



Baby Bottle Boomerang



CAMPAIGN OVERVIEW PACKET

AlignLifeMinistries.org
717.274.5128

WELCOME TO *Baby Bottle Boomerang*

Dear Friends of Align Life Ministries,

We're so glad you're interested in kicking off a Baby Bottle Boomerang (BBB) campaign. Through this experience, you and others will champion the gospel of Jesus and the sacredness of human life. God helps women, men, and babies through your support.

BBB is a simple program, and a great way for kids and people of all ages to get involved. Enclosed are materials to help you have a successful campaign, whether you conduct it in person, virtually, or via a hybrid of the two. Feel free to use your creative side to enhance participation.

If you have any questions, or need more bottles or supplies, please contact me. I'm here to help.

Championing life,

Heather Muncy, Events Director
717.274.5128 x 315
hmuncy@AlignLifeMinistries.org



WHAT'S INCLUDED

CAMPAIGN OVERVIEW PACKET

- | | |
|--|---|
| 1. Welcome Letter | 11. Sample Announcement During Event: Virtual |
| 2. Ways to Participate | 12. Sample Announcement Prior to Event: Hybrid |
| 3. Frequently Asked Questions | 13. Sample Announcement Event Kickoff Day: Hybrid |
| 4. BBB Coordinator Checklist: Hands-On | 14. Sample Announcement During Event: Hybrid |
| 5. BBB Coordinator Checklist: Virtual | 15. Sample Announcement After Event |
| 6. Sample Announcement Prior to Event: Hands-On | 16. Sign-up Sheet (Hands-On) |
| 7. Sample Announcement Event Kickoff Day: Hands-On | 17. Bottle Pick-up Sign (Hands-On) |
| 8. Sample Announcement During Event: Hands-On | 18. Bottle Return Sign (Hands-On) |
| 9. Sample Announcement Prior to Event: Virtual | 19. Baby Bottle Insert |
| 10. Sample Announcement Event Kickoff Day: Virtual | |

BABY BOTTLE BOOMERANG WEBPAGE

Promotional Posters • PowerPoint Slides • Social Media Posts

Baby Bottle Boomerang

WAYS TO PARTICIPATE

HANDS-ON

Contact Align Life Ministries and let us know when you would like to initiate BBB. A BBB campaign can be held any time of year. Churches often begin in January with Sanctity of Human Life Sunday; other groups choose Mother's and Father's Day, a back-to-school campaign, or a Thanksgiving campaign.

How it Works:

1. We provide the bottles to you.
2. You distribute them to the people in your church or group.
3. Several weeks later, they return the bottles on an announced date. (You determine the date the bottles are to be returned.)
4. You make arrangements to return the bottles to Align Life Ministries (that's the boomerang!) where we process them. Contactless drop-off is an option.

VIRTUAL

(New for 2021)

Fill a baby bottle online!

1. [Visit our special Virtual Baby Bottle Boomerang Giving Page.](#)
2. Choose an amount / how many bottles to fill (\$25 for one bottle, \$50 for two bottles, etc.)
3. Complete the form and submit.

NOTE: If you are doing the virtual BBB as part of a church or group, please include your church or group's complete name on the form so your total can be included in your group's results.

HYBRID APPROACH

(New for 2021)

Invite everyone in your group to join your "Fill a Bottle for Life" BBB campaign—those who attend in-person as well as your livestream participants. Offer both the hands-on and virtual BBB options at the same time for a meaningful, life-affirming project that goes beyond physical locations and appeals to people of all ages.

Baby Bottle Boomerang

FREQUENTLY ASKED QUESTIONS

Q: When should I kickoff a Baby Bottle Boomerang Campaign?

A: Anytime! Popular times include:

- Sanctity of Human Life Sunday
- Mother's Day
- Father's Day
- Back-to-School time
- Thanksgiving

Q: Is my donation tax deductible?

A: All check and online donations will be receipted. Cash donations (bills only) over \$20 will be receipted if the baby bottle's paper insert is completed and returned with the bottle. Sorry, we are not able to offer receipts for coin donations.

Q: Will I be informed how much our church/group raised?

A: Yes. Please allow 6-8 weeks for processing. When processing is completed we will notify you via email or by postcard mailed to the church if we don't have an email address for you. If you are doing the virtual option, please be sure to provide the complete name of your church or group on the online form so your gift can be included with your group's total.

HANDS-ON OPTION:

Q: How many bottles should I order?

A: We recommend 75% of the number of families in your church/group

Q: Where do I get the bottles?

A: We provide the bottles and deliver them to your nearest Align Life Ministries location:

- Administrative Office in Lebanon
- Align Pregnancy Services in Columbia, Ephrata, Lancaster, or Lebanon

Q: What if I need more bottles or I ordered too many?

A: If you need more bottles, contact the Events Director. If you ordered too many bottles, it's fine to send the extra ones back to us with the rest of your returns after your campaign ends.

Q: What if all the bottles aren't returned by the end of the campaign?

A. That is common. Return what you have so far. You can give periodic reminders a few times after the campaign ends, and then let it go. You may get a few stragglers back here and there. Some people have found that a "sign out sheet" for the bottles is helpful. Feel free to use the one included in this packet, or listed as a downloadable on our website.

Q: Where and how do I return the bottles? (They're heavy!)

A. You can return the bottles to the same location where you picked them up. The bottles that are filled can be heavy. We recommend you return filled bottles in a box of 25 max. Empty bottles can be returned in a full box.

HANDS-ON

Baby Bottle Boomerang

COORDINATOR CHECK LIST

☐ Set Dates

Set with your church or group:

1. Date for bottle distribution:

2. Date participants will return filled bottles:

3. Date you will return bottles to Align Life Ministries: -----

☐ Distribute Empty Bottles

Follow through with your church's or group's plan to introduce and hand out the bottles. Consider making plans to distribute bottles for two consecutive weeks.

☐ Promote

These are available at [AlignLifeMinistries.org](https://www.alignlifeministries.org)

- Sample announcements (e.g. pulpit, email, bulletins, newsletters)
- Posters for high traffic areas
- Brief client testimony video, found at <https://youtu.be/9AZXKU2LJs>
- PowerPoint slide
- Social media posts

☐ Collect

- Make plans to collect the bottles for at least two consecutive weeks.
- Make sure you have enough boxes to collect the bottles. They will be heavy! (Please put a maximum of 25 filled bottles per box.)
- Line up strong arms and backs to move filled bottles to your vehicle.

☐ Return

Filled bottles should be returned to your nearest Align Life Ministries location. Please call that office to verify hours of operation.

- Administrative office in Lebanon 717.274.5128,
- Columbia 717.684.3400
- Ephrata 717.733.9440
- Lancaster 717.575.0561

Questions?

Please contact Heather at 717.274.5128 x 315 or hmuncy@AlignLifeMinistries.org

VIRTUAL

Baby Bottle Boomerang

COORDINATOR CHECK LIST

☐ Set Dates

Set with your church or group for the virtual campaign:

1. Start Date: _____
2. End Date: _____

☐ Distribute Giving Link

Share this special "Virtual BBB" giving link with your group and encourage them to fill a bottle for life online:

<http://weblink.donorperfect.com/VirtualBBB>

☐ Promote

These are available at AlignLifeMinistries.org

- Sample announcements (e.g. pulpit, email, bulletins, newsletters)
- Posters for high traffic areas
- Brief client testimony video, found at <https://youtu.be/9AZXKU2LJs>
- PowerPoint slide
- Social media posts

☐ Remind

- Make plans to encourage online bottle-filling for at least two consecutive weeks.
- Send reminders to your group during that time if/as needed.
- Remind group members to include the full name of your church or group in the space provided on the online form in order to include their virtual bottle total with you group's total.

☐ Results

We'll let you know how much money your group raised after your campaign has ended.

Questions?

Please contact Heather at 717.274.5128 x 315 or hmuncy@AlignLifeMinistries.org

Baby Bottle Boomerang

SAMPLE ANNOUNCEMENT

(Please customize to fit your church or group's plans)

PRIOR TO EVENT (HANDS-ON OPTION):

Our church will be holding a Baby Bottle Boomerang campaign to benefit Align Life Ministries (formerly known as Susquehanna Valley Pregnancy Services).

At the end of our worship service _____ (date) we will be distributing special baby bottles. Please take a bottle home, fill it with a check (payable to Align Life Ministries) or cash, then return it to the church Sunday, _____ (date).

Questions? Please contact _____ (coordinator's name)
at _____ (phone # or email).

Align Life Ministries aligns with God to champion the gospel of Jesus Christ and the sacredness of human life through pregnancy services, strategic partnerships, and equipping resources. Proceeds from Baby Bottle Boomerang can impact people like Jason and Jonas, two young men who signed up for our Practical Fatherhood classes because they want to learn how to be better dads and because they are interested in learning more about the Lord.

Baby Bottle Boomerang

SAMPLE ANNOUNCEMENT

(Please customize to fit your church or group's plans)

EVENT KICKOFF DAY (HANDS-ON OPTION):

At the end of our worship service today, we will be distributing special baby bottles for the Baby Bottle Boomerang campaign of Align Life Ministries, formerly known as Susquehanna Valley Pregnancy Services. Please pick up a bottle and take it home. Fill the bottles with cash or check (made out to Align Life Ministries), and return it to the church Sunday, _____ (date). The collection point will be _____ (location).

Direct any questions to _____ (coordinator's name)
at _____ (phone # or email) Thank you
for your participation.

Align Life Ministries aligns with God to champion the gospel of Jesus Christ and the sacredness of human life through pregnancy services, strategic partnerships, and equipping resources.

Baby Bottle Boomerang funds help clients find healing from past abortion decisions. Nina tried various times to "get over" the guilt and shame she carried from an abortion she had a few years ago, but nothing seemed to work. She recently found our Post-Abortion services online and we are now journeying with her through the Surrendering the Secret Bible study. She says, "I'm thankful that I finally found a way to heal: through God's love and forgiveness."

Baby Bottle Boomerang

SAMPLE ANNOUNCEMENT

(Please customize to fit your church or group's plans)

DURING EVENT (HANDS-ON OPTION):

Remember to keep filling your bottles for the Baby Bottle Boomerang to benefit Align Life Ministries, formerly known as Susquehanna Valley Pregnancy Services. Bottles should be returned to the church Sunday, _____ (date). The collection point will be _____ (location).

Direct any questions to _____ (coordinator's name)
at _____ (phone # or email).

Proceeds from Baby Bottle Boomerang can help young parents like Doug and Johanna, who note, "We are very thankful for this ministry. It is helping us become better parents, and to be better prepared for the next stage of our baby's life. The parenting classes and baby supplies are invaluable. In the pandemic, this ministry has been a big support for our family. Thank you – God bless you!"

Baby Bottle Boomerang

SAMPLE ANNOUNCEMENT

(Please customize to fit your church or group's plans)

PRIOR TO EVENT (VIRTUAL OPTION):

Our church will be holding a virtual Baby Bottle Boomerang campaign from _____ (start date) to _____ (end date) to benefit Align Life Ministries (formerly known as Susquehanna Valley Pregnancy Services).

During that time, fill a bottle online at <http://weblink.donorperfect.com/VirtualBBB>. Be sure to include our church's name in the space provided on the online form so your bottle is credited to our group total.

Questions? Please contact _____ (coordinator's name) at _____ (phone # or email).

Align Life Ministries aligns with God to champion the gospel of Jesus Christ and the sacredness of human life through pregnancy services, strategic partnerships, and equipping resources. Proceeds from Baby Bottle Boomerang can impact people like Jason and Jonas, two young men who signed up for our Practical Fatherhood classes because they want to learn how to be better dads and because they are interested in learning more about the Lord.

Baby Bottle Boomerang

SAMPLE ANNOUNCEMENT

(Please customize to fit your church or group's plans)

EVENT KICKOFF DAY (VIRTUAL OPTION):

Our virtual Baby Bottle Boomerang campaign starts today and runs through _____ *(end date)* to benefit Align Life Ministries (formerly known as Susquehanna Valley Pregnancy Services). During that time, fill a bottle online at <http://weblink.donorperfect.com/VirtualBBB>. Be sure to include our church's name in the space provided on the online form so your bottle is credited to our group total.

Align Life Ministries aligns with God to champion the gospel of Jesus Christ and the sacredness of human life through pregnancy services, strategic partnerships, and equipping resources.

Baby Bottle Boomerang funds help clients find healing from past abortion decisions. Nina tried various times to "get over" the guilt and shame she carried from an abortion she had a few years ago, but nothing seemed to work. She recently found our Post-Abortion services online and we are now journeying with her through the Surrendering the Secret Bible study. She says, "I'm thankful that I finally found a way to heal: through God's love and forgiveness."

Baby Bottle Boomerang

SAMPLE ANNOUNCEMENT

(Please customize to fit your church or group's plans)

DURING EVENT (VIRTUAL OPTION):

Remember to fill a bottle for life online at <http://weblink.donorperfect.com/VirtualBBB> in support of Align Life Ministries, formerly known as Susquehanna Valley Pregnancy Services. Be sure to include our church's name in the space provided on the online form so your bottle is credited to our group total.

Please direct any questions to _____ (coordinator's name)
at _____ (phone # or email).

Proceeds from Baby Bottle Boomerang can help young parents like Doug and Johanna, who note, "We are very thankful for this ministry. It is helping us become better parents, and to be better prepared for the next stage of our baby's life. The parenting classes and baby supplies are invaluable. In the pandemic, this ministry has been a big support for our family. Thank you – God bless you!"

Baby Bottle Boomerang

SAMPLE ANNOUNCEMENT

(Please customize to fit your church or group's plans)

PRIOR TO EVENT (HYBRID OPTION):

Our church will be holding a Baby Bottle Boomerang campaign with both hands-on and virtual options from _____ (start date) to _____ (end date) to benefit Align Life Ministries (formerly known as Susquehanna Valley Pregnancy Services).

For those who would like to participate "hands-on":

At the end of our worship service on _____ (date) we will be distributing special baby bottles. Please take a bottle home, fill it with a check (payable to Align Life Ministries) or cash, then return it to the church Sunday, _____ (date).

For those who would like to participate virtually:

Fill a bottle online at <http://weblink.donorperfect.com/VirtualBBB>. Be sure to include our church's name in the space provided on the online form so your bottle is credited to our group total.

Questions? Please contact _____ (coordinator's name)
at _____ (phone # or email).

Align Life Ministries aligns with God to champion the gospel of Jesus Christ and the sacredness of human life through pregnancy services, strategic partnerships, and equipping resources. Proceeds from Baby Bottle Boomerang can impact people like Jason and Jonas, two young men who signed up for our Practical Fatherhood classes because they want to learn how to be better dads and because they are interested in learning more about the Lord.

Baby Bottle Boomerang

SAMPLE ANNOUNCEMENT

(Please customize to fit your church or group's plans)

EVENT KICKOFF DAY (HYBRID OPTION):

Our Baby Bottle Boomerang campaign to benefit Align Life Ministries (formerly known as Susquehanna Valley Pregnancy Services) starts today and runs through _____ (end date).

For those who would like to participate "hands-on":

At the end of our worship service today, please take a bottle home, fill it with a check (payable to Align Life Ministries) or cash, then return it to the church Sunday, _____ (date).

For those who would like to participate virtually:

Fill a bottle online at <http://weblink.donorperfect.com/VirtualBBB>. Be sure to include our church's name in the space provided on the online form so your bottle is credited to our group total.

Questions? Please contact _____ (coordinator's name)
at _____ (phone # or email).

Align Life Ministries aligns with God to champion the gospel of Jesus Christ and the sacredness of human life through pregnancy services, strategic partnerships, and equipping resources.

Baby Bottle Boomerang funds help clients find healing from past abortion decisions. Nina tried various times to "get over" the guilt and shame she carried from an abortion she had a few years ago, but nothing seemed to work. She recently found our Post-Abortion services online and we are now journeying with her through the Surrendering the Secret Bible study. She says, "I'm thankful that I finally found a way to heal: through God's love and forgiveness."

Baby Bottle Boomerang

SAMPLE ANNOUNCEMENT

(Please customize to fit your church or group's plans)

DURING EVENT (HYBRID OPTION):

Remember to fill your baby bottle to benefit Align Life Ministries (formerly known as Susquehanna Valley Pregnancy Services). If you took a bottle home, please fill it with a check (payable to Align Life Ministries) or cash, then return it to the church Sunday, _____ (date). If you'd rather fill a bottle online, please visit **<http://weblink.donorperfect.com/VirtualBBB>**. Be sure to include our church's name in the space provided on the online form so your bottle is credited to our group total.

Questions? Please contact _____ (coordinator's name)
at _____ (phone # or email).

Proceeds from Baby Bottle Boomerang can help young parents like Doug and Johanna, who note, "We are very thankful for this ministry. It is helping us become better parents, and to be better prepared for the next stage of our baby's life. The parenting classes and baby supplies are invaluable. In the pandemic, this ministry has been a big support for our family. Thank you – God bless you!"

Baby Bottle Boomerang

SAMPLE ANNOUNCEMENT

(Please customize to fit your church or group's plans)

AFTER EVENT:

(6-8 weeks later, when total raised is given to the coordinator.)

Thanks for being part of Baby Bottle Boomerang for Align Life Ministries. We raised \$_____ for God's life-giving work to help moms, dads, and babies in our communities. If you participated in the hands-on event, please return all bottles, filled or empty. The ministry reuses the bottles each year.



Bottles Taken Bottles Returned

[illegible]



Baby Bottle Boomerang



Bottle Pick Up Here!





Baby Bottle Boomerang



Bottle Collection Here!



Fill a bottle for life!

With cash or check, you are championing the gospel and life with Align Life Ministries. Your partnership provides life-affirming services to women and men in Lancaster and Lebanon counties, including:

- Pregnancy tests and first trimester ultrasounds
- Prenatal and parenting education
- Material assistance
- Post-abortion support

Please complete the information below and insert this form in your bottle before you fill it. Return it to the location where you received it. Allow **6-8 weeks** for processing.

BABY BOTTLE BOOMERANG

Title	First Name	Last Name
Spouse's Name		
Street Address		
City	State	Zip
Phone	Name of church where you received this bottle	

Hear what God's doing! Join our gospel and life championing community. We'll email client stories and ministry updates directly to your inbox each month.

☐ Sign me up ☐ No thanks ☐ Already receive

Email (By providing your email address you will be signed up to receive emailed communications from Align Life Ministries. You may unsubscribe at any time.)

Follow us on   

***Note:** Please make checks payable to Align Life Ministries; all check donations will be receipted. Cash donations of \$20 and above will be receipted. Sorry, we cannot receipt coin donations.

ALIGN LIFE MINISTRIES

formerly Susquehanna Valley Pregnancy Services

PO Box 707, Lebanon, PA 17042

717.274.5128 x306

AlignLifeMinistries.org



Thank you

for championing life
with us!



ALIGN
LIFE MINISTRIES

Align Life Ministries
131 South 8th Street
Lebanon, PA 17042

AlignLifeMinistries.org

717.274.5128