



## Six Easy Steps to a Successful Baby Bottle Campaign

Thank you for supporting our pro-life ministry through our Baby Bottle Campaign! Follow the steps below to enjoy an easy and successful campaign in support of life. Any group may participate: churches, schools, study groups, families, classes. For more information, please contact Kim Lampe at 859-380-9171 or [kim@carenetky.org](mailto:kim@carenetky.org).

- 1 SET UP: IN-PERSON AND VIRTUAL**

Whether you participate in person, virtually or a combination of the two, first choose your campaign: **Sanctity of Human Life** (January-February); **Honoring Mothers and Fathers** (May-June); or **Respect Life Month** (October). Set the launch date and the date bottles are to be returned or final donations made online. We recommend four to five weeks from start to finish. Those donating online should select the church or group name under Designation on the form. If the church or group is not listed, it may be added in the Note field.
- 2 PLAN**

Announce the campaign to your congregation or group and/or schedule a speaker from Care Net to speak at your services before the campaign kickoff. Copy the campaign inserts supplied by Care Net and include them in your bulletin and/or post on your bulletin boards. Use the supplied Baby Bottle Campaign Kick Off announcements to advertise the campaign in your bulletin, on your website and on social media.
- 3 DISTRIBUTE**

We will supply baby bottles for your volunteers to distribute on your kick-off date. We suggest you request enough bottles for 75% of your average attending families. Ask your group or congregation to: (1) take a bottle home and place it in a visible spot; (2) fill the bottle with coins, bills and/or checks; and (3) pray for our clients facing an unplanned pregnancy.
- 4 ENCOURAGE**

Each week, remind your congregation or group to keep filling their bottles and praying for the individuals who will be reached by their support. Use the supplied reminder announcements in your bulletin, on your website and on social media. Place the campaign posters throughout your church to increase awareness and advertise the bottle return date.
- 5 RETURN**

Announce a location and date for participants to return their *filled and empty* bottles.
- 6 PICK-UP**

We will pick up the bottles after your campaign and send a report noting your church's or group's total donation.