



# Baby Bottle Campaign Timeline

## APPROACHING CHURCHES

It is best to approach churches about hosting the upcoming bottle campaigns 2-3 months before the distribution date. Liaisons who understand the program can speak directly with the pastor/board or, if needed, set up an appointment where a center representative will help with the presentation. Churches who have run the campaign in previous years will need much less convincing and should be approached by the liaisons. Get firm confirmations early.

## PREPPING THE BOTTLES

Used bottles are a great savings but do require some work to prepare. Have volunteers inspect each bottle as they add the bottle inserts and tags. Divide the bottles into groups for different churches and make them ready for distribution to the liaisons. Some centers reduce the work done centrally by having the liaisons prepare the bottles. If this is the case, assemble sample bottles for each liaison and compile the supplies each will need for the quantity of bottles they will receive.

## DISTRIBUTION DAY

Getting the bottles in the hands of the church members is key to a successful bottle fundraiser. Distribution day should start early for the liaison, arriving to set up the bottles to be distributed. This may include dividing the bottles to be held at each exit, or putting the bottles in baskets to be passed down the rows, or placing the bottles on display on the platform to be gathered by the parishioners. On distribution day show a video or have a testimony given and then follow it up with the liaison explaining the logistics of the program. Get a bottle in front of every parishioner (don't make them go somewhere to collect a bottle) to increase your distribution dramatically.

## THE WEEK BEFORE

The week before the collection date have a special reminder from the pulpit, in a video, and/or in the bulletin. The best time to remind about the upcoming collection is the week before the bottles will be collected.

## FOLLOW UP

After the bottles are collected, the letters should start flowing to thank each church, liaison, and donor that provided contact information. This is an important step that will ensure future participation as well as find new monthly supporters for the ministry.

12 Wks Before 11 Wks Before 10 Wks Before 9 Wks Before 8 Wks Before 7 Wks Before 6 Wks Before 5 Wks Before 4 Wks Before 3 Wks Before 2 Wks Before 1 Wk Before Distribution Day 1 Wk In 2 Wks In 3 Wks In 4 Wks In 5 Wks In 6 Wks In Collection Day 1 Wk After 2 Wks After 3 Wks After

## FINDING CHURCH LIAISONS

Start the search for church liaisons at least three months before your bottle distribution date. Liaisons can normally be found by looking through your list of volunteers and donors and recalling which church they attend. Personally ask each possible liaison while giving a clear explanation of the amazing impact they will have and what will be required of them. If there are churches in your area that your supporters do not attend, work on creating a relationship with them so that the following year you can run the campaign. See the Baby Bottle Campaign Best Practices booklet for details.

## GATHER YOUR SUPPLIES

The Baby Bottle Campaign does not require much, but it is best to purchase supplies early. Custom items, particularly custom bottles, can take quite a while to be printed so early ordering is essential. Sometimes the stock on bottles will run low or be completely depleted. Avoid these issues by ordering early. Supplies normally include bottles, bottle inserts, cards that attach to the bottles, posters, videos (custom or stock), stories for speeches, bulletin inserts, and slides for screen reminders.

[BabyBottleCampaign.org](http://BabyBottleCampaign.org)



## DISTRIBUTE TO LIAISONS

If your liaisons are assembling the bottles, it is important to give the bottles to them early. Give a final date to pick up the bottles a few days before the distribution day. Also, if you have a video that will be shown, the liaison needs to provide that directly to the video/sound booth, sometimes a minimum of a week before the distribution day. It is also important that a courtesy call is made to each church letting them know the bottles are on their way and asking if anything else is needed. This will cut down on miscommunication drastically. It is far better to over communicate.

## RUNNING THE CAMPAIGN

While the campaign is running have constant reminders in the bulletin, on the screen, and, if possible, from the pulpit. These are short, quick, and simple. Don't overburden the church by taking too much time but simple reminders still work. For example, ask if you can line the stage with empty bottles during the campaign as a not-too-subtle reminder to continue filling the bottles. The average campaign runs for 1-2 months. Most PRCs use Mother's Day as the distribution day and Father's Day as the collection day which leaves 7 weeks in-between.

## COLLECTION DAY

Collection day is normally quite simple for the church. It can be done with a simple drop off table or the church can hold a baby bottle harvesting event where the bottles are brought up front and the funds blessed for God's work. Collecting bottles is a great time to celebrate the work being done through the congregation and it should be a joyous time. Collection day is NOT the only day that bottles are collected. No matter how hard a date is pushed bottles will come in late. Explain on collection day what should be done with late bottles either in the bulletin or from the pulpit. In supportive churches bottles can be placed on the platform for the weeks following and collected each week as a constant reminder.

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