

Baby Bottle Campaign Steps for Success



Get Ready

Register [online here](#) or send an email to Sheryl and Valerie at info@rlom.org and express your interest to host a baby

bottle campaign with the details below.

1. Your campaign contact, name and phone
2. The begin and end dates for your campaign
3. The number of bottles needed based on your average family weekly attendance

We will ready the bottles and you may either pick them up or request that we drop them off at your location (within 100 miles of Redeeming Life).

Then you may send campaign materials to the people responsible for publishing and/or displaying them at the appropriate time.



Campaign Kick-Off

Publish Announcement #1 in your bulletin and/or e-letter.

Make a presentation about the campaign in the church service or organization meeting. Have a speaker from Redeeming Life come to kick off your campaign.

Distribute bottles as people exit the service or allow pick-up from a specific location.



Bottles Out

Publish Announcements #2 and #3 (one per week) in your bulletin and/or e-letter to keep the congregation/organization thinking about the campaign. *Please refrain from adding stickers of any kind to the bottles. Thank you.*



Bottles Returned

Publish Announcement #4 in your bulletin and or e-newsletter.

Make announcements to alert participants that you are ready to collect the filled bottles and how you will do it. Please store the bottles in a secure location.

If you are within 100 miles of a Redeeming Life location, there is no need for you to empty or tally the contents of the bottles. Redeeming Life will process all of the donations and send out individual receipts and acknowledgements.

If you are outside of Redeeming Life's local area, read the "Processing Options" on page 3.



Campaign Wrap Up

Publish Announcement #5 in your bulletin and/or e-letter.

If many bottles are still missing, remind people to please return their bottles (empty or full) as soon as possible. (We understand that not all the bottles will be returned no matter how hard you try!)

As remaining bottles come in, store them in a secure location until they can be delivered or picked up.



That's It! You're done!

Thank you so much for all your efforts to help Redeeming Life change the lives of the women we serve.

Baby Bottle Campaign Announcements



Number	Message & Verbiage
#1	<p>Your change can change lives through the Baby Bottle Campaign for Redeeming Life Maternity Home! In celebration of life, the members of [insert church/organization name] have the opportunity to partner with Redeeming Life Maternity Home. Redeeming Life focuses on “redeeming” the lives of single mothers and their unborn children by giving them hope. The home preserves life and prevents abortion by providing single pregnant women in crisis a safe, nurturing, Christ-centered home. At Redeeming Life, these women experience what it means to love and to be loved in Christ while learning to support themselves and their child. It’s easy to participate. Just pick up a baby bottle [where?] and fill it with coins, cash or a check over the coming weeks. Bring it back on [when?] and know that your giving is making a difference for the women being served at Redeeming Life!</p>
#2	<p>Did you know that when you give to the Baby Bottle Campaign for Redeeming Life Maternity Home, you’re helping relieve financial and emotional pressures to women in crisis pregnancies? Your gifts make it possible for the home to meet their needs and provide support before and after the birth of their precious babies. If you didn’t get your bottle last week, you can still participate —just pick one up today [where?] and fill it with coins, cash, or a check between now and when we collect the bottles on [date].</p>
#3	<p>Don’t forget your bottle next week! The Baby Bottle Campaign for Redeeming Life Maternity Home ends next [date/day], and we’ll be collecting the bottles to give them back to the home. If you’re filling a baby bottle, please bring it with you next [date/day/week]. Your participation and gift of any amount will make a tremendous difference for women who are pregnant under difficult circumstances—and for their little ones.</p>
#4	<p>Did you bring your bottle back? The Baby Bottle Campaign for Redeeming Life Maternity Home ends today, and we’re collecting the bottles to give them back to the home so that your change can start changing the lives of the women and babies in need! Please turn your bottle to [where?]. If you forgot to bring it, you can still return it next [date/day].</p>
#5	<p>Still have your bottle from the Baby Bottle Campaign for Redeeming Life Maternity Home? <u>It’s not too late</u> to let your loose change impact and <i>change lives</i> through the ministry of Redeeming Life! Just bring your baby bottle back to the [church/organization]. Please return any bottles you may have (full or empty) to send back to Redeeming Life. They reuse these bottles to be good stewards of your gifts and allow other churches and organizations to use them.</p>

Baby Bottle Campaign Donation Processing Options



For organizations within 100 miles of a Redeeming Life location:

1. There is no need for you to empty or tally the contents of the bottles - simply gather them in boxes or the plastic bins used to drop them off.
2. You may drop-off the bottles to the Redeeming Life location near you, or request that we send a volunteer to come retrieve them (Call 407-790-9745 x0 or email info@rlom.org)
3. We will process all the donations and send out receipts and acknowledgements to individual donors.
4. Once all the gifts are processed, we will send you a special thank you letter and certificate with the total gifts received from your campaign!

For organizations over 100 miles of a Redeeming Life location:

Coin Processing

While your campaign is running, you can prepare for the coin processing by picking up 2-3 coin bags from either your bank or ours. Bank of America provides no-fee coin processing to Redeeming Life (contact us for the account number). If the fees are comparable, do what is most convenient for you.

1. Before you empty each bottle into the coin bag, please retrieve and review the insert first.
2. If the donor wants a receipt but there is no amount written on the insert (self-declared), please count the coins in that bottle and write the total on the donor's insert.
3. Empty the coins into the coin bag and deposit at the appropriate bank. We would appreciate a and follow-up with an email to info@rlom.org with the coin deposit date.

Check Processing

Checks made Payable to Redeeming Life: If the returned bottle has a check and a completed insert, please keep both items together (no staples, please). RLOM will mail donor tax receipts and acknowledgements. Mail the inserts and checks made payable to Redeeming Life to the address below.

Checks made Payable to Your Organization: Please make a list of these donations. Kindly include the donor's full name, address, email, check number and gift amount. You can then deposit the checks into your organization's bank account. In turn, write a check to Redeeming Life for the donation total and send it along with the donation details you collected to the address below.

Note: Because the check was made payable to your organization, Redeeming Life assumes that your organization will provide an appropriate tax receipt to the donor at year-end.

Final Wrap-Up

Once all the gifts are processed by RLOM, we will send you a special thank you letter and certificate for the total gifts received from your campaign!

*Thank you for everything you are doing to support
single pregnant women in crisis and their unborn children!*