

BABY BOTTLE BLESSINGS FAQs and TIPS

COVID-19 Edition

Assurance is standing prayerfully and carefully, but strong in this season. We have made many needed adjustments to our modes of operation but none to our mission. We remain steadfast in that and **praise God that He has saved an estimated 39 lives through Assurance in just the first three months of this year!** With the pandemic and its related response heightening many of the most frequent reasons our clients consider abortion, they may **need us now more than ever**. We pray we are able to continue to find ways to be ready and available to care for them in their hour of need.

The support we receive through our Baby Bottle Blessings campaign is critical to our ability to continue on with our mission. But these unprecedented times most certainly call for adjustments to protect the health and safety of our brothers and sisters in Christ and our community as a whole. For that reason we will not be using any physical bottles in our campaigns for the foreseeable future. Instead, **we will have three alternate ways to “fill a bottle”- mail a donation, give online, or text to give.**

What’s the best way to announce the campaign to our church?

-  **Have your lead pastor announce** and endorse the campaign! We see a big difference in the success of the campaign when it starts with a pastoral endorsement.
-  **Show our client video. Our clients tell our story best!** They can convey the difference God makes through our ministry, and the spirit with which we serve through sharing their stories. You could show the video the week before kick-off, on kick-off, or even a few weeks before your return date to remind your members and help them understand the difference they make when they fill a bottle. We provide a short video each year. Here is our most recent- <https://vimeo.com/397291329> or if you want to check out previous years’ videos to consider using you can find others at <https://assuranceforlife.org/client-video/>. If you don’t have the capacity to show videos and/or it is not a good fit with your service, then you could read one of the client stories found on the testimonials page <https://assuranceforlife.org/client-testimonials/> .
-  Include announcements in your weekly church communications and in your virtual services (Downloadable materials: <http://assuranceforlife.org/baby-bottle-blessings/>)
-  We keep stats on all that God does here at Assurance – check out this slide highlighting some 2019 results and feel free to share the information with your church: [2019 Results slide](#)

How do we make sure everyone can participate?

-  Though we don’t think with the alternative ways to “fill a bottle” we are using this year you will need the full time from Mother’s Day to Father’s Day, we do suggest you pick a three-week period during that timeframe for your campaign.
-  Share the ways to participate each of those weeks and offer encouragement to participate each time you do.
-  If Mother’s Day isn’t going to be the first week of your campaign this year, **please announce on Mother’s Day that your church will be participating this year** and which week the campaign will begin.

 We hope to have a short video you can provide that walks folks through the ways to give this year. If there are any remaining questions or problems with the giving mechanisms, please ask people to email info@assurancecare.org and someone will get back to them with assistance.

How can we keep people excited throughout the campaign?

-  **Set a goal** for how many bottles your congregation will fill this year and remind people of that goal.
-  **Weekly reminders during service** or maybe a different example about how God is using Assurance to impact lives each week of the collection period would keep the effort fresh in the minds of those who took bottles. Your lead pastor's endorsement to start the campaign is very important, but a different church leader offering their encouragement to give each week after that would be great.

Okay, we encouraged our members to participate three weeks in a row, now what?

-  **Remind your folks to use the indicated mechanisms with each alternative giving method to communicate to us which church's campaign we should credit their donation.**
-  We will report back to you the total gifts we receive from those in your church so you can report back and **celebrate**.