

FAQs

1. What is Change for Life?

Change for Life is a Birth Choice fundraiser. From Mother's Day to Father's Day, we lend our "baby bottles" to churches, who distribute them to church members on Sunday and/or Wednesday. Church members take them home, fill them up with change, cash, and checks, and bring them back to church by the end of the campaign. At the end, the church's liaison brings the bottles back to Birth Choice. All funds benefit our life-saving ministry. It really does add up and make a big difference for Life in West TN!

2. What about giving online?

There is also an online giving option at birthchoice.biz/bottle. People who give online will share the name of their church, so your church will still get credit!

3. When should we return the bottles?

After Father's Day! We do have a cut-off date to return bottles: **July 11, 2025**. Office hours are on the next page.

4. Will we learn how much we raised?

Absolutely! We will count the change and within a few weeks after Father's Day, we will send you an email with your total raised amount.

5. What can I put in the bottles?

You can put coins, cash, or checks in the bottle! Checks will need to be made out to Birth Choice. We have a coin counting machine so all coins will be counted in our office. Please do not roll coins.

6. What if some of our bottles haven't been filled by the end of our campaign?

That's ok! Please bring them back so we can use them for other churches.

7. How do I spread the word about the campaign in my church?

Flip the page to see our easy promotional tips.

8. Who should I ask if I have more questions?

Ask Tiffany Dawson, Birth Choice's Director of Development. Office: 731-453-8159.

Email: tiffany@birthchoice.us.

Baby Bottle Promotional Tips

For our slides and social media graphics, please check for an email from Tiffany or contact her at tiffany@birthchoice.us. You may also find them at birthchoice.biz/bottle.

Easy ways to promote:

- Set up a table with bottles in a high traffic area for people to pick up and return. Be sure to include the “table sign” so people will know what it is about or donate online with the QR code.
- Make a quick Sunday morning or Wednesday night announcement to the congregation to pick up and return bottles (use our slide images for PowerPoint or another platform – just drag and drop!). An announcement to return bottles will be helpful the Sunday before the campaign ends. Be sure to share some of our stats and stories to inspire your church members!
- Have small group leaders make quick announcements to their small groups
- Share videos and about our ministry and client testimonies with your congregation. We have videos available on our YouTube channel.
- Put an announcement in the bulletin (you can put one of our images in the bulletin as well!)
- Hang our posters
- Email your church members about the campaign (feel free to use our images!)
- Post our free images on your church’s social media pages
- Make it fun! Some churches hold contests between husbands and wives or youth contests between boys and girls to see who can raise the most or fill the most bottles. Feel free to get creative.

Jackson Office Hours:

Mondays, Tuesdays, & Thursdays: 9 AM to 8 PM

Wednesdays: 9 AM to 4 PM

Fridays: 9 AM to 1 PM (we will be closed May 9th, 2025)

Gibson County Office Hours:

Monday: 9:00 AM to 3:30 PM

Tuesday: 9:00 AM to 7:00 PM

Wednesday: Closed

Thursday: 9:00 AM to 3:30 PM

Friday: Closed

Use Our Free Digital Materials!

PowerPoint images, social media images, videos, and more are available at birthchoice.biz/bottle!

Examples below:



PowerPoint Slide Example



PowerPoint Slide Example



PowerPoint Slide Example



Social Media Image Example



Social Media Image Example



Social Media Image Example