

# BABY BOTTLE CAMPAIGN

FOR THE CALGARY PREGNANCY CARE CENTRE

Sunday, May 12 - Sunday, June 16



Your change  
changes lives

## Steps to Success



### 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!)



### Campaign Kick-Off

During the service, show our kick-off video and make an announcement about the start of the campaign. Tuck the informational insert in your bulletin.

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.



### 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 locked location. Continue to display posters.



### Bottles Back/Campaign Wrap-Up

Show the Father's Day slide. 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 Centre by emailing [babybottles@pregcare.com](mailto:babybottles@pregcare.com) or calling 403 269 3112.

There will be some bottles missing. Please 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 Centre or picked up.



### That's it! You're done!

Thank you so much for your efforts to make the Campaign a success for the sake of the young families we serve!

We will contact your church with your Campaign results when the counting is complete.

Questions? Please call 403 269 3112, write to [babybottles@pregcare.com](mailto:babybottles@pregcare.com), or go to <http://www.pregcare.com/baby-bottle-campaign/>



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