



**BABY
BOTTLE
CAMPAIGN**

Coordinator's Handbook



www.Voice4Life.org

CAMPAIGN CHECKLIST

What is a Baby Bottle Coordinator?

Care Net PRCs' Change for Life Baby Bottle Campaign is critical to financially sustaining the ministry of Care Net Pregnancy Resource Centers as it seeks to impact and transform people with the love of Christ.

God is moving through Care Net PRCs, and we can't wait to share what He is doing with our community!

Care Net PRCs needs all the help possible to engage others in this fund-raising effort! A Baby Bottle Coordinator helps Care Net PRCs by:

- Setting up a Change for Life campaign in their church.
- Managing the campaign throughout its season (4-6 weeks).
- Returning the bottles to Care Net PRCs Manassas Admin Office upon completion of the campaign.

Coordinators will receive regular updates from Care Net PRCs' Change for Life team and helpful resources to aid their promotion efforts – you're not in this alone! Your willingness to share your passion for the value of human life and your love for this ministry will greatly impact the success of Care Net PRCs' Change for Life Baby Bottle Campaign.

Change for Life Contact at Care Net PRCs:

Jessica Payne
Church Relations Coordinator
crc@carenetprcs.org
703-330-4572

Care Net Pregnancy Resource Centers

Admin Office: 8691 Stonewall Rd, Manassas VA 20110
Mailing Address: PO Box 2040, Manassas, VA 20108
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Understand your role.

- A coordinator organizes their church's participation in the Baby Bottle Campaign, manages the promotion of the event, distributes and collects the bottles, and returns them to Care Net PRCs upon completion of the campaign.
- Meet with your pastor or church leadership early to secure their support.
- Provide *Change for Life* resources to your pastor and church leadership.

Set a goal for the number of bottles being filled in your church.

- Use the goal posters to make it public – hang them everywhere!

Choose a season for Change for Life.

- There are five seasons your church can choose from to host a baby bottle campaign each year:
 1. Sanctity of Human Life Campaign – runs in January-February
 2. Spring Campaign – runs Mother's Day-Father's Day
 3. Christmas in July campaign – runs in July-August
 4. Celebrate Life Campaign – runs in September-October
 5. Christmas Tree Campaign – runs in November-December
- If these seasons do not work for your church, you can host a campaign at any other time of the year.

Set up a creative display and distribute the bottles.

- Set up the display in a convenient, visible location in your church the first week of the campaign and leave it up throughout the entire season.
- Make the display attractive with a bright tablecloth, posters of your churches' goal, and seasonal decorations based on the season of *Change for Life* you choose.
- *Optional:* Have everyone that takes a bottle fill out their contact information on the sign out sheet .

Frequently update your goal posters with the number of bottles being filled in your church

Promote the Change for Life Campaign.

- Use the promotional calendar in the back for inspiration.
- Use the sample bulletin announcements on next page.
- Talk about the *Change for Life* campaign during announcements.
- Include the *Change for Life* campaign in your church's weekly emails.
- Post reminders about the *Change for Life* campaign on your church's social media pages.
- Ask your pastor to speak for a few minutes about Care Net PRCs and talk about why your church is participating in *Change for Life* during the service. (Or call Care Net PRCs and request a speaker – one of our staff members will be glad to come to your church and speak!)
- Go into your small groups (i.e. Sunday School classes, weeknight groups, youth groups, etc) and talk about the *Change for Life* campaign

Return the bottles to Care Net PRCs

- On the designated return date, collect all the bottles at your church.
- Deliver all the bottles in the box back to the Care Net PRCs Admin Office (8691 Stonewall Rd., Suite B, Manassas, VA 20110). We will empty the bottles, count the donations, and let you know the total raised after bottles are returned!

ADDITIONAL RESOURCES

We are is happy to gather supplies for you! Some of our resources include:

- Promotional posters
- Goal posters
- Power Point slide

Visit: www.Voice4Life.org/baby-bottle-campaign

SAMPLE BULLETIN OR EMAIL ANNOUNCEMENTS

Save Lives, Fill a Bottle! The *Change for Life* Baby Bottle Campaign for Care Net Pregnancy Resource Centers has started. The funds you collect will help save lives, spare hearts, and share the gospel. It's easy to participate! Pick up a bottle today and fill it with coins, cash and checks over the coming weeks. Bring it back to the church on <date> and know that you are making a positive difference in the lives of women and children in your community!


“This changes everything.” (*Quote from a client after seeing the ultrasound for the first time*). Care Net Pregnancy Resource Centers has a unique opportunity to minister to women and families as they experience the challenge of an unplanned pregnancy. Pick up a baby bottle from the *Change for Life* display and fill it with coins, cash, and checks to help Care Net PRCs continue REVEALING LIFE in our community!

Remember that baby bottle you picked up? Keep filling it with coins, a check or cash! Don't forget to bring the bottle back to the church on <date> so we can return them to Care Net Pregnancy Resource Centers. Your change changes lives!

Did you bring your baby bottle back? The *Change for Life* baby bottle campaign ends today and we are collecting the bottles to return to Care Net Pregnancy Resource Centers. If you forgot to bring your bottle today, you can bring it next Sunday.

Post-Campaign Announcement - Thank you to all those who participated in Care Net Pregnancy Resource Centers' *Change for Life* Baby Bottle Campaign! As a church, we donated \$XXX! You have helped to save lives, spare hearts, and share the gospel.

Sample 4-Week Baby Bottle Campaign

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	<p>FIRST PRIORITY: Schedule a meeting with your pastor and church leadership about church involvement. Encourage your pastor to share about Change for Life Baby Bottle Campaign during the service.</p> <p>In addition, schedule a Care Net PRCs staff person to come speak!</p>			<p>Ask your church administrator about:</p> <ul style="list-style-type: none"> Scheduling weekly bulletin announcements and emails Posting regular updates on Facebook Setting up a Change for Life display 		
<p>Distribute Bottles!</p> <ul style="list-style-type: none"> Bulletin Announcement Set up display 			<p>Does your church send weekly emails? Ask to include Baby Bottle Campaign information this week!</p>		<p>Does your church have a Facebook page? Post a status update about Change for Life!</p>	<p>Keep the Change for Life campaign in prayer!</p>
<p>3 Sundays Left!</p> <ul style="list-style-type: none"> Bulletin Announcement Have you pastor or a Care Net PRCs staff person speak in service 		<p>Pray for the babies, moms and dads who will benefit from the donations from Change for Life!</p>		<p>Do you need more supplies for your display? Contact 703-330-4572</p>		
<p>2 Sundays Left!</p> <ul style="list-style-type: none"> Bulletin Announcement Promote the campaign in your small groups 	<p>Does your church send weekly emails? Ask to include Baby Bottle Campaign information this week!</p>		<p>Schedule times to share about the Change for Life with various groups within your church:</p> <ul style="list-style-type: none"> Sunday School classes/small groups Men's groups Women's groups Missions team (ask them to match what your church raises!) 		<p>Does your church have a Facebook page? Post a status update about Change for Life!</p>	<p>Keep the Change for Life campaign in prayer!</p>
<p>1 Sunday Left!</p> <ul style="list-style-type: none"> Bulletin Announcement Remind the congregation of the church's goal 		<p>Does your church send weekly emails? Send a reminder about collection Sunday!</p>				
<p>Collection Sunday!</p>	<p>Return the bottles to the Manassas Admin Office (filled or empty) – we will empty them, count the donations and let you know the total raised!</p>					

QUESTIONS ABOUT CARE NET PRCs

As you encourage others to participate in the Baby Bottle Campaign, you may need to answer questions about the ministry of Care Net PRCs. Here are a few quick facts that may help!

- Care Net PRCs is a Christ-centered 501(c)(3) non-profit organization. As a Christ-centered ministry we uphold the sacred value of life by reaching out to those experiencing unplanned pregnancies, teaching abstinence, and offering spiritual healing from the emotional effects of abortion.
- Care Net PRCs operates 1 medical center in Manassas and 1 non-medical pregnancy resource center in Woodbridge with all services provided at no cost to the client.
- Care Net PRCs receives no government funds – events like the Baby Bottle Campaign are vital to raising funds to support pre-born babies and their moms!
- Care Net PRCs is a member of the Evangelical Council for Financial Accountability (ECFA). We promise to honor all gifts by using them where they are needed most.
- Stories are powerful. Feel free to share one of Care Net PRCs' newsletters www.voice4life.org/quarterly-newsletter
- Your story is powerful, too – share why you're passionate about LIFE and why you support Care Net PRCs!