

# PATHWAYS CLINIC



FAMILY & PREGNANCY  
RESOURCE CENTER

## BOTTLES FOR LIFE CAMPAIGN



## HOW BOTTLES FOR LIFE CAMPAIGNS WORK

Holding a Bottles For Life Campaign is a fun and easy way to raise funds, and awareness, to support Pathways Clinic. Best of all, it's so easy that anyone can participate!

Pathways provides participating churches, business and organizations with colorful plastic baby bottles which are then given out to individuals and families. These bottles function like “piggy banks” to be filled with coins, currency and checks. Individuals and families are encouraged to take them home, set them in a prominent location, and fill them with their spare change, currency and/or checks.

Bottles are then collected by the sponsoring organization, who specifies a return date. When all bottles (filled or empty) have been collected, contact Pathways Clinic and we will arrange a drop off/pick up time. Bottles can also be returned directly to Pathways if participants would like to tour the clinic.

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## WE'VE GOT YOU COVERED!

Visit the Bottles For Life page on our website to find everything you need to promote this event at your church, organization or place of business.

[www.pathways180-partners.com/bottles-for-life](http://www.pathways180-partners.com/bottles-for-life)

**OUR FREE GIFT FOR YOU...** To encourage the success of your Bottles For Life Campaign, we will provide you with as many color posters and half sheet inserts as needed for your church or place of business. Let us know how many you need and we'll have them ready when you pick up your bottles!

# WE'VE MADE IT EASY FOR YOU!

FOLLOW THESE STEPS AND UTILIZE THE PROMOTIONAL MATERIALS AVAILABLE TO HELP MAKE YOUR BOTTLES FOR CAMPAIGN A SUCCESS!

## DESIGNATE A BOTTLES FOR LIFE AMBASSADOR

Find someone who can organize your participation in the Bottles For Life Campaign! They will be the main contact with Pathways and your organization.

## LET US KNOW HOW MANY BOTTLES YOU WILL NEED

We recommend 1 per family. You do NOT need to pay for the bottles; we will provide as many as you need.

## CHOOSE A DISTRIBUTION AND RETURN DATE

Select a date range that works for you and save the dates on your calendar. The bottle return date should be approximately 3-4 weeks afterwards. You might consider one of these suggested dates that naturally converge with this type of event.

- Sanctity of Human Life Sunday (January)
- Mother's Day (May)
- Father's Day (June)
- #Giving Tuesday (November)

## REGISTER YOUR BOTTLES FOR LIFE CAMPAIGN

Go online to [pathways180-partners.com/bottles-for-life](https://pathways180-partners.com/bottles-for-life) and fill out the form, send us an email, or give us a call! We will arrange pick up or delivery of your bottles and materials.

## RETURN THE BOTTLES AND UNUSED MATERIALS

When all bottles (filled or empty) have been collected, return them, along with any unused materials, in the same containers you received them. Bottle pick up can also be arranged.

# MAKE YOUR EVENT A SUCCESS!

## SUGGESTED STEPS FOR BOTTLES FOR LIFE AMBASSADORS

### CHURCHES -

- Speak with a Pastor (Senior Pastor, Youth, Children, Life Group, Women's Ministry etc.) to distribute the bottles during Weekend Services, Sunday School Classes and/or Bible Studies.
- Place a request to announce the Bottles for Life Campaign to the congregation and/or show a short video.
- Have a table set up between services at the church to distribute and collect bottles or hand out bottles at every entrance/exit.
- Clearly communicate a bottle return date and have a clearly marked return location. This avoids the slow trickle in of bottles.

### BUSINESSES AND ORGANIZATIONS -

- Request a poster or small display to set up in a visible location.
- Place a basket filled with baby bottles in a prominent location and encourage patrons or employees to take one, fill it and return it.
- Clearly communicate a bottle return date and have a clearly marked return location. This avoids the slow trickle in of bottles.

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## WE'RE HERE TO HELP...

CONTACT US TO REQUEST BOTTLES OR FOR MORE INFORMATION.

### CONTACT OUR DIRECTOR

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### PATHWAYS CLINIC

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