

Baby Bottle Campaign
Best Practices



Best Practices

The baby bottle project is a simple, cost effective, high-return fundraiser for pro-life organizations. As hundreds of groups can confirm, this project yields real results. From small groups quickly raising \$5,000-\$10,000 with a few churches to small centers collecting \$20,000-\$30,000 in their community to large pregnancy care centers bringing in millions in donations, there is no doubt that the baby bottle project has proven its worth.

While this fundraiser is both easy and straight-forward, there are important "best practices" that will ensure the success of your baby bottle campaign. This booklet was created to share ideas, suggestions, and important guidelines with you and others to help fund the important pro-life work around the world. The ideas and methods in this book are not given to complicate programs or to be used as the only approach to running a campaign. They are, instead, a collection of what those with experience and success use when running their own campaign.

If you have been looking for an amazing fundraiser or simply want to see if there are any tips that will make existing fundraisers more successful, this booklet is for you. Read it through, think about how the ideas can apply in your specific area, and then go out and raise funds! And, even better, as you learn your own ways of running an effective campaign, let us know so that we can share with other organizations. As we all work together, lives are being saved and changed!

Files for You

While ideas are great, ideas can still require a lot of work. The work for the bottle campaign involves writing letters, presenting ideas, planning church participation, making contacts and more. The good news? We have done most of this for you already! At BabyBottleCampaign.org we have assembled example letters, poster ideas, presentation templates and much more, all at no cost to you!

Download all the resources you need and save time and energy!

AND

Help other organizations by uploading your own templates and files!

You can help and get help with your baby bottle campaign all in one place, BabyBottleCampaign.org.

WHAT TOOLS DO YOU NEED?

BabyBottleCampaign.org has all the tools you need to run your baby bottle campaign plus a section where pro-life organizations can share data, files, and templates for the benefit of other pro-life groups. Around the country there are hundreds of other pro-life groups like yours who have already done much of the work required for a baby bottle campaign. We have asked them to share their templates, letters, and more with you so that you have a head start in your fundraising. We have also pre-loaded the site with many templates and examples from our own experience. The result is a site that will save time and effort.

If your group has participated in this or other fundraisers before, you can help promote the cause of life simply by uploading resources that you have created. Just head over to BabyBottleCampaign.org and upload your templates, letters, spreadsheets, pictures, and anything that you think will help others create and run a successful bottle campaign.



The Baby Bottle Campaign

Baby bottle campaigns have been helping Pregnancy Resource Centers to raise funds for over a decade. The idea is so simple and the returns are so great that it has quickly been adopted as a staple fundraiser for many pro-life organizations across the nation. The basics of a Baby Bottle Campaign are as follows:

The Churches

Churches offer a collection of like-minded individuals who are very willing to support a Pregnancy Resource Center. The Baby Bottle Campaign relies on relationships with local churches who are the distribution and collection point for the bottles. Additional information on how to work with and build new relationships with churches in your area follows later in this booklet. Once a church is excited to help your ministry through the baby bottle campaign the fun can begin!

The Bottles

At each church baby bottles are distributed after a presentation explaining what they are for and how they can be filled with loose change. The bottles can be standard baby bottles or bottles that are pre-printed with a message about the fundraiser (see www.BabyBottleCampaign.org for more information).

The Waiting

The participants are given a few weeks to collect the change (or checks or cash) until collection day. During this period, it is normal for reminders to be given about the upcoming collection day.

The Collection

After a few weeks, the collection Sunday comes and the bottles are gathered. The cash, coins, and checks are counted and the fundraiser is over! It is that simple.

The Return

Compared to a walk for life, a baby bottle campaign can be easier, less expensive, and have higher returns. If you put the best practices in this booklet into use, you will likely see about 80% of your bottles returned with about \$20-\$25 in each. This multiplies as you add churches and additional donors. In the end, baby bottle campaigns can be an amazing fundraiser year after year with great returns.

DOES IT REALLY WORK?

Baby bottle campaigns have been tried across the country and have been found to be successful in raising donations and recurring donors for pregnancy centers. All fundraisers should be considered in light of the time and monetary investment required. With the baby bottle fundraiser the cost is minimal and the amount of work required is much less than some other traditional fundraisers. The advantages only grow as you add the best practices of liaisons, campaigns in a box, and donor/volunteer follow-ups.

Baby bottle campaigns are popular enough that Heritage House has been able to create eight bottle designs specifically for the Pregnancy Resource Centers who are looking to increase their returns. Plus, Heritage House has built many of these best practices directly into their bottles with reminders for donation types as well as free custom cards and a bow to tie it on. For more details, see www.BabyBottleCampaign.org.

Running the Numbers

Number of People in the Church Service(s)
For Example
500 Attendees
Take
250 Bottles

Number of Bottles Taken
Number of Bottles Returned
Return
200 Bottles

The ministry
will have raised:

\$5,000⁰⁰

with an average of \$25
per bottle returned

The numbers are pretty simple. You can assume that roughly 50% of people attending will take a bottle when using an active distribution method (see following pages). Out of these, about 80% will return their bottles. And, of the bottles returned, you will receive about \$20 - \$25 each.

When looking at these numbers you can quickly see that the success of the campaign depends heavily on that first number; how many attendees in the church. To grow the campaign, make sure to add churches with new liaisons every year!

Example 2: Community Campaign

Total Churches:	10	Churches
Church 1:	500	Attending
Church 2:	100	Attending
Church 3:	150	Attending
Church 4:	200	Attending
Church 5:	75	Attending
Church 6:	150	Attending
Church 7:	225	Attending
Church 8:	300	Attending
Church 9:	250	Attending
Church 10:	50	Attending
Total Attendees:	2,000	
Bottles Taken:	1,000	
Bottles Returned:	800	
Total Raised:	\$20,000	

BOTTLE RISK

Many centers are concerned at the cost of the bottles for their campaigns. Certainly, cost is important, but the cost of the bottle must be seen in comparison to the funds each bottle can raise over its lifetime. For this example, we will see how much 120 bottles (1 case) of bottles can raise for your center during nine campaigns:

The Returns on 1-case (120 bottles)

Campaign	Bottle Cost	Bottles Back	Funds Back
Campaign 1:	\$190.80	96	\$2,400
Campaign 2:	\$0.00	76	\$1,900
Campaign 3:	\$0.00	60	\$1,500
Campaign 4:	\$0.00	48	\$1,200
Campaign 5:	\$0.00	38	\$950
Campaign 6:	\$0.00	30	\$750
Campaign 7:	\$0.00	24	\$600
Campaign 8:	\$0.00	19	\$475
Campaign 9:	\$0.00	15	\$375
Total:	\$190.80	\$10,150	

Over nine campaigns, bottles which cost only \$190.80 raise over \$10,000! This means bottles cost just 2% of the funds they raise. In the end, choosing the bottle that raises the most is the best investment.

When to Run the Campaign

Choosing when to run your campaign is an important step in running a successful baby bottle campaign. There are many different options that may work better for certain churches, denominations, or your organization. It is best to have a solid start date and a set collection date for each church. Distributing bottles over time or asking for them to be brought in when full loses many more bottles and lowers returns. Instead, launch on a certain date and collect a set number of weeks later.

Mother's Day to Father's Day

By far, the most popular time to run a baby bottle campaign is between Mother's Day and Father's day. This timing gives good "bookends" to the campaign. It is a perfect time to talk about your ministry and how you are helping mothers in need. Heritage House has even developed bulletin inserts that are appropriate for Mother's Day that explain the baby bottle project as well as reminder bulletins for the week before Father's Day.

Sanctity of Human Life Sunday

Sanctity of Human Life Sunday (SOHLS) is a Sunday set aside each year to remember the day that abortion became legal in the United States. Many churches observe this Sunday in varying degrees; from notes in the bulletins to sermons on the sanctity of human life. SOHLS is on the Sunday closest to the Roe-v-Wade anniversary (Jan. 22nd).

With the focus already on the value of life, SOHLS is a good time to distribute bottles. By providing a way to easily donate, you are giving the congregation a convenient way to put their beliefs into practice. Collection of the bottles can be any planned for a Sunday 3-6 weeks later.

Respect Life Month

October is a perfect time to run a baby bottle campaign, particularly for Catholic churches. October is "Respect Life Month" for the Catholic community. Use this month to introduce your ministry and help parishioners to get involved.

Year Round

Some ministries run bottle campaigns year round to reduce the stress of having to be available in many churches on a single Sunday. This may work for some but it does run the risk of losing urgency and being lost in the business of running a ministry. Use this option if you must have flexibility.

SPECIAL CONSIDERATIONS

Many communities have certain times of the year that their attendance grows. For example, some communities have summer homes that greatly expand the population during summer months. Other communities are winter havens with larger population (and church attendance) during the winter months. You know your community, so consider a time of the year that there will be the largest group of parishioners to hear your message and help your ministry. Also, try not to run the campaign during the population transition. If you give winter visitors bottles in the spring, many bottles will be lost when they leave for the summer.

In the same way, it may not be a good idea to distribute bottles on Christmas and Easter. While attendance is very high, and many bottles would be taken, it is likely that a much lower percent would be returned. It is better to get your message out to those who will be there when the campaign ends.

What Goes in the Bottle

Your Organization Here	
Name:	_____
Address:	_____
Phone:	_____
Email:	_____
I would like to:	
<input type="checkbox"/> Be added to your mailing list	<input type="checkbox"/> Be added to your EMAIL list
<input type="checkbox"/> Volunteer	<input type="checkbox"/> Donate
Donation Information:	
Type: <input type="checkbox"/> One time donation	<input type="checkbox"/> Monthly
Method: <input type="checkbox"/> Credit Card	<input type="checkbox"/> Check
Credit Card Number:	_____
<input type="checkbox"/> Please send Receipt	Exp: ___/___ CCV: _____

When distributing bottles there is an excellent opportunity to reach out to new and supportive donors. The bottle is the perfect “envelope” for ministry information as they go out the door.

The All Inclusive Form

With just a quarter page of type, a form can be made that allows donors to join your mailing list, request a receipt, volunteer for your clinic, and even sign up for monthly donations. It sounds like a lot for such a small sheet, but it is really simple. The trick is not trying to get all your information at once. Use the form to collect contact information and then follow-up as needed.

More than Spare Change

Receiving bottles filled with coins is nice, but it is certainly easier to process donations given as checks or credit cards. Including this small form will help your donations grow and increase bottle returns. Many potential donors forget to fill the bottles and are looking for a fast way to return the bottle with funds on the collection morning. This card makes that possible. Also, Heritage House’s printed bottles include wording to the effect that the bottles can be filled with cash, change, or checks.

Tax Receipts

Naturally, with most donations, the donor wants a tax receipt. Bottle Campaigns are a little different. Giving donation receipts for coin donations can slow the counting process considerably. The form should give the option for receipts for check or card donations. Coin donors should be able to request receipts but the option should require a written request to make it uncommon.

Other Items

Other items can be included with the bottle such as newsletters, prayer cards for clients or staff, and baby bio's spotlighting recently saved babies. Take the opportunity to show the amazing work your clinic is doing.

Things to Avoid

Do NOT put anything in the bottle in a way that it is hard (or impossible) to remove. Instead, tie the bottle inserts in ribbon or fold in a way that they can simply fall out when the bottle is up-ended.

MAKING A VOLUNTEER LIST

Collecting information from the bottles has many different advantages but one that is important is creating a volunteer list. When it simply takes a check box to sign up to volunteer a very large list of possible volunteers will quickly be populated. It does take a little bit of work to capitalize on these eager helpers, but it is well worth it.

The first step of follow-up is to contact the volunteer to discuss how they might fit into the ministry. Give them examples of different ways they can be a part of the ministry and note their responses. Finally, wait until the need arises! It isn't necessary to plug a volunteer in if there is no need. The value of a volunteer list is having ready help on hand when work has to be done. If you have a need, go to your volunteer list and call up those who would be interested. Remind them that they had indicated they wanted to help, and explain your need. The end result is help on hand when you need it without having to beg for it.

Church Liaisons



Church liaisons are vital for the success of your baby bottle campaign. They are your advocate for your ministry with the “in” to the leaders and pastor. They make sure the details on the ground are taken care of and that the bottles are distributed and returned. In short, church liaisons make the program run.

Who should be the church liaison?

Church liaisons may seem hard to find but with a little work you can have that vital link inside the churches of your community. Start by finding a person already supportive of the ministry. Simply look at which churches your current donors and volunteers attend. Then approach each of them and personally ask if they could be your ministry liaison to the church. If there are no members of a particular church among your supporters ask your volunteers and donors if they know anyone at the churches that might fit. It is possible that certain congregations and denominations are less supportive of the pro-life position but the aid given to young mothers and their children can bridge that gap. If no liaison can be found it is probably best to try and build a relationship with the pastor and congregation first. See more details on doing so in the following pages.

The Campaign in a Box

Your church liaisons are not necessarily fundraising professionals. But, with a little preparation on your part, they can successfully run the bottle campaign with great success. The best way to do this is to provide a Campaign in a Box. This is simply an organized packet of information for each liaison. Each box would include such items as:

- Simple summary of the program
- Calendar of events
- Example distribution day itinerary
- Example collection day itinerary
- Sample pastor discussion points
- Bottle estimation sheet
- Bottle pick-up and drop-off details
- Sample bottle

The key to making the Campaign in a Box run smoothly is giving the liaison what they need to run the program without overwhelming them with details. Providing this easy tool will make your entire campaign run smoothly. See an example at www.ProLifeTools.com.

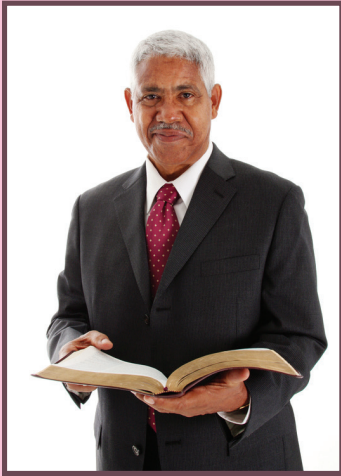
WHO RUNS THE CAMPAIGNS?

Running a campaign can be much easier than running a banquet or a walk as long as it is done correctly. For most ministries, the baby bottle campaign is run by liaisons at the church level supported by staff and “professional” volunteers from the ministry office. But, this is not the only way it can be done.

One Crisis Pregnancy Center has found a volunteer who runs their entire baby bottle program for them! Throughout the year, she finds churches, schedules campaigns, distributes bottles, and collects the returns. She does all of this while volunteering a few days a week, and her “project” brings in hundreds of thousands for the center!

While not every ministry is blessed with a volunteer like this, the key to making the campaign run smoothly is finding volunteers who want to make a big impact without having to invest a large portion of their own time and effort. Use the responses from your volunteer list to find the people you need.

The Working Pastor



The modern pastor is pulled in dozens of directions on any given day. Visitations, meetings, counseling sessions, and more, all compete with his desire to study and preach. Everyone is busy but pastors tend to be some of the busiest with one of the most important jobs to do. Remembering this when presenting the Baby Bottle Campaign is vital to working with the pastors in your local churches.

Where do you start with a pastor?

Church liaisons are vital when creating bridges with your local churches. A pastor is almost always more responsive to the members of his church. If you have a church liaison, the best place to start is to give them the tools they need to talk with the pastor about holding a baby bottle campaign event. This means they need to know how the center can help the church (with referrals, counseling, and parenting classes) and what great work is being done. Then, they need know how easy it is to run the baby bottle campaign so they can convey that to the pastor. In the end, things that are easy get done the most.

If there is not a church liaison, it is better to start by building a relationship with the pastor and congregation before ask-

ing about running a campaign. Set an appointment with the pastor and then talk to him about how the pregnancy center can be there to support their own ministries. Explain your evangelism and humanitarian work and build a bridge for future involvement. Ask how you could offer these services to his congregation. Once that relationship is formed, the opportunity for running the Baby Bottle Campaign should arise naturally.

Making it Simple

A baby bottle campaign is a simple stepped process. It is best to present this to the pastor as something that just needs his blessing and everything else will be done. The program can be explained as follows:

- We present our ministry to the congregation and distribute bottles to be filled with loose change.
- A few weeks later, after a reminder in the bulletin, we come and collect the bottles.
- Any bottles turned in later will be collected by our liaison.

That is it! The only thing the pastor has to do is approve the date!

UNDERSTANDING YOUR PASTOR

Each pastor is just another Christian trying to go where God wants them. This means that they are each unique with different focusses. Working to identify this focus will help to tailor your presentation to the more closely match where their heart is. For example, if the church specializes in missions, explain the missionary aspect of your work in reaching the needy with the Gospel. Or, if the church has many social programs, explain how the pregnancy center is working with those in need in the community.

Remember, it is important to have a relationship with the pastor and the congregation before asking for help. Unless a new pastor asks how they can help you, it is better to spend the first meeting or two discussing how your center can support the needs of their congregation. Invest time in getting to know your local pastors and work to serve them and their congregation. In the end, both ministries can be blessed.

Presenting the Campaign

The success of the baby bottle campaign is directly proportional to the number of people who take your bottles. Approximately 80% of the bottles are returned with an average of \$20-\$25 per bottle. If you have a congregation of 200, the difference between 50 people and 100 people taking bottles is between \$1000-\$1250! That means that the presentation, the time that the congregation decides if they will take a bottle, is vital.

Presentation Method

Using church liaisons to present to the congregation can create quite a bit of variation in the quality of the presentation. To make sure that the liaisons are on point, provide scripts, videos, or outlines. These should be a part of the Campaign in a Box giving the liaison an idea what he/she will need to do. Videos of the director and clients speaking are great if you are able to have one produced, or Heritage House has generic videos used for the Baby Bottle Campaign. The video should be followed up by the liaison explaining how to get a bottle and they should be returned. Don't underestimate the importance having the liaison say at least a few words to their congregation.

What is the point?

When creating a DVD, writing an outline, or giving a speech, it is important to remember the reason for being there. The people hearing you, perhaps for the first time, are potential supporters

of your life saving and life changing work. The presentation needs to focus on the reasons why the congregation should support the ministry. The good news is that those reasons are simply the women babies that you are serving. Be generous with stories or redemption, with pictures of babies saved, and with casting of visions for the future. Display both the temporal and eternal good being done by the ministry.

Emphasize Social Work AND the Gospel

The work you are doing creates generational change and provides vital services to those in need. Church congregations want to know how you are reaching those in their community with Christ's love in your actions. Many also want to know that one priority of the ministry is sharing the Gospel with your clients. Tell them how you are meeting both the physical and spiritual needs of your clients and you will gain supporters for many years to come.

TALKING TO THE SOUL

Each human is a complex amalgamation of the intellectual, emotional, and spiritual. While certain people focus on one or two of these heavier than the others, they still have all three as part of their God-given humanity. When creating a presentation, ensure that you are speaking to all of these areas. A presentation too heavily focussed on the intellectual will be dry and unconvincing. A presentation with the emotional and intellectual may convince some to give, but would be far more powerful if the spiritual elements were included. Tie all three of these elements together and the presentation is sure to be a success. Here are some examples of each:

Intellectual: Provide statistics of your work, numbers of those in need, save rates, etc.

Emotional: Tell a powerful story of a changed and/or saved life.

Spiritual: Explain how you are reaching your clients spiritually, along with a story of heart change.

Distribution Day



How do you handle bottle distribution? How many bottles do you bring? How do you hand them out? Here are the answers.

Before the Presentation

Before the presentation, before the church service, and far before the distribution day begins, your liaisons will need to be prepared. First, they will need to calculate how many bottles they will need for the congregation. This can be difficult but, if you are handing out the bottles in an active way (see the following section), then having enough bottles for 50% of the attendees will give you what is needed. As time goes on, you will get to know each church and about how many bottles they need - but it is far better to have extra than to run out.

Actively Distributing the Bottles

When it is time to distribute the bottles the method you choose will dictate the success of your campaign. Handing out bottles passively (having them on a table in the back) is OK, but the participation rate will be quite low. It is by far better to have your liaisons recruit a few volunteers to hold baskets of bottles at the exits and ask if each person would like one as they exit.

Again, make sure the liaison knows to have the volunteers offer the bottle to each person, including children and teens, and have a small script they can say as each person passes. Or, take a "Reverse Offering" and pass basket of bottles down each row for parishioners to take without even leaving their seats! Or, have a bottle distribution where the bottles are lined up on the platform and people come up right after your speech to take with them (normally done while singing/praying).

In general, it is far better to come up with a method of distribution that presents each person with a real time opportunity rather than requiring them to pick up the bottle at a later time. Removing that small barrier can make a huge difference. Sometimes new churches will be a bit hesitant to use such a forward method but after a few campaigns try to promote the active method again. By then your relationship should help get more bottles out.

BOTTLE BULK

Bottles are a great fundraiser, but they can be bulky (they are full of air that will be soon filled with donations!). A single case of bottles (120) is 14" x 16" x 22". That means a single case takes about 3 cubic feet. When you start getting into larger numbers, this can add up quickly. To store 10 cases of bottles you will need a space about 4' x 3' x 4'.

Also, first time bottle campaigners will be very surprised by the weight of the returned bottles. The simple fact is that coins weigh a lot. In fact, it weighs so much that some cars will not be able to transport the bottles from a large church simply due to the weight. You will need to plan accordingly. Roughly speaking, a bottle with \$25 in change will weigh about 2.5 lbs. This means a church with 500 members with 50% participation rate could return about 500 lbs. of coins! As discussed later, your liaison should recruit volunteers to lug the filled bottles to the vehicles and be supplied with canvas bags or small sturdy boxes to transport the bottles.

Pulpit Support



Once the bottles are distributed it is important to keep the fundraiser in the forefront of the minds of the parishioners. Weekly reminders in the bulletin are helpful but, if you have supportive clergy, a simple, quick and unobtrusive reminder each

week can make a large difference in your collection numbers.

Why it is Important

Regular reminders from the pulpit will accomplish a number of important things. First, it will show that the church leadership is behind the ministry and give a sense of ownership to those participating. Second, regular reminders will increase donations as those who may have forgotten get an early reminder to continue filling of the bottles. Finally, reminders increase the return rate of bottles as the collection date is mentioned many times. In the end, pulpit reminders increase the amount per bottle as well as the number of bottles returned.

Approaching the Reminder Idea

When there is a good relationship with the pastor of a church, asking for weekly reminders can be just part of normal conversation. For newer churches, or those that have learned to guard pulpit time, convincing a pastor to make such announcement

can be more difficult. To ensure the highest acceptance rate present the idea as what it is; something that takes seconds and is not a burden in any way. Ask if, perhaps before prayer for an offering, the person at the pulpit could simply hold up a bottle and remind the church attendees of the collection date. Provide a bottle that can be kept at the pulpit and write the collection date plainly on the bottle. Also, a short (15-30 second) reminder video might be played instead of the announcement (available through Heritage House).

Other Reminders

If a church displays looping announcements before or after the service, be sure to ask what can be provided to add the bottle campaign to the loop. Also, see about getting your reminder in the bulletin weekly until the collection date. Finally, having a bulletin insert to make an obvious reminder the week before the collection date will help dramatically (available through Heritage House).

REMEMBER RELATIONSHIP FIRST

With the knowledge that donations can make such a difference in the lives of your clients, it sometimes is easy to see a church as a means to an end. That is, sometimes it is easy to see a church as just another way to raise funds. Instead, it is always healthy to step back and see the church for what it is; a group of people growing in love towards God and others. They, like anyone, are imperfect and will falter and on occasion fail. They are humans looking to love and be loved and need encouragement, prayer, and care.

The PRC ministry has a unique position of being a ministry that bridges gaps of many different churches. Use this as a way to bless each congregation. During prayer time at your center lift up a different congregation each month. If a church is struggling, encourage them. Respond to calls for need, not out of obligation but because you have a relationship. Having an outward minded ministry that includes your faith community will create a stronger and more loving community.

Pick-up Day



The easiest way to collect the bottles is to have a table in the back where participants can drop them off as they enter and exit. While this is simple, participating in a bottle harvest can make a big difference in on your collection totals.

Bottle Harvests

The collection of bottles should be done in a way that is a blessing both to the ministry and the church body. While the mechanics can be different, the basic idea is that the bottle are brought to the platform and then

prayer is offered for both the ministry and the funds. In this way, the church is joining together in prayer to lift up the center in a way that is God-honoring and appropriate.

How the bottles get to the platform can vary. The bottles could be brought up during a song or during silent prayer. Or, bottles could be collected by the children of the church and brought forward which has the added benefit of reminding the audience who the funds are helping. Bottles could also be passed to the center and collected in a stroller that is brought to the front.

Whatever the method, this more public method of collection will keep your ministry in mind as well as give a reminder to all those who left their bottles at home.

Leaving it Open

As much as it would be convenient to have all bottles returned in one Sunday, this is simply not how it happens. It is very important on the collection Sunday to announce where to turn in the bottles on following Sundays. One church, for example, had members put bottles on the platform and left empty bottles up there for a few weeks as a reminder.

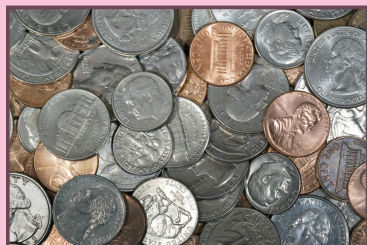
Getting Bottles Home

Having your name and address on bottles (on the custom tag or on your custom bottle design) is vital for returns. The attached reminder that the bottle belongs to a charitable organization will help ensure higher return rates. Also, putting the collection date on the tag will help more bottles come back on time.

GETTING BOTTLES HOME

Previously we mentioned that bottles can be bulky and quite heavy when full of coins. This can make them difficult to transport. There is also one more difficulty in transporting bottles; they are full of money. As sad as it seems, bottles filled with coins and cash can be a temptation and some have been known to go missing. To help reduce this possibility two things are important. First, have a place to drop off the bottles on the collection day so that they don't sit at people's homes. It is inconvenient but two volunteers can accept bottles at the center or at a central collection point. This will reduce opportunity for theft dramatically. The second important measure is to require two people to collect and transport the bottles at all times. The liaison should be expected to find another adult to accompany him/her from the church to the main collection area. Again, this may sound over cautious but it is simply wise to foresee possible temptations.

Counting the Cash



When all the bottles are returned you will find that you have a small mountain of coins that needs to be sorted and counted. This task can be daunting, but there are a few tricks that can make it easier.

Counting Your Options

The best option for counting your coins is to find a business that already owns a commercial coin counter that is willing to help count for the ministry. Many banks have coin counters and the bank used by the ministry may be willing to count the coins at no cost. Approach the bank with an explanation of the baby bottle campaign and make sure to tell them what the funds are used for with an emphasis on the social work. Then, ask if they would be willing to participate, not as a donor of funds but a donor of services. If needed, you can offer sponsorship rights to print their logo on campaign advertising or even on the bottle cards for their help. Another option is to approach a local casino many of which have robust coin counting systems. This option has possible moral and perception implications but can be appropriate if taken from the view of redeeming the less worthy for God's use. Finally, there are commercially available counting machines, but most cannot handle the volume needed.

Counting by Hand

Coins can be counted by hand by volunteers. If you included the volunteer form in the bottles this may be your chance to get people involved very quickly. Consider investing in coin sorting tubes or a counter change tray. These are simple devices that will help increase your volunteers speed and accuracy. Again, make sure to keep at least two volunteers counting at any time for accountability.

Receipts

Donors providing checks and credit cards can be receipted using normal processes in the ministry. Those providing larger cash donations may request receipts as well. These can easily be accounted for by writing the amount on the slip they filled out and put into the bottle along with the donation (see page 6 for details). Adding these donors to the ministry database provides opportunities in the future for additional support.

COIN WRAPPERS

The cost for coin wrappers are nominal but you may be able to save by getting the wrappers from the right source. Banks often supply wrappers at no cost although the quantity you need may surprise them. Ask first at the ministry's bank explaining the need and giving them time to have the wrappers delivered from their main warehouse. If the bank option doesn't work out, often dollar stores will have bags of 50 preformed wrappers for \$1. Again, there may be an issue of volume and it may be necessary to start purchasing the wrappers early. Finally, most office supply stores and online stores have coin wrappers and may even have them in bulk. Start by approaching the banks and then work through possible options from there.

Also, buying a few coin tubes to help with the counting will increase the speed dramatically. And, remember, if possible you can skip all of this if the ministry bank is willing to count the coins for you.

Follow-up



Follow-up with the baby bottle campaign can be tricky but it should not be overlooked. With every campaign there should be a time scheduled to follow-up with donors and churches.

Following Up with Volunteers

Those who filled out the card and expressed an interest in volunteering need to be contacted right away. The sooner you can plug volunteers into the ministry the more likely they will be free to help. You can start by getting volunteers to help count the coins (see the previous page). Or, you can just give them a call and find out more about them. Obviously not every volunteer is good for every position, but work with those who are willing and see if they can be used in your ministry. Those who have skills you don't need right away should be put on a contact list for when you have new projects (such as construction, clean-up or maintenance). Don't miss out by following up too late!

Following Up with Donors

Obviously, not every donor is going to include their information in the bottles of change. For those that do, make sure they are

thanked by the ministry. This can be through an e-mail or a mailed thank you note. Don't miss this opportunity to tell them what new exciting things have happened at the center since the campaign started and give them an opportunity to donate again. Remember, these are people who support your ministry and you want to make sure they know they are appreciated as well as giving them an opportunity to join in the work of the future.

Following Up with Churches

Do NOT forget to thank the churches and pastors involved! This is vital to the ongoing relationship and will help you reach those who didn't include their contact information. Ask if you could add a thank you to the bulletin and/or welcome screen. Even ask for a moment to share what the church did with their participation. Finally, personally thank the pastor, not as a reward for his support, but as a genuine expression of the great opportunity he gave the ministry.

DOING THE DIFFICULT THINGS

Follow-up can be hard because the work of running the campaign is taxing. Adding on a task at the end seems to be a bit much, but don't underestimate the value of contacting the pastors, churches, and donors. The baby bottle campaign is one that grows every year as churches in your area see both the ease of participation and the good that can be done with the funds. To ensure this growth the ministry needs to show their appreciation.

Thank all participants for their help, starting with the pastors and extending to the liaisons, donors, and churches. The most meaningful method is a hand-written personal note of thanks. When not possible make sure that, at the least, all those involved know that the ministry has been blessed by their actions. Nothing motivates like knowing that you are making a difference. Help each person and church see the difference they are making and you will have a partner in the ministry's life saving work for years to come.

Increasing Donations

A baby bottle campaign is one of the easiest fundraisers that can be run, but there are still things that can be done to increase donations. The amount you raise is directly proportional to the number of bottles distributed/returned and the average amount return per bottle. Use the tips below to ensure both are high as possible.

The Basics

We have already mentioned throughout this booklet the best practices that will increase both the donations per bottle and percent of bottles returned. Here is a quick overview:

- Include a donation/information card with each bottle
- Add a note that cash, check, and credit cards are accepted in lieu of coins
- Include the ministry name/address with every bottle
- Include the collection date prominently in/on the bottle
- Give a presentation that speaks to the mind, soul, and heart.
- Pass out bottles in an active way that presents the bottles individually to each person
- Put reminders in the bulletin and add a bulletin insert the week before collection
- Encourage pulpit support including weekly announcements during the campaign
- Collect in a way that reminds any that forgot
- Create a way for late bottles to be returned

Church Competitions

One way to increase the donations per bottle is to create light-hearted competitions between church groups. This can be be-

tween Sunday School classes, adults versus youth, and even between churches. Many churches even like to set a goal and challenge the members to compete with themselves. To do any of these, tracking of the donations needs to be in place. The simplest method of tracking is to use different types of bottles for different churches/groups. This works the first year but can become confusing and unwieldy in following years. Instead, add the church group name on the removable tag so that bottles can be repurposed the following year. Heritage House offers free customization on bottle tags for orders over 4 cases, but for smaller groups just use stickers on the back of the card. Just remember to create your custom tag with a location to add a sticker if you are tracking donations. Obviously, when donations are completed this way the people counting will have to separate the donations by location which does add some time but may create a much higher return.

DON'T IGNORE THE OBVIOUS

The baby bottle campaign is not complicated. You hand out bottles, people fill them with change and then they give them back. Even though it is simple there are still things that can and should be done to make your campaign more successful. The most obvious is the one often overlooked; give the person a reason to donate. The presentation should include powerful stories, impressive statistics and hopeful conversions. And, to help the donor remember why they took the bottle in the first place, consider placing a photo and description of a baby that has been saved through your ministry in/on the bottle. Helping the donor see the face of the baby they were a part of saving will increase your donations as they see the direct connection between their funds and the work the ministry does. Don't just expect bottles to be filled; instead give a compelling reason for each person to take a bottle and fill it to overflowing.



Why Heritage House?

There are a few alternatives available for purchasing bottles. Some are good options for Pregnancy Centers and some will end up harming the overall campaign. Here are the reasons we believe that Heritage House is the best choice for bottles.

Pro-Life Commitment

Heritage House doesn't just offer pro-life supplies; we are pro-life in both words and deeds. When you purchase from Heritage House your funds get used to support other Pregnancy Resources Centers, homes for mothers in crisis, and national pro-life organizations. We are a third generation pro-life family that works to save and change lives with the resources God has given. Purchasing from Heritage House ensures that more babies are saved and more women in crisis are helped. In addition funds, the owners of Heritage House support local and world-wide pregnancy centers with their time and talents. Our support comes from a heart dedicated to women and children.

Bottles that Get Donations

The bottles we offer have extras that will increase your donations and the bottle return rate. Our printed bottles have messages to promote your ministry's work, encourage donations and promote the return of the bottle. Included with every printed bottle is a card that is customized at no cost if you order 480 bottles or more. This, again, increases donations and bottle returns and gives a convenient method to communicate collection dates. Finally, we include a gold stretch bow to easily attach the card to your bottle. Each of these add up to a better option for centers looking for both quality and value.

Paying Later

Paying for bottles for your first campaign can seem difficult. To help, Heritage House offers the Better Baby Bottle program to give you the time to run your campaign and pay after donations are in. See our web-site for more information.

PRINTED OR BLANK?

Heritage House offers both printed and blank baby bottles for use in the baby bottle campaign. Many choose the blank bottles due to the lower initial price without considering the additional lifetime donations that a printed bottle can bring. When printed bottles are used, the donor is continually reminded of the reason why they are donating. In addition, the bottle includes instructions and a reminder of who owns the bottle. This means a larger number of bottles are returned with higher average per bottle income. Over the life of the bottle (see pages 6-7) the difference in income can be drastic.

We also offer custom bottles that will further increase donations and returns. For details on custom bottles see www.PRCPrintshop.org. Each bottle can include your logo, address, and information about how the funds are used. Custom is more expensive, but the end result are bottles that pay for themselves.

www.BabyBottleCampaign.org

A service provided by

 *Heritage House*

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