

# Options United



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the Media Kit



Collaborating with:



## About Options United

The California Catholic Conference of Bishops has engaged Options United (OU), a California registered 501(c)3 organization, to operate a state-wide call center and web platform that refers women to life-saving resources including pregnancy centers and clinics, maternity homes, and other local resources. OU has a fully staffed call center, online scheduling, an after-hour hotline service, and years of strong relationships with all 170 pregnancy centers in the state.

Staff at Options United call center field crisis pregnancy inquiries (ultrasound referrals, pregnancy test, abortion pill reversal, miscarriage and after abortion healing) address the concerns and then refer them to the nearest, local pregnancy center. Local pregnancy centers have come to appreciate Options United over the last 15 years in operation.

We are asking the Knights to assist with this important project. Here is how your council's assistance can make a difference, making this life-affirming service known and supported.

## Ways to Support this Vital Initiative

# 01

**Publicize the hotline locally.** Use the QR code to download media digitally or print for newsletters or bulletins. There are also posters, stickers, and other media available. *Inquire if the hotline number can be promoted.*

# 02

**Spread the word.** Host a tabling event (e.g. after Mass) using promotional materials by scanning the QR code or from a neighboring council or parish. Gather names with a legal pad or sign-up sheet (phone, email, name) and share with Options United along with any questions and feedback.

# 03

**Support the call center.** Suggest that your councils make an ASAP matched grant of \$1,000 to \$2,500 be added to your council's budget.

# 04

**Pray.** Ask fellow Knights and parishioners through an announcement at Mass or in the bulletin to pray for women who are considering an abortion by going to [www.optionsunited.org/pray](http://www.optionsunited.org/pray) or download the app at [appforlife.org](http://appforlife.org) where prayer requests arrive in real-time from Options United's call center.

## How to get your council donation matched by Supreme ASAP program

**Step 1** The council fills out the ASAP application form: <https://www.kofc.org/en/contact/asap.html>

**Step 2** Request a W-9 from Options United

**Step 3** Request a Donation Receipt Letter from Options United.

Once steps are completed, it'll take approx. a month for the council to receive the check from Supreme. *Important Note: Keep Options United aware of the work you do for the parish. The information is helpful building community, the Body of Christ.*



[www.optionsunited.org](http://www.optionsunited.org)



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