

# EASY STEPS FOR SUCCESS



## GET READY | WEEK 1

Receive your bottles and other promotional materials from **Care Net Peninsula**. Visit [cnpeninsula.org/bottles4life](http://cnpeninsula.org/bottles4life) to download the resource materials.

Decide how your church will distribute the baby bottles and how many volunteers you may need. Consider giving out bottles as people exit or setting up a table in a convenient location. **Don't forget to put up posters and create a buzz about the Campaign at your church!**

## CAMPAIGN KICK-OFF | WEEK 2

Publish a weekly announcement in your bulletin, e-newsletter, social media and other outlets. Make a presentation about the campaign in your church service - this could include our video, a representative from your church or someone from our center. **Distribute the baby bottles.**

## BOTTLES OUT | WEEK 3-5

Publish weekly announcements (one per week) in your bulletin, social media, e-newsletter, and other outlets. **Keep your congregation thinking about the Campaign!** Continue to display the posters, PowerPoint slide, and/or video when appropriate.

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## BOTTLES BACK | WEEK 6

Publish a weekly announcement. **Make an announcement in the church services that you're collecting bottles today and how you're doing it.** This Sunday is another great time for a speaker from the Center to come talk about the impact of the Bottles4Life Campaign and to thank the church for their involvement.

**Store the bottles in a secure location until they can be returned to the Center.**

## CAMPAIGN WRAP-UP | WEEK 7-8

Publish a weekly announcement. **If many bottles are still missing, remind people to please return their bottles (empty or full) as soon as possible.** We understand that not all of the bottles will be returned no matter what!

As the remaining bottles come in, store them in a secure location until they can be delivered to the Center. That's it! You're done! **Thank you for all of your efforts to make this campaign a success!**



11101 WARWICK BOULEVARD  
NEWPORT NEWS, VA 23601

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 757-591-0303

 [katelyn@cnpeninsula.org](mailto:katelyn@cnpeninsula.org)

 [cnpeninsula.org/bottles4life](https://cnpeninsula.org/bottles4life)