



The Baby Bottle Campaign is a flexible fundraiser that supports the ministry and services of HeartReach Center. This fundraiser makes it possible to offer **FREE** pregnancy tests, ultrasounds, STI/D services and mentorship to clients right here in the Mat Su Valley. This campaign also draws awareness to the sanctity of human life and the agency of hope to those facing difficult decisions. If you would like to learn more about the services of HeartReach Center, please visit www.heartreachalaska.com

You will need to:

1. Pick a date range to run the Campaign

We see the greatest success when a campaign runs for 6 weeks or more. Many organizations choose to initiate their campaign on Sanctity of Life Sunday, in January, or at a time of mission emphasis. Plan to have a few team members to help you assemble the bottles, advocate for your campaign and collect the funds at the end. HeartReach will provide: two 12x18 posters as well as bottles, in denomination of 10, tags and rubber bands. **We ask for a minimum of 1 week's notice to put together your campaign; however, it may require more time depending on the size of your campaign or the time of the year.** It's best to contact us early.

2. Present and Promote the Campaign

Plan for a short presentation of the Baby Bottle Campaign on your kick-off day. We find it is best that the Campaign Lead or a passionate individual from your community share this message along with a HeartReach testimonial video. You can also request a HeartReach representative to present this message. It is very helpful if you share this information continually throughout the length of your campaign.

3. Return Equipment and Proceeds

Once your collection date has passed, please count, and return the proceeds to the HeartReach Center along with the empty bottles. **Please do not return loose change.** Check, card or online donations are best. Checks should be made out to HeartReach Center or totaled with your church/business gift.

Please complete this form and return to Terri.l@heartreachalaska.com or Fax (907) 376 4352

Thank you for standing alongside us,

Terri Lawson, Community Outreach Liaison



Campaign Agreement

Organization Name:

Campaign Lead and Responsible Party:

Contact Phone and Email

Campaign Dates:

Number of Bottles Requested: _____

Bottle Pick-Up Date: _____

Estimated Bottle Return Date: _____

I would like digital copies of flyers, posters, bulletin inserts to use in my campaign **YES** **NO**

Notes:

As the Campaign Lead, I agree to represent HeartReach Center and the Baby Bottle Campaign to the best of my ability with accuracy and relevancy.

Signature
