BABY BOTTLE CAMPAIGN

FOR THE CALGARY PREGNANCY CARE CENTRE

Sunday, May 14 - Sunday, June 18

Your change can **Change lives**

Steps to Success

1 Get ready

Arrange delivery of your bottles and other promotional materials from CPCC. Provide your church office with the inserts, announcements, PowerPoint slides, and posters before the campaign kick-off to be used the first Sunday of the Campaign.

Decide how your church will distribute the bottles and arrange for any volunteers or props you will need. (Consider giving out bottles as people exit, setting up a table in a convenient location, or making bottles available in a playpen or bassinet — maybe with balloons attached!)

2 Campaign Kick-Off

Show our Mothers Day video and make an announcement about the start of the campaign. Tuck the informational insert in your bulletin.

Provide an opportunity for congregants to "txt2give" for those not interested in taking home a bottle.

Optional: Arrange for a CPCC ambassador to come to your church to share how the church's support benefits moms, babies, and families in our community.

Distribute the baby bottles to your congregation.

3 While the bottles are out

Remember to mention the Baby Bottle Campaign each week to keep the congregation thinking about the Campaign. Store returned bottles in a secure location. Continue to display posters.

4 Bottles Back/Campaign Wrap-Up

Show the Father's Day video. Make an announcement in the service that you will be collecting bottles today. Make sure to explain the process. (Some churches use a wagon, bassinet, or table as a collection point; others have volunteers collect the bottles as people exit.)

Arrange pickup with the Center.

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

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

5 That's it! You're done!

Thank you so much for your efforts to make the Campaign a success for the sake of the women and babies we serve!

We will mail your church a letter with your Campaign when the counting is complete

Questions? Please call 403 269 3112, write to info@pregcare.com, or go to http://www.pregcare.com/baby-bottle-campaign/

Calgary Pregnancy Care Centre

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