90,000

Maryville, TN - \$62,000

Seattle, WA - \$90,000

Merced, CA - \$39,500

Albuquerque, NM - \$35,400

San Marcos, CA - \$32,000

Elizabeth City, NC - \$55,000

Troy, NY - \$34,000

Pueblo, CO - \$41,000

El Paso, TX (2) - \$75,000

Texarkana, TX - \$100,000

Wasilla, AK - \$55,000

“Financially, the bang for your buck is huge. And we saw when we brought a mobile unit on, you could bring four mobiles for the price of one center. —Kim Reigner, Ultrasound Tech • Oceanside, CA

Are you interested in a going mobile grant?

We are searching for thriving centers to partner with to help launch a mobile ministry. Save the Storks provides grants for any center that partners to go mobile, regardless of location. Be sure to visit our website and fill out a grant application to be eligible for a going mobile grant.

Leading the Movement

AFFILIATES IN AMERICA



DELIVERED OR IN PRODUCTION:

Hanceville, AL
 Fayetteville, AR
 Little Rock, AR
 Huntington Beach, CA
 Chula Vista, CA
 Eureka, CA
 Merced, CA
 Oxnard, CA
 Riverside, CA
 Sacramento, CA
 San Marcos, CA
 Pueblo, CO
 Palm City, FL
 Sanford, FL
 Fayetteville, GA
 Rincon, GA
 Bettendorf, IA
 Davenport, IA
 Des Moines, IA
 Charleston, IL
 Rockford, IL

Lafayette, IN
 Ottawa, KS
 Silver Spring, MD
 Denver, NC
 Morehead City, NC
 Raleigh, NC
 Rocky Mount, NC
 Yadkinville, NC
 Englewood, NJ
 Old Bridge, NJ
 Albuquerque, NM
 Carson City, NV
 Troy, NY
 Chillicothe, OH
 Toledo, OH
 Bartlesville, OK
 Yukon, OK
 Lebanon, OR
 Medford, OR
 Philadelphia, PA
 Pittsburgh, PA
 Columbia, SC
 Jackson, TN

Maryville, TN
 Beaumont, TX
 Decatur, TX
 El Paso, TX (2)
 Grapevine, TX
 Kerrville, TX
 San Antonio, TX
 Texarkana, TX
 Omak, WA
 Puget Sound, WA
 Cheyenne, WY

EN ROUTE:

Wasila, AK
 Tucson, AZ
 Vacaville, CA
 Lewiston, ID
 Vandalia, IL
 Elizabeth City, NC
 Pasadena, TX
 Riverton, WY



STEPS TO GOING MOBILE

1

Fill out
 online going
 mobile
 and grant
 application

2

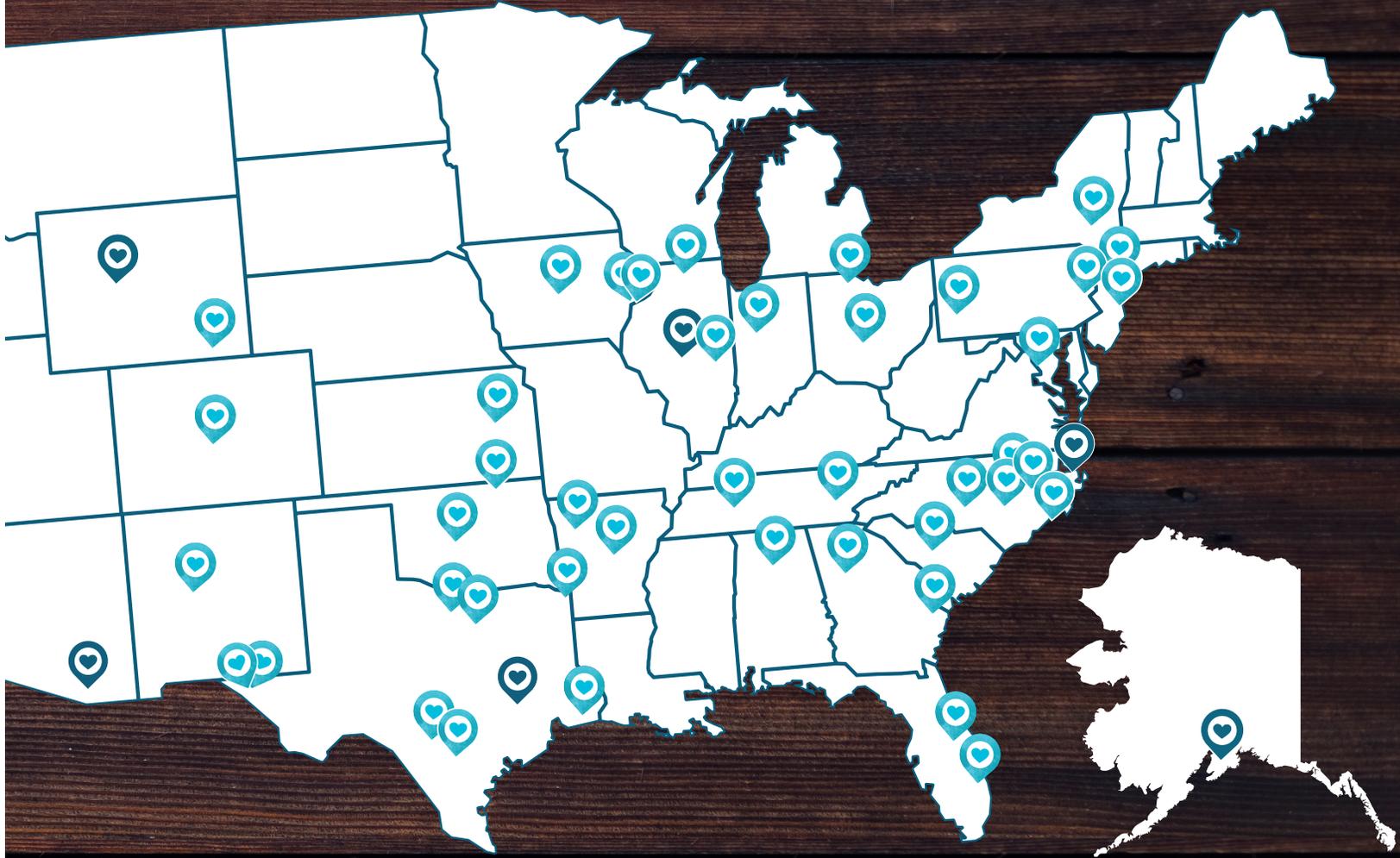
Sign Affilitate
 contract, accept
 grants, and submit
 Affiliation deposit

3

Design
 Exterior
 Wrap and
 Impressor

4

Fundraising
 Training



5

Sign
Build
Order

6

Attend Storks
Training at
Your Center

7

Receive
your
Storks
Mobile
Unit

8

BEGIN
Operations!

MOBILE STRATEGIES

Going mobile affords new opportunities to expand services available in addition to your brick and mortar. Save the Storks developed mobile strategies to maximize the effectiveness of your MMU and reach more abortion-minded women that otherwise may never have crossed your path.



SONOGRAM DELIVERY Many women who live in poverty-stricken areas don't have transportation to get to a clinic. You can give them an alternative to ordering an abortion pill online delivered to their home. Instead, with your Stork MMU, you can deliver a sonogram right to where they live. "Many of these women's faces, when they see the heartbeat of their children, you can just see it cross over their eyes that this is real, this is a life" —Ultrasound Tech, Nashville, TN



UNIVERSITY CAMPUS OUTREACH Taking your Mobile Medical Unit on a regular circuit of college campuses can be one of the most rewarding strategies undertaken to reach women in unplanned pregnancies. We help you design a unit that invites sexually active women and men to consider healthier relationship options and recapture their hearts, as well as save their baby. "Our mobile unit allows us to serve expectant mothers on five different college campuses every week. We're seeing tremendous results." —Mary LeQuieu, ED, Albuquerque, NM



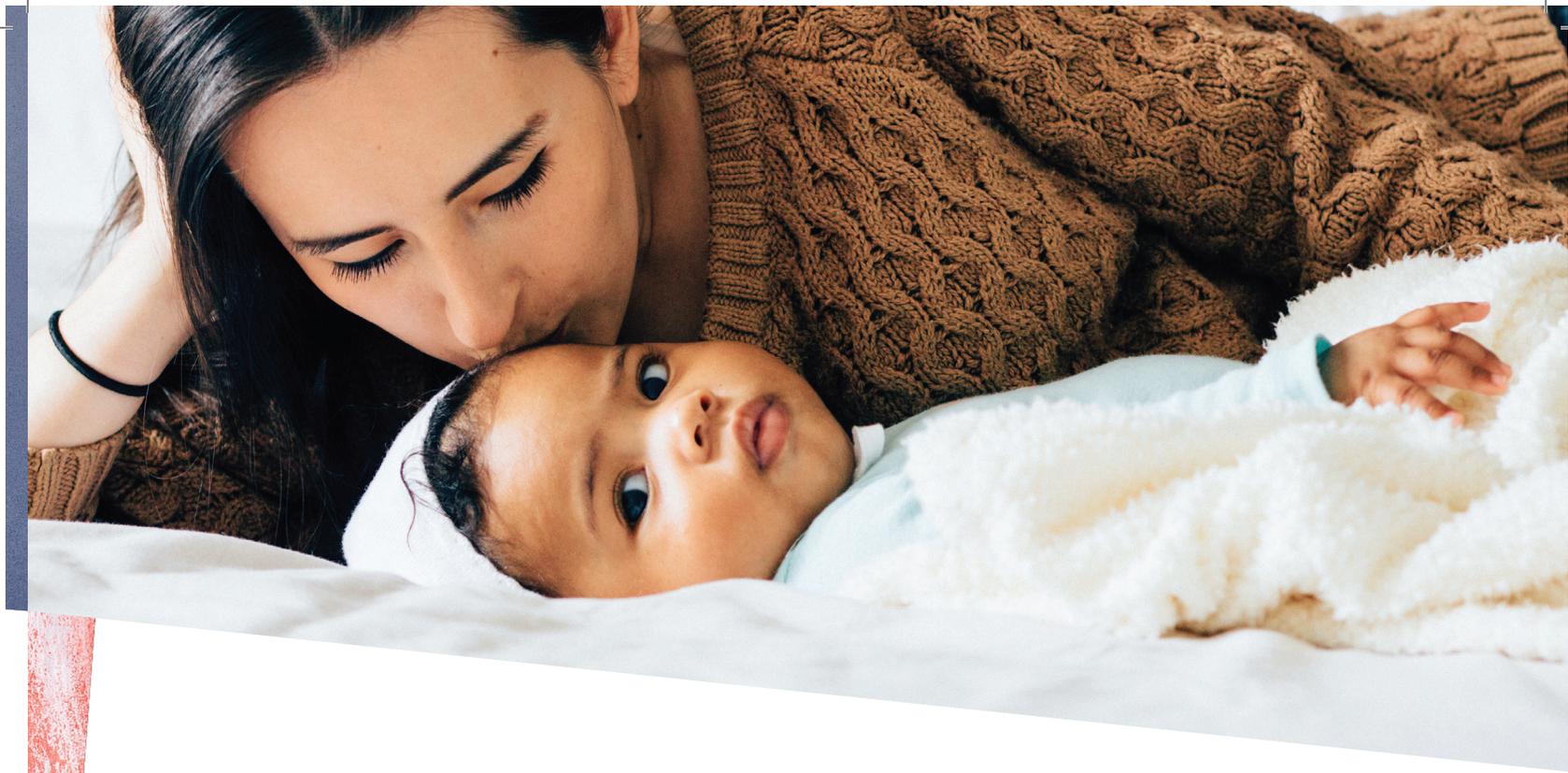
ABORTION CLINICS This strategy takes your Mobile Medical Unit directly to women actively seeking an abortion. By parking in close proximity to an abortion clinic, you have the opportunity to show hurting women that they have a real choice, even in dire circumstances. "We park our Stork Bus outside a very busy abortion clinic. In one year, we've saved 394 babies and mothers. This is just beautiful!" —New Jersey MMU Affiliate



HIGH RISK COMMUNITIES AND EVENTS An effective mobile strategy is to consistently be in communities where women are most at risk for abortions. Where parking at an abortion clinic is the last opportunity to reach a woman, this strategy targets women before they even consider abortion. Fairs, festivals, and concerts are also high-traffic opportunities to reach young women and men to start conversations about life and to offer free services.



RURAL Many of our affiliate centers are located in rural areas, where transportation to their pregnancy center can be difficult. Storks Mobile Units allow PRCs to take their life-saving services across their county and surrounding areas, meeting with women where they are. "Being able to take pregnancy confirmation services around the city—to the neighborhoods where people live who don't have the means to buy a pregnancy test, nor have means of transportation to get to our main center—is such a blessing. Holly bridges the gap. Because of her, we are able to provide pregnancy confirmation services, as well as resources to long-term care." —Arkansas MMU Affiliate



FAQ

- Q How long does it take to build and deliver the MMU?** Generally, from the time your build process starts to the time of delivery will be between 4 to 6 months depending on size and season. Production time is longer for an extended MMU, usually an additional 3 months.
- Q Can you guarantee our PRC a grant?** We desire to help you fund the cost of your Mobile Medical Unit. While we cannot guarantee a grant, we do our best to connect generous donors with your vision to go mobile. Save the Storks has been able to offer over 1 million dollars in grants to our affiliates. Visit our website and fill out a going mobile and scholarship application to see if your center qualifies.
- Q Does the Medical Unit come with an ultrasound machine?** We want PRCs to have the freedom to choose the machine you are most comfortable with, so the mobile units do not come with a preinstalled ultrasound. However, we work with a select few vendors who champion the pro-life cause and we will connect you with organizations who fundraise for the cost of the ultrasound.
- Q How much will we incur in operational expenses?** Considerably less than a brick and mortar. Operational expenses vary significantly from one to another based on several factors, including part-time vs. full-time, rural vs. urban, ultrasound only vs. STD testing included, size of MMU and number of staff required. Contact us for an operational expense sheet.
- Q Is there an Affiliation fee?** Your Affiliation “fee” goes directly towards the cost of your mobile unit. For this reason, we like to refer to it as your Affiliation Deposit. You literally start paying for your mobile unit from Day One!
- Q How do I contact someone about going mobile?** Call the Storks Solutions team at 866.639.0479 and make an appointment to speak with one of our professional consultants, or go online and complete an application.



SAVE THE **STORKS**

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