

# Baby Bottle Campaign Steps for Success!



**1**

## **Get Ready**

Get your bottles from Redeeming Life Maternity Home. You can pick them up or we can deliver them.

Get campaign materials to the people responsible for publishing and/or displaying them at the appropriate time.

**2**

## **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.

**3**

## **Bottles Out**

Publish Announcements #2 & #3 (one per week) in your bulletin and/or e-letter to keep the congregation/organization thinking about the campaign.

**4**

## **Bottles Back**

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

Make an announcement in the church service or organization email that you're collecting bottles today and how you'll be doing it. Store the bottles in a secure location. You can deliver the bottles to the maternity home or we can come pick them up.

**5**

## **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	Verbiage
#1	<b>Your change can change lives through the Baby Bottle Campaign for Redeeming Life Maternity Home!</b> In celebration of life, the members of <a href="#">[insert church/organization name]</a> have the opportunity to partner with <b>Redeeming Life Maternity Home</b> in Sanford, Florida. 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 <a href="#">[where?]</a> and fill it with coins, cash or a check over the coming weeks. Bring it back on <a href="#">[when?]</a> and know that your giving is making a difference for the women being served at Redeeming Life!
#2	<b>Did you know that when you give to the Baby Bottle Campaign for Redeeming Life Maternity Home,</b> you’re helping relieve financial and emotional pressures to the women they serve? 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 <a href="#">[where?]</a> and fill it with coins, cash, or a check between now and when we collect the bottles on <a href="#">[date]</a> .
#3	<b>Don’t forget your bottle next week!</b> The Baby Bottle Campaign for Redeeming Life Maternity Home ends next <a href="#">[date/day]</a> , 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 <a href="#">[date/day/week]</a> . 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.
#4	<b>Did you bring your bottle back?</b> 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 they serve! Please turn your bottle to <a href="#">[where?]</a> . If you forgot to bring it, you can still return it next <a href="#">[date/day]</a> .
#5	<b>Still have your bottle from the Baby Bottle Campaign for Redeeming Life Maternity Home?</b> <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 <a href="#">[church/organization]</a> . 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.