

# Angel Tree Steps for Success

## For Christmas and “Christmas in July” Campaigns



### **1** Get Ready

Get your Angel Tree kit from Redeeming Life. Purchase a Project Board from the Dollar Tree for \$1.00 and decorate it with the items in your Angel Tree Kit. We have included a picture of how you might display the decorations! If you have questions or need help, please contact us at [info@rlom.org](mailto:info@rlom.org).

### **2** Campaign Kick-Off

Publish Announcement #1 in your bulletin and/or e-letter. You may choose to make a brief presentation introducing Redeeming Life Maternity Home and promoting the event to your congregation.

Print and distribute the bulletin insert.

Ask an ambassador to stand ready at the display table to answer questions and encourage participation.

### **3** And We're Off

Publish Announcements #2 & #3 (one per week) in your bulletin and/or e-letter to keep the congregation thinking about the campaign.

Print and distribute the bulletin insert.

### **4** Gift Card Return

Publish Announcement #4 in your bulletin and or e-letter.

Make an announcement in the church service that you're collecting gift cards today and how you'll be doing it. Store the gift cards in a secure location each week.

### **5** Campaign Wrap Up

Publish Announcement #5 in your bulletin and/or e-letter.

Remind people to please return their gift cards as soon as possible so you can wrap up the drive.

### **★** That's It! You're done!

Mail the gift cards and any checks received in the provided priority mail box! Thank you so much for all your efforts to help Redeeming Life change the lives of the women we serve. Redeeming Life will reach out to thank your church and give you a total for all donations collected through this campaign to publish with your congregation.

# Angel Tree Announcements

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### Number Sample Announcement

#1

**Your participation in the Angel Tree fundraiser for Redeeming Life will change lives!**

In celebration of life, the members of [insert church/organization name] have the opportunity to partner with **Redeeming Life Maternity Home** in Sanford, Florida. Redeeming Life focuses on “redeeming” the lives of single mothers and their unborn children by giving them hope. The home preserves life and prevents abortion by providing single pregnant women in crisis a safe, nurturing, Christ-centered home. At Redeeming Life, these women experience what it means to love and to be loved in Christ while learning to support themselves and their child. It’s easy to participate. Just pick up an Angel from the Angel Tree [where?] and purchase the associated gift card. Bring it back to church on [when?] and know that your giving is making a difference for the women and babies being served at Redeeming Life!

#2

**Did you know that when you participate in the Angel Tree fundraiser for Redeeming Life Maternity Home,**

you’re helping relieve financial and emotional pressures to the women they serve? Your gifts make it possible for the home to meet their needs and provide support before and after the birth of their precious babies. If you didn’t get your Angel last week, you can still participate —just pick one up today [where?] and return it between now and [date].

#3

**Don’t forget your Angel Tree gift next week!** The Angel Tree gift card drive for Redeeming Life Maternity Home ends [date], and we’ll be collecting the gift cards for the home. Please bring your gift card to [insert church/organization name] next week. Your participation and gift will make a tremendous difference for women who are pregnant under difficult circumstances—and for their little ones.

#4

**Did you bring your Angel Tree gift cards back?** The Angel Tree gift card drive for Redeeming Life Maternity Home ends today. We are collecting the gift cards and sending them to the home so that your gift can start changing the lives of the women and babies they serve! Please turn your gift card [where?]. If you forgot to bring it today, you can still return it next week.

#5

**Still have your Angel Tree gift cards for Redeeming Life Maternity Home?** It’s not too late to let your gift impact and *change lives* through the ministry of Redeeming Life! Just bring your gift card back soon.