

## Baby Bottle Boomerang (BBB) Timeline

**May 14<sup>th</sup> is BBB Kick-Off Date! Or choose an alternate date in the spring or summer that fits best with your church, school, or organization.** For the best bottle return rate, keep a tight window from kick-off to collection.

### Week 1: Kick-Off Sunday

- **May 14<sup>th</sup>** or a date of your preference in the spring or summer. Four weeks before your kick-off, contact First Care to prepare and deliver your bottles and materials.
- Show the BBB video (available on our website [firstcareforlife.com/events](http://firstcareforlife.com/events)).
- Make an announcement (see sample on our website [firstcareforlife.com](http://firstcareforlife.com)).
- Hand out bottles.

### Week 2: Reminders & Collection

- Bulletin and/or eNewsletter reminder.
- Use the PowerPoint Slide during morning announcements (available on our website [firstcareforlife.com](http://firstcareforlife.com)).
- Give a verbal reminder from the podium.
- Make the collection area clearly marked and easy to find.

### Week 3: Complete Collection

- Wrap up bottle collection.
- If bottles are still outstanding, give a final reminder and extend collection one more week.

### Return Bottles to First Care

- Contact Michele Ly at 561-688-2163 or [mly@firstcareforlife.com](mailto:mly@firstcareforlife.com).
- We can pick them up or you can deliver them to our Administrative Office.
- Our address is: 2200 N Florida Mango Rd, West Palm Beach, FL 33409.
- We are typically open M-F from 8am-4pm, **but call us first** at 561-688-2163.