

Conversation Starters Digital Toolkit



This toolkit is designed to help you educate, inspire, and engage your community in life-affirming conversations and support for First Image.

Table of Contents

1. Host & Conversation Resources

Conversation Guide, Discussion Questions, FAQs About Abortion & First Image

2. Event Planning Materials

Event Planning Checklist, Printable Flyers & Invitations

3. Digital Engagement Tools

Social Media Graphics & Captions, Engagement Video Link + Promo Copy, Email Templates

4. Fundraising Support (Optional)

Fundraising Page Instructions, Sample Ask Language

5. Prayer Resources

Prayer Guide, Prayer Walk Instructions

6. Follow-Up Tools

Thank You Card Templates, Impact Snapshot, Stay Connected Form

Need help getting started? Reach out to our team—we're here to support you every step of the way!



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Section 1: Host & Conversation Resources

Conversation Guide: Compassionate and Gospel-Centered Talking Points

When talking about abortion, our tone and words matter. As believers, we believe the subject of abortion must be met with **COURAGEOUS COMPASSION**. We believe in leading with love, truth, and grace. We strive to extend compassion to every woman and life impacted by abortion and the complexities of the circumstances around each patient's story. We also strive to be bold in our willingness to enter the hard conversations or be present with those most in need of love, grace and Gospel-centered compassion. We recognize this is sometimes messy and uncomfortable and it takes a great deal of courage to be both bold and compassionate for life.

Use these key talking points to speak clearly and compassionately about the value of life and the mission of First Image:

- **Lead with empathy**: Every woman's story matters. Before we speak, we listen.
- **Affirm human dignity**: Every life, born and preborn, is created in the image of God and has inherent value. This includes both mother and child.
- **Point to healing**: For those who have experienced abortion, God's grace is real. Hope is more healing than judgment.
- **Uplift First Image's approach**: Our Ava Health clinics provide free medical care and support in a safe, compassionate, Christ-centered environment.
- **Invite ongoing conversation**: Create space for questions and reflection rather than debate. Having a different viewpoint is not the same as having an argument.

Discussion Questions for Groups

Use these questions to guide small group conversations or event discussions:

1. Why do you think it's important to talk about abortion in the church and/or community?
2. What are some common misconceptions about abortion or the Ava Health clinics?
3. How do you think the Gospel speaks into the issue of unexpected pregnancy?
4. What have you learned about First Image/Ava Health that surprised or encouraged you?
5. How can we support women and families in crisis beyond financial giving?

[Download Discussion Questions](#)

FAQs About Abortion & First Image

Q: What does First Image do?

A: First Image operates Ava Health clinics that provide free pregnancy testing, ultrasounds, STD testing, education, spiritual care for women facing unexpected pregnancies. Additionally, Ava Health Clinics are **free** and provide referrals and resources for patients.

Q: Is First Image a political organization?

A: No. First Image is a faith-based nonprofit focused on providing compassionate, practical, and spiritual support to women and families—not political advocacy.

Q: How does First Image talk about abortion with clients?

A: With gentleness, truth, and respect. We present accurate information and offer a safe, nonjudgmental space to consider options, including the hope found in Christ. We offer prayer, love and encouragement to women, regardless of their choice for their pregnancy.

Q: How can I explain First Image's mission to others?

A: First Image provides a safe, compassionate environment that empowers women to make life-affirming decisions by offering free medical services, education, alongside emotional and spiritual support—all rooted in the love of Christ.

Section 2:

Event Planning Materials

Event Planning Checklist

A simple step-by-step guide to help you organize a meaningful gathering:

Before the Event:

- Pray for the event and those who will attend
- Choose your event format (home gathering, church info night, lunch-and-learn, etc.)
- Set a date, time, and location
- Invite attendees (email, social media, printed invites)
- Download and review the Conversation Guide, [Discussion Questions](#), and [Engagement Video](#)
- Prepare printed materials (flyers, response cards, prayer guides)
- [Create your fundraising page](#) if applicable

During the Event:

- Welcome guests and thank them for coming
- Share your heart for First Image and why this mission matters to you
- Show the [Engagement Video](#)
- Use [discussion questions](#) to spark conversation
- Share next steps: ways to support, pray, and get involved
- Provide a way for guests to connect or give (online or response card)

After the Event:

- Follow up with attendees to thank them and encourage next steps (i.e. volunteer, give, clinic tour, etc.)
- [Share photos and stories with First Image staff](#)
- Send donations or inform guests how to [give online](#)

Printable Flyers & Invitations
[Download the Printable Invitations](#)

Section 3:

Digital Engagement Tools

Social Media Graphics & Captions

Use these branded images and suggested captions to spread the mission of First Image on your social platforms. Whether you're promoting an event, fundraiser, or simply sharing your heart for this work, these posts are designed to inspire and invite.

Sample Captions:

Instagram/Facebook Post 1: "Did you know that in Multnomah County, 1 in 4 pregnancies ends in abortion? First Image is providing life-affirming care, education, and hope to women facing unexpected pregnancies. Learn more and get involved today."

Instagram/Facebook Post 2: "I'm partnering with First Image to help more women receive free ultrasounds, pregnancy tests, and compassionate care. Watch the video that opened my eyes—and consider how you might join the mission."

Story Post: "I'm supporting First Image because every life is worth fighting for. Want to learn more? Let's talk."

[Download Social Media Graphics](#)

Engagement Video Link + Promo Text

Watch Here: [Multiply Your Impact: The Mission of First Image](#)

Suggested Promo Text: "This short video captures the heart of First Image and the life-saving impact of Ava Health clinics. Whether you're new to the mission or have been walking with us for years, take a few minutes to be reminded of why this work matters—and consider how your voice can multiply hope and compassion."

Suggested Uses:

- Share via social media or email
- Show during church or small group gatherings
- Play at fundraising or prayer events

Email Templates

Invitation to an Event

Subject: You're Invited: A Conversation That Matters

Body: Hi [First Name],

I'm hosting a small event to share about something close to my heart: the work of First Image, and how we can make a difference for women facing unexpected pregnancies. It'll be a simple gathering with space to learn, reflect, and ask questions. I'd love for you to come!

Date/Time: [Insert Details]

Location: [Insert Address or Link]

Let me know if you can join us!

— [Your Name]

Follow-Up After Sharing the Video

Subject: What Did You Think?

Body: Hi [First Name],

Thanks for taking the time to watch the First Image engagement video! I'd love to hear what stood out to you. If you're curious about how to get involved—or just want to chat more—I'm always happy to talk.

Let's keep the conversation going.

— [Your Name]

Section 4:

Fundraising Support

Customizable Fundraising Page Template:

Click the link below and follow the guided instructions to create and customize your own fundraising page!

[Create Your Own Fundraiser](#)

Sample Donation Ask Language:

Sample Donation Ask Language

These examples are designed to help you invite others to give to First Image with clarity and compassion—never pressure. Whether you're speaking at a gathering, writing an email, or posting online, feel free to adapt the language to match your voice.

In-Person or Event Setting

"If what you've heard today resonates with you, I'd invite you to consider partnering with First Image financially. Every dollar goes toward offering free medical services, spiritual support, and tangible care to women and families in our community. There's no pressure—just an opportunity to make a meaningful difference."

Email or Written Ask

"I'm supporting First Image because I believe every woman deserves compassionate care and the freedom to make life-affirming choices. If you feel moved to give, you can do so through my fundraising page here: [Insert Link]. Every gift, large or small, has an impact."

Social Media Post

"Want to join me in supporting a mission that truly changes lives? I'm raising support for First Image—a nonprofit that offers free pregnancy services and hope to women in crisis. You can learn more or give here: [Insert Link]"

Conversation Starter

"Have you ever heard of First Image? They do amazing work supporting women through unexpected pregnancies. I'm helping raise awareness and support—if you'd ever want to learn more or get involved, I'd love to share."

Remember: your authenticity matters most. Share why this mission means something to you, and trust that God will move hearts.

Section 5:

Prayer Resources

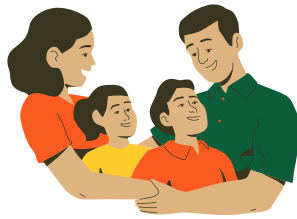
Prayer Guide

Use these prayer points to lift up the work of First Image and the women, families, and staff impacted by this mission. Whether you're praying alone, with a group, or during an event, your prayers are powerful and deeply needed.



Prayers for Women in Crisis

- That women facing unexpected pregnancies would feel peace and clarity, not fear or shame.
- That each woman who walks into an Ava Health clinic would encounter compassionate care and the hope of Christ.
- For protection over the physical, emotional, and spiritual well-being of women seeking support.



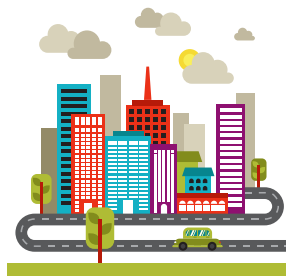
Prayers for Families

- That fathers would be present, supportive, and encouraged to engage with their families.
- For healing and unity in families navigating difficult circumstances.
- That each family would experience God's provision and love.



Prayers for First Image Staff & Volunteers

- For strength, wisdom, and compassion in every interaction.
- That the Gospel would be shared with gentleness and boldness.
- For protection and encouragement as they serve daily.



Prayers for the Broader Community

- That churches and individuals would rise to meet the needs of women and families in crisis.
- For open hearts and minds as conversations about life and abortion take place.
- That our city would become a place where abortion never feels like the only or best option.

Prayer Walk Guide

Organizing a prayer walk is a powerful way to intercede for your community and raise awareness about the work of First Image. Here's how to do it:

Before the Walk

- Choose a location: around an Ava Health clinic, your neighborhood, or local gathering space.
- Invite others to join you (church groups, small groups, friends).
- Bring printed prayer prompts or access them on your phone.
- Set a peaceful, prayerful tone.

During the Walk

- Begin with a short group prayer and invite God's presence.
- Walk slowly and quietly in groups or pairs.
- Pray over specific topics (see guide above) as you move.
- Pause at key spots (clinic entrance, schools, neighborhoods) for focused intercession.

After the Walk

- Close with a time of group prayer or reflection.
- Share any insights or impressions God gave during the walk.
- Consider doing it again monthly or quarterly.

Thank you for covering this work in prayer—your intercession makes a lasting impact.

Section 6:

Follow-up Tools

Thank-You Card Templates

Use these editable messages to show appreciation to guests and supporters after your event or fundraiser. Feel free to handwrite or send them digitally.

Template 1 – For Event Attendees

Dear [Name],
Thank you so much for joining me at the recent gathering for First Image. Your presence and engagement meant a lot, and I hope the conversation was meaningful for you. Together, we're creating a community where every life is valued and supported.
I'm so grateful for your time and heart!
Warmly,
[Your Name]

Template 2 – For Donors or Supporters

Dear [Name],
Thank you for your generous support of First Image! Your gift is helping provide free medical services, compassionate care, and the hope of Christ to women and families in our community.
I'm so thankful to partner with you in this life-changing mission.
With gratitude,
[Your Name]

Impact Snapshot

This one-page summary can be printed or shared digitally to highlight the tangible outcomes of First Image's work.

- Number of women served through Ava Health
- Number of ultrasounds, pregnancy tests, and mentorship hours provided
- Stories of impact or testimonials
- Geographic reach (Multnomah, Washington counties, etc.)
- Mission and vision summary
- Link to learn more or give: [first-image.org]

[Download the Impact Snapshot PDF](#)

Stay Connected Form

Invite guests to take the next step by signing up to receive updates, get involved, or learn more.

[Stay Connected Form](#)



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