

Tips for a Successful Baby, Bottles & Beyond Campaign

- Provide information about LIFEBRIDGE and the Baby Bottles & Beyond (BBB) Campaign to your church leadership. The BBB is an opportunity to bring awareness of the needs and service that are addressed at LIFEBRIDGE and for individuals to come together as a congregation/group and partner with us to change lives in the community.

We are excited about what God is doing, and enthusiasm is contagious!

- Choose a date to do your BBB and contact LIFEBRIDGE to get your BBB Kit. You can choose any time of the year and a recommended campaign length is one month but you can choose any length of time. We will discuss how your church/group would like the donations processed at this time (individually or as a group).
- Your BBB Kit comes with Bottles (LIFEBRIDGE Info Sheet in each bottle), Posters, Cute Display Basket or Fabric Tote, Bulletin Inserts & LIFEBRIDGE Cards. Downloads for additional posters & bulletin inserts as well as BBB Promo Mini Clips and LIFEBRIDGE Information Video are available by contacting Catherine@lifebridgesouthcarolina.org
- We are pleased to come & share about the ministry of LIFEBRIDGE. Any length of time from meet & greet to presentation, we can come on a Sunday morning, evening or weeknight. Schedule ahead.
- Publicize the kick-off date for the Baby Bottles & Beyond Campaign 1-2 weeks ahead. The first day of the kick-off share the promotional materials and the date to return bottles. Publicize the BBB in multiple ways: bulletin inserts, posters, pulpit announcements, video presentations, etc. Some churches set up a baby-themed display prior to the campaign. All of these items will be provided for you as needed.
- Set Up: Set up a table or convenient location for distributing and collecting the bottles. You can use your BBB Kit to help with this or design your own fun display. It is a good idea to have someone at that location greeting people before and after your services. *(Children love to play with the bottles, encourage them to have their parents come check the bottle out with you.)*
- The week before your campaign ends make a special appeal for the return of all bottles. Sometimes people are hesitant to return empty bottles or just forget to return them. Unreturned bottles must be replaced at the cost to the ministry so we are grateful for ALL returned bottles, full or empty.
- Once your campaign is done, contact LIFEBRIDGE to return the BBB Kit.

We are thankful for your prayers and support.

Contact: Catherine Johnson **803-276-4172** or Catherine@lifebridgesouthcarolina.org