



Step-by-Step Guide to a Successful Baby Bottle Campaign

Thank you for being a part of this vital ministry by participating in this year's Baby Bottle Campaign! If you have participated in our campaigns in the past, you know how easy, successful and encouraging it can be in promoting the pro-life message using these simple steps.

1 SET UP

Choose your campaign--Uplifting the Sanctity of Human Life (mid-January to mid-February); Honoring Mothers and Fathers (mid-May to mid-June); or Respect Life Month (October) and set the official launch date and bottle return date at the end of the campaign. Four to five weeks from kick off to bottle return is recommended.

2 PLAN

Make a pre-announcement to your congregation or schedule a speaker from Care Net to speak at your services prior to the campaign kickoff. Make copies and include in your bulletin the Baby Bottle Campaign bulletin inserts supplied by Care Net. Use the supplied Baby Bottle Campaign Kick Off announcement to advertise the campaign in your bulletin, on your website and in social media.

3 DISTRIBUTE

We will supply labeled baby bottles for volunteers at your church to distribute on your kick off date (we suggest you get enough bottles for 75% of your average attending families). Inform your congregation of these easy steps: take a bottle home and place it in a popular place, fill the bottles with coins, cash and checks, pray for our clients and all those facing an unplanned pregnancy.

4 ENCOURAGE

Make a weekly announcement encouraging your congregation to keep filling their bottles and praying for the individuals that will be impacted by their support. Include in your bulletin, on your website and in social media the supplied reminder announcements. Place the campaign posters throughout your church to increase awareness and to advertise the bottle return date.

5 RETURN

Clearly indicate a collection location for participants to return their *filled and empty* bottles to your church on the bottle return date.

6 PICK-UP

One of our staff members will pick up the filled and empty bottles at the end of your campaign. Our center will then send a report noting how much your church raised.

Anyone can participate.

Any groups are welcome to participate (e.g., churches, work places, individual families, college campus groups, classes, study groups). **For more information, please contact Kim Lampe at 859-380-9171 (cell) or email kim@carenetky.org.**

Thank You!



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