

## Baby Bottles of Hope – Crowdfunding Plan

1. Recruit 8-10 Hannah's Hope friends to make individual crowdfunding pages with goals between \$100-\$250.
2. Set up a Facebook Fundraiser via the Hannah's Hope Facebook page (no fees are charged on this platform, so every dollar comes to Hannah's Hope!)
3. Upload photo and information about the program.
  - a. Hannah's Hope works with expectant mothers to ensure that their child has the best life possible, whether that is with the biological family or with an adoptive one. The organization helps these pregnant women attend counseling, get the care they need, and have a plan. They assist with food, clothing, rides to medical appointments, as well as emergency needs. For mothers who make the decision to give their child up for adoption, Hannah's Hope works with adoptive families to place those babies in loving home, while supporting those adoptive families through the process.
  - b. I am participating in Baby Bottles of Hope to fundraise for Hannah's Hope, so they can continue to provide counseling and social work services, as well as physical support like diapers and groceries as those needs become evident.
4. Set goal of \$1,000-\$2,500 based on number of confirmed team members.
5. Choose campaign time frame.
6. Invite designated team members to set up their own pages. Set a deadline of 10 days before launch.
7. Schedule regular email updates to team to encourage them to reach their goals.
8. Plan some of the scheduled social media posts to drive audience toward crowdfunding.