

Care Net Clients Find Care Net Online

Thinking about Abortion?

Info on **abortion** procedures & risks

Get caring & confidential help 24/7

www.carenetdane.org

Women considering abortion may now have a Care Net ad come up while searching in Google for abortion information, the morning after pill or STI (sexually transmitted infections) testing.

Care Net is increasing its presence on the web to be able to reach more abortion vulnerable women. In just one day this spring, Care Net had 16 new clicks to our website responding to our ads. Since launching internet advertising, we have seen a 150% increase in the number of clients coming in for STI testing and a 30% increase in our overall number of clients. One day in May, we provided services to 10 women and men all in the same day—our clinic and counseling staff and volunteers were very busy offering individualized and compassionate care.

To be relevant to the generation of our internet savvy clients, increasing Care Net's internet presence as part of an overall marketing plan is crucial. Over 90% of teens, regardless of socioeconomic status or other demographic factors, utilize the web on a daily basis. We are delighted to have an opportunity to be a part of their daily internet lives!

You can find Care Net online too!

Care Net is now on Facebook. As a member of the Facebook Group, you'll be the first to hear about developments in our ministry. You'll also identify yourself as an advocate for life and have the opportunity to network with other like-minded people. To find us, search for Care Net Pregnancy Center of Dane County.

Or, to find out more about Care Net's free and confidential services or how you can get involved visit www.carenetdane.org/friends.