



# Change for Life

## How to Get the Best Participation



### CHOOSING THE DATES

Here are some suggested dates that might work well in conducting the "Change for Life" campaign:

- **Celebration of Life Sunday** – Establish a 6-8 week return date
- **Lent** – Begin on Ash Wednesday, establishing Easter Sunday as the return date
- **Conception of Christ (near March 25)** – Establish a 6-8 week return date or on Mother's Day
- **Mother's Day** – Establish a return date on Father's Day
- **Labor Day** (Sunday for that weekend) – Establish a return date on Thanksgiving
- **Mission Festival Sunday** – Establish a 6-8 week return date
- **Thanksgiving** – Establish Epiphany Sunday as the return date

### PROCEDURE

1. Promote, promote, promote! Promoting the "Change for Life" campaign in advance is one way to keep the *New Beginnings'* ministry on the minds of your members for a longer period of time. It also brings the members on board quicker when the concept is familiar to them. Studies show it takes the human brain no less than 3 and as many as 7 times to transition from concept to understanding. We suggest a number of brief bulletin announcements and/or newsletter information before the event's "kick off" date.
2. Prior to the launch date, write a brief announcement to be included in your bulletin about the start of the "Change for Life" campaign.
3. On the "kick off date," ask the pastor to add a verbal reminder about the campaign at the end of the worship service.
4. On the "kick off date," make sure the "Change for Life" materials are ready to be picked up from an easily accessible location or handed out at the door. We find the best participation when the items are handed them out at the door as people leave church.
5. From the day the boxes/bottles are distributed until they are due for return, make it a point to regularly remind the members to fill the containers with their loose change, being mindful of the approaching return date. Make those announcements in the newsletter and/or bulletin and verbally after church.
6. On the date of return, make sure a collection box is available or a table is set up so people can easily return their filled boxes/bottles of change. Make sure the return point is clearly identified and the bulletin includes an announcement. In addition, a verbal announcement is encouraged by the pastor after the service(s) directing members to the location of the return of the bottles or coin boxes.
7. Once the project is completed, count the loose change and deposit the collected monies in the bank. Then write a check payable to *New Beginnings - A Home for Mothers* and send it to:

Change for Life/New Beginnings  
c/o Christian Life Resources  
Lock Box 56  
Richfield, WI 53076-0056

## PRESENTATION

After signing up to participate in the "Change for Life" campaign, you will be provided with the number of boxes or bottles you will need. In addition, we will include any promotional materials you would like to receive.

If you order the coin boxes, a handy display is included that can be placed on a table. You can also order a base for a stand-alone display.

If you order the bottles, you can place them on a table or in a bassinet or another creative receptacle for distribution.

Some "Change for Life" participants have created elaborate displays using baby blankets, disposable diapers, baby clothes, pictures, stuffed animals, dolls, etc. With imagination you can easily attract attention to the "Change for Life campaign" and the valuable service such donations provide for the care of mothers and babies at *New Beginnings*.

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## PLANNING AHEAD

If you choose to use the block coin boxes for the campaign, feel free to keep both the boxes and the display! You can always order extra boxes as needed when you conduct the "Change for Life" campaign again.

If you decide to use the baby bottles, we generally ask that you return them at the conclusion of the campaign for others to use:

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You may want to encourage the members to collect change year round for the "Change for Life" project. You can do that by ordering a large container that can be placed on a table. On the "collection date," the members can bring back their boxes/bottles and place their change in the container, thus enabling the participant to use the coin box or baby bottle in gathering change throughout the year for a future campaign. When the "Change for Life" campaign is repeated, the participant will be very ready with a generous gift.

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## PRACTICES AND POLICIES

**Coins** – Do not send currency or loose change to Christian Life Resources or *New Beginnings*. Please cash all coins and submit the total in check form.

**Checks from Members** – Members often use the "Change for Life" campaign as an opportunity to donate to *New Beginnings* by means of a single check rather than a collection of loose change. Talk with your congregation treasurer on the preferred way to treat those checks. The gifts can either be made out in the name of the congregation for the "Change for Life" campaign, or they can be written out directly to *New Beginnings* and included with the single check from the church after the loose change has been cashed in. Either way works for us!

**Remittance Checks** – When remitting a check of gathered gifts for the "Change for Life" campaign, it should be paid to the order of "New Beginnings - A Home for Mothers" and mailed to:

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c/o Christian Life Resources  
Lock Box 56  
Richfield, WI 53076-0056

**Gathering Gifts** – Sometimes participants in the "Change for Life" campaign return their gifts before the due date. We advise that you do NOT leave boxes or bottles out after services when they contain money. Store them in a safe place until all of the gifts have been gathered.



**New Beginnings**  
A Ministry Sponsored by Christian Life Resources  
**A Home for Mothers**

Change for Life/New Beginnings • c/o Christian Life Resources  
Lock Box 56 • Richfield, WI 53076-0056  
[www.HelpNewBeginnings.com](http://www.HelpNewBeginnings.com) • [info@helpnewbeginnings.com](mailto:info@helpnewbeginnings.com)