

**Baby Bottles for Life Campaign Steps**

**STEP 1: Pick Up Campaign Materials**

Team leaders will pick up your church’s campaign materials two to three weeks prior to your church/organization’s distribution weekend. These materials include the following based on your desired format:

* **Traditional BB4L:** Bottles with containers and/or Waterleaf envelopes, coin bags, team instruction, and guidelines for running a traditional campaign.
* **Virtual BB4L: Teams will receive a link** to your parish’s Kindful.com fundraising page. Additional Waterleaf envelopes are provided for traditional donations if needed.
* **Hybrid BB4L:** Bottles with containers and/or Waterleaf envelopes, coin bags, team instructions, and guidelines for your traditional format, as well as the link to your virtual KIndful.com fundraising page.

**STEP 2: Publicize your Campaign**

Team leaders will use the link ***https://onechoiceonelife.org/waterleaf-baby-bottles-for-life-2022/*** to download all promotional materials, including bulletin and pulpit announcements, posters, step-by-step checklists, and a Waterleaf Women’s Center Informational Slideshow. Once downloaded, please customize with any additional information needed for your campaign.

Ex: The dates of the campaign or the link to your virtual fundraising page

With a virtual campaign, we will send your team leader an email with the link to your *Kindful.com* team fundraising page to add to your bulletin and poster. Team leaders should ultimately decide the best way to publicize your campaign.

**STEP 3: Distribute the Bottles and/or Envelopes**

During your BB4L distribution weekend, have your team of volunteers distribute the bottles and/or envelopes after each service. Each weekend during your four-week campaign, remind your congregation that you will be collecting the bottles and/or envelopes to support Waterleaf on the appointed collection weekend. This can continuously be done by speaking at services or through your church’s bulletin, newsletter, or website.

**STEP 4: Gather Bottles and/or Envelopes**

On the final weekend (collection weekend) of your campaign, have your BB4L team collect the filled bottles and/or envelopes before and after services.

**STEP 5: Organize The Donations**

Organize your team of BB4L volunteers to empty the bottles and/or envelopes and separate the change, cash, and checks. The change is placed into a coin bag provided by Waterleaf, and along with the cash deposited directly into your church’s bank account. The team leader then brings one check written for the cash/change and any other checks written out to *Waterleaf* along with the empty bottles and bins back to Waterleaf. We are happy to come and pick up the bottles and check(s) if that is more convenient.

**Please call Megan Barnhart or Judy Manriquez at 630-701-6270 for any questions or concerns.**



**** Traditional BB4L Campaign Steps**

|  |  |
| --- | --- |
| Step 1: Set Campaign Dates | Distribution Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Collection Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

|  |  |
| --- | --- |
| Step 2: Pick Up Campaign Materials | Date Acquired:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   * \_\_\_\_\_\_# Baby Bottles * \_\_\_\_\_\_# Envelopes * \_\_\_\_\_\_# Cash Bags * \_\_\_\_\_\_ Team BB4L Instructions/Guidelines |

|  |  |
| --- | --- |
| Step 3: Publicize Your Campaign | * Go to <https://onechoiceonelife.org/waterleaf-baby-bottles-for-life-2022/> for the following… * Announcement for pulpit * Announcement for bulletin/newsletter/website * Promotional Posters * Step by Step Checklist * Waterleaf Women’s Center Slideshow |

|  |  |
| --- | --- |
| Step 4: Distribute Bottles/Envelopes | * Develop team member distribution sign up * Distribute bottles/envelopes |

|  |  |
| --- | --- |
| Step 5: Collect Filled Bottles/Envelopes | * Develop team member collection sign up * Collect all bottles/envelopes * Place bottles/envelopes in secure location until donations are processed |

|  |  |
| --- | --- |
| Step 6: Process Donations | * Empty bottles/envelopes * Separate cash/coins/checks * Place coins in coin bags * Organize cash(dollars) by amount * Deposit coins/cash into church bank account * Write check to *Waterleaf* for total coins/cash amount deposited |
| Step 7: Return Materials & Donations to Waterleaf | Date Returned:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   * \_\_\_\_\_ #Empty bottles * \_\_\_\_\_ # Filled bottles (returned later) * \_\_\_\_\_ #Checks *(Made out to Waterleaf)* * *\_\_\_\_\_* Final Donation Amount Total   + Coins/Cash $\_\_\_\_\_\_\_\_\_\_\_   + Checks $ \_\_\_\_\_\_\_\_\_\_\_ |

**\*Waterleaf Staff Completes**

|  |  |
| --- | --- |
| Step 8: Post Campaign Update | * Thank you Letter -Pastor * Thank you Letter -Team Leader * Thank you Announcement Bulletin/Newsletter/Website |



**** Virtual BB4L Campaign Steps**

|  |  |
| --- | --- |
| Step 1: Set Virtual Campaign Dates | Activation Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Deactivation Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

|  |  |
| --- | --- |
| Step 2: Visit Your Virtual Donation Page | Date Page is Set-up:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   * Email Team Leader with link to fundraising page on Kindful.com * Receive additional Waterleaf envelopes for non-online donations |

|  |  |
| --- | --- |
| Step 3: Publicize Your Campaign | * Go to <https://onechoiceonelife.org/waterleaf-baby-bottles-for-life-2022/> for the following… * Announcement for pulpit * Announcement for bulletin/newsletter/website with link to Kindful fundraising page * Promotional Posters with link to fundraising page * Step By Step Checklist * Waterleaf Women’s Center Slideshow |

|  |  |
| --- | --- |
| Step 4: Kindful Donation Processing | * Kindful automatically totals all donations * Kindful deposits donations into Waterleaf’s bank account directly * Team Leaders collect any Waterleaf envelopes containing additional checks or cash and returns directly to Waterleaf |

|  |  |
| --- | --- |
| Step 5: Deactivate Kindful Page | * Waterleaf deactivates organization’s Kindful Page when campaign is complete |

**\*Waterleaf Staff Completes**

|  |  |
| --- | --- |
| Step 6: Post Campaign Update | * Thank you Letter -Pastor * Thank you Letter -Team Leader * Thank you Announcement Bulletin/Newsletter/Website |



**** Hybrid BB4L Campaign Steps**

|  |  |
| --- | --- |
| Step 1: Set Campaign Dates | Distribution Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_  Collection Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_  Activate Kindful Page Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_  Deactivate Kindful Page Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

|  |  |
| --- | --- |
| Step 2: Pick Up Campaign Materials | Date Acquired:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   * \_\_\_\_\_\_# Baby Bottles * \_\_\_\_\_\_# Envelopes * \_\_\_\_\_\_# Cash Bags * \_\_\_\_\_\_ Team BB4L Instructions/Guidelines for Hybrid Format |

|  |  |
| --- | --- |
| Step 3: Publicize Your Campaign | * Go to <https://onechoiceonelife.org/waterleaf-baby-bottles-for-life-2022/> for the following… * Announcement for pulpit * Announcement for bulletin/newsletter/website * Promotional Posters * Step By Step Checklist * Waterleaf Women’s Center SlideShow |

|  |  |
| --- | --- |
| Step 4: Distribute Bottles/Envelopes | * Develop team member distribution sign up * Distribute bottles/envelopes |

|  |  |
| --- | --- |
| Step 5: Collect Filled Bottles/Envelopes | * Develop team member collection sign up * Collect all bottles/envelopes * Place bottles/envelopes in secure location until donations are processed |

|  |  |
| --- | --- |
| Step 6: Process Donations | * Empty bottles/envelopes * Separate cash/coins/checks * Place coins in coin bags * Organize cash(dollars) by the amount * Deposit coins/cash into the church bank account * Write check to *Waterleaf* for total coins/cash amount deposited |
| Step 7: Return Materials & Donations to Waterleaf | Date Returned:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   * \_\_\_\_\_ #Empty bottles * \_\_\_\_\_ # Filled bottles (returned later) * \_\_\_\_\_ #Checks *(Made out to Waterleaf)* * *\_\_\_\_\_* Final Donation Amount Total   + Coins/Cash $\_\_\_\_\_\_\_\_\_\_\_   + Checks $ \_\_\_\_\_\_\_\_\_\_\_ |

**\*Waterleaf Staff Completes**

|  |  |
| --- | --- |
| Step 8: Post Campaign Update | * Thank you Letter -Pastor * Thank you Letter -Team Leader * Thank you Announcement Bulletin/Newsletter/Website |