



Assist Pregnancy Center's

BABY BOTTLE BOOMERANG CAMPAIGN

Make Change for Life

*Baby Bottles filled with coins, cash, and checks -
that's **The Baby Bottle Boomerang Campaign.***

A simple way to raise thousands of dollars to save lives.

Each year, the money raised from the Campaign helps
support those facing unplanned pregnancies and their babies
through the ministry of Assist Pregnancy Center.

The Baby Bottle Boomerang Campaign helps provide the following free
services to moms, dads, and babies in Northern Virginia who are in need.



**Pregnancy
Testing**



**Ultrasound
Consultations**



**Options
Counseling**



**Parenting
Education**



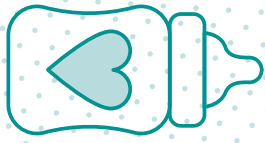
**Adoption
and Medical
Referrals**



**Post-abortion
Counseling**



**Material
Resources**



HOW IT WORKS:

Assist's Baby Bottle Boomerang is a fun and easy way to engage your church's congregation in the fund-raising efforts of the ministry. Many of our church partners choose to start a Campaign during Sanctity of Human Life month in January. Once a Campaign season (4-6 week period) has been decided upon, we provide baby bottles and promotional materials. We encourage the Campaign leader to recruit a volunteer team to help distribute the bottles to be filled with coins, cash, or checks within the 4-6 weeks. Once the filled bottles have been returned to Assist, we will count the contents and let you know how much your church raised! You can find more information and sample materials on our website.

EASY STEPS TO SUCCESS:

Get Ready: Pick up your bottles and other promotional materials from Assist Pregnancy Center. (Visit assistpartners.org/events/baby-bottle-boomerang/). Hang posters, announce the campaign in your Church's bulletin, e-newsletter, social media, and other outlets to create a buzz about the Campaign at your church!

Campaign Kick-off (Week 1) Announce the start of the campaign during the church service. Pray over the Campaign and the ministry of Assist Pregnancy Center. Distribute baby bottles. Make sure that each individual signs their name to the bottle sign-out sheet provided.

Bottles Out (Weeks 2-4) Publish weekly announcements. Use the bottle sign-out sheet to email participating individuals reminding them to keep thinking about the Campaign. Display promotional posters and PowerPoint slide when appropriate.

Bottles Back + Campaign Wrap-Up (Weeks 5- 6) Publish weekly announcement. Share that you are collecting bottles for the next two Sundays and how you are doing it. Send email reminders to participating individuals to return their bottles (empty or full) as soon as possible. Please store the bottles in a secure location until you deliver them to the Center.

Return Baby Bottles (Weeks 7-8) Schedule a time to drop off the bottles at Assist Pregnancy Center. There is no need to roll the loose change in the filled bottles - please return the full bottles directly to Assist and we will handle the processing of the change.

You're done! Thank you for all of your efforts to make the Baby Bottle Boomerang Campaign a success. We will let you know how much your church raised within 2 weeks of the bottles being returned.