

# Your change *changes lives*



## STEPS FOR SUCCESS

### Getting Started

#### Plan Your Promotion

Decide how your church will spread the word about Bottles for Change. You can use announcements during the service, social media posts, bulletin boards, newsletters, or a combination of methods.

#### Choose the Promotional Materials

Select the resources you'd like to use and provide them to your church office. We offer PowerPoint slides, videos, announcement scripts, and posters online at [mainsprings.com/bottles-for-change/](https://mainsprings.com/bottles-for-change/).

### Launching Bottles for Change

#### Kick-Off Announcement

Introduce the start of Bottles for Change during your service. If you are distributing baby bottles, you can hand them out before or after the service, or set up a designated pickup area in your lobby with appropriate signage.

#### Optional Enhancements

Show the Bottles for Change slide and tuck the informational insert in your bulletin and/or feature our Bottles for Change video ([mainsprings.com/bottles-for-change/](https://mainsprings.com/bottles-for-change/)).

### Keeping the Momentum

Keep Bottles for Change top of mind by mentioning it each week. Continue displaying posters and sharing reminders on your church's social media and website. Remind your congregation about ways to give, whether through bottles or online donations!

### Wrapping Up

#### 1. Final Week Reminder

One week before Father's Day, remind your congregation that Bottles for Change is ending soon. Encourage them to return their filled bottles on Father's Day or make an online donation.

#### 2. Father's Day Collection

- Display the final Bottles for Change slide or show the Bottles for Change video.
- Have a designated area for collecting filled baby bottles.
- Encourage online donations for those who prefer digital giving.

#### 3. One Final Week

The fundraiser will remain open for an additional week to allow any last-minute contributions.

#### 4. Celebrate Your Impact!

Once all donations are counted, we'll let you know how much your church raised to support young families in need so you can celebrate the difference you've made!

### Thank You!

We deeply appreciate your support in making Bottles for Change a success. Your efforts **provide hope** and **practical support** for families in our community. **You are a change-maker!**

### Questions?

If you have any questions, please contact Anna at **403-999-1316** or [anna@mainsprings.com](mailto:anna@mainsprings.com)