



From the Director's Desk
Linda Barry, Executive Director

Time for a Change!

SINCE OUR BEGINNING IN 1985, we have been in a process of learning and growing—making changes when needed along the way to keep us relevant and able to serve our communities with excellence. Our 99% positive exit survey feedback shows that we are doing a great job with the individuals we see at our centers—but our concern is with those who do not come through our doors. This has caused us to ask the question: What can we do to reach even more women and men who are struggling with unexpected pregnancy?—giving us the opportunity to meet and talk with them before they make a life-and-death decision about their pregnancy?

The conclusion we have reached is that it is time for a change—one that involves a fresh new look and name as we refocus on our mission with the intention of bringing more women and men through our doors. We began this rebranding project in the fall and are excited to announce that as of April 1, 2019, our Care Net centers in Manchester and Nashua will be known as Real Options! Choosing a new name is not as easy as it sounds. We invested a lot of time and prayer in this process because we wanted a name that really says who we are and what we do.

Today's culture wants real—they have grown up with many things that are not real, from

"fake news" to Photoshopped pictures. They readily detect hidden motives or agendas and are looking for authenticity. Authentic is what they will find at Real Options. We will respect and not judge them and we will be honest with them as we share accurate information and practical resources.

They also want options because they have grown up in a world of choices. Consider the choices presented at the cereal aisle in the grocery store or when ordering a beverage at Starbucks. When facing an unexpected pregnancy, they are looking for the drop-down menu, and we can help them to explore all of their options.

Back in 1990, when we added the Care Net dba (doing business as), most people used the yellow pages in their paper phone book to search for services. Who would have imagined today's digital culture where the phrase "Google it" would become the answer to almost any question? When someone thinks she may be pregnant, she will google words like "free pregnancy test" or "pregnancy options." Or she may simply ask Siri, "Where can I get a free pregnancy test?"

In this age of digital marketing and social media advertising, the Care Net name has caused some confusion, and we believe that sharing the name and logo with the national Care Net umbrella organization is no longer

a benefit—in fact it has become a liability. A person who investigates "Care Net" (the answer to their google search) may be directed to the national Care Net website. To be clear, the national Care Net organization is not a pregnancy center. Rather they provide valuable resources and training to pregnancy centers along with raising the awareness of the pro-life cause. So while the opportunity provided on their homepage to sign a pledge against abortion and infanticide is not unreasonable; for our searcher it says "judgmental" and "agenda," and she will likely click out and look elsewhere for help—which means we will lose the opportunity to connect with her.

Now imagine this same woman googling "pregnancy options" and Real Options appears in the list of search results. Since our new name actually is what someone facing a pregnancy crisis is looking for, we are confident that this change will make it easier for those who need our services and will result in increased contacts.

We understand that change is difficult and that some of you will have questions. We have answered the most common ones in the FAQs that follow, but if you don't find the answer to yours there, please contact me.

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I have become all things to all people so that by all possible means I might save some. I do all this for the sake of the gospel, that I may share in its blessings.

—1 Corinthians 9:22-23 NIV

Ministry Updates



25 Lowell Street: preliminary concept for window signage at the new location of Manchester Real Options office

FOR AT LEAST 10 YEARS, our Board of Directors has been looking around Manchester to find an improved location for our Center—one that would give us more space, allow better visibility and be more convenient for those we serve. Moving is a lot of work and not something we were anxious to take on unless it was really worth it, so we had put together a detailed “wish list” and decided that unless we found something that satisfied all of the items on the list, we would just stay where we were. Recently, the “perfect spot,” one that meets (and exceeds) all of our requirements, became available and on April 1st, we moved into 3,000 square feet of first floor space at 25 Lowell Street (near the Red Arrow Diner). We’re very excited about this new space and since it is less than two blocks from our Bridge Street location, we know it will be an easy transition for our staff and current clients. It allows signage on multiple windows and even comes with enough parking

spaces for our staff and convenient parking nearby for clients (a really big deal in downtown Manchester).

This year, the Manchester Walk for Life will provide an opportunity for a mini-open house. Our Walk route goes right by Lowell Street, so our walkers will be able to come inside our new Manchester Center home, take a look around and enjoy a brief time of prayer as area pastors dedicate our Center and pray for our city.

In case you’re wondering what is happening in Nashua—we already have a great location on Main Street, so a move is not necessary. However, the Nashua Center will be updated with a fresh, new look as well as a beautiful new sign on the building in addition to our window signage.

Please visit either (or both) of our Real Options centers. It would be our honor to provide a tour and answer any questions you may have.

Time for a Change

FAQs:

Why are you leaving Care Net?

We are not leaving Care Net. Although our name will be changing to Real Options, we will still be a Care Net Center. As an affiliate of Care Net, we agree to uphold their standards of affiliation and we enjoy the benefits of training, resources, and support.

Why are you changing your name?

The Care Net name was causing confusion for clients and supporters as they search online for the services we provide. The name change to Real Options will help us refocus on our target audience, making it easier for those who are searching online for our services to find us and contact us. For us, this is a strategic change; it is not about replacing the Care Net name with one that is catchier.

Won't changing your name make it harder for people to find you?

People no longer look up a business name in a phone book, instead they search online using key words for the service they are seeking. As they search for words like “pregnancy test,” “ultrasound,” “pregnancy options”—Real Options will come up and they will be directed to our website and contact information.

Why did you choose Real Options?

Imagine you are in the midst of crisis surrounding an unexpected pregnancy—finding help to learn what your Real Options are is what you need. The word “real” brings to mind authentic, genuine, and no hidden agenda, which is exactly who we are. Options means choices—there is not just one and you need to look at each of them.

Can you explain the meaning of the logo?

The red conversation balloon filled with a heart represents the heart-level conversations that take place at Real Options every day.

Happenings

The Annual

Walk for Life

Presents:

Real Options

EVEN THE WALK FOR LIFE WILL FEATURE CHANGE this year, as our walkers will be carrying a new banner to announce our new name to the community.



THERE WILL BE REAL OPTIONS FOR OUR TWO EVENTS:

2 DATES/LOCATIONS:

- Veteran's Park in Manchester on May 4th
- Greeley Park in Nashua on May 11th.

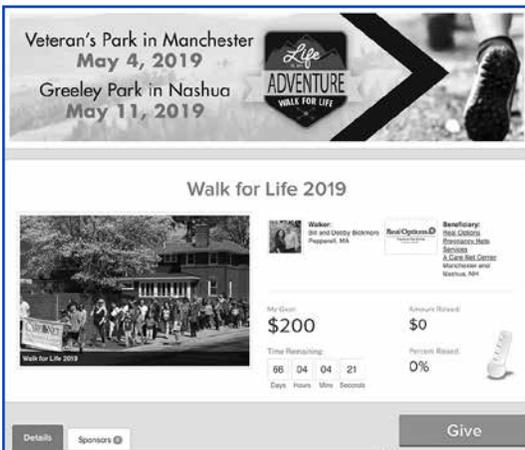
Since the funds raised at both Walk events will be used to support our two centers in Manchester and Nashua, you may choose whichever date/location is more convenient for you.

3 WAYS TO RAISE SPONSORS:

- **Create an online fundraising page:** Follow the prompts to create your own page by clicking on the Walk banner at www.TheFriendsOfLife.org. (If you have trouble, call Debby in our business office: 603-883-1122).
- **Use the paper sponsor form** (included with newsletter).
- **Use a combination of both** online and traditional paper form.



Veteran's Park in Manchester on May 4th



Greeley Park in Nashua on May 11th

Registration begins at 9:30 along with coffee and donuts and live music. The 2-mile Walk begins at 10:15 and concludes back at the park with lunch, music, and door prizes from local businesses. We respect your time and everything will be finished by noon.

www.realoptionsnh.org (client website) www.TheFriendsOfLife.org (donor website)

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Real Options Newsletter is a publication of Crisis Pregnancy Center of Manchester and Nashua dba Real Options. Real Options empowers individuals to make informed, life affirming decisions relating to pregnancy, sexual health and relationships, by sharing the practical love of Jesus. All services are free and confidential.

CPC Board of Directors: Michael Danis, Kathy Edelblut, Dick Nagel, David Spataro, Lynn Thieret, Neil Neveu • Medical Director: Dr. Nicole Varasteh • Nurse Manager: Andrea Almqvist, RN • Executive Director: Linda Barry • Center Directors: Carolyn Pellerin – Manchester • Deb Moore – Nashua • Editors: Ed & Mary Ann Edman • Publisher: Liberty Press, Manchester, NH

MINISTRY NEEDS

Diapers: sizes NB, 2, 3; baby wipes, newborn baby clothing, new or gently used small baby equipment (baby seats, bathtubs, exersaucers); **Fashionable maternity clothing, all sizes**
New infant car seats always needed (Clients can't take baby home from the hospital without one.)

PLEASE NOTE: Although we are no longer able to accept large used baby furniture or equipment (cribs, high chairs, strollers), new items are always welcome and appreciated.

Mark Your Calendar:

- **2019 Walk for Life:** May 4 (Manchester) and May 11 (Nashua)
- **Annual Banquet:** Friday, October 18, 2019
speaker: Henry Jernigan
- **Baby Bottle Benefit:** Can be done anytime.
Call Centers.

Thank you for raising \$80,085 in baby bottles in 2018!
We have raised \$12,000 so far in 2019!



Veteran's Park in
Manchester
May 4, 2019

Greeley Park in
Nashua
May 11, 2019

2 DATES • 2 LOCATIONS • 2 WAYS TO GIVE • ONE GREAT CAUSE!

BOTH DATES AND LOCATIONS:

REGISTRATION AT 9:30AM

WALK AT 10:15AM

WALK SHEET AND ADDITIONAL INFORMATION ENCLOSED

Join with us as area churches, pastors, and supporters gather together to support life in southern New Hampshire!