

PROMO VIDEO

BBB EXPLAINED BY KIDS



In **2018**, we created a video to help churches communicate the the purpose of BBB, the mission of PCC and the life-saving impact of their donations! It made a **BIG** difference for **involvement, awareness and overall impact** of the campaign!

In this hilarious and sweet video, a group of kids tell us what BBB is all about, in the most adorable way possible. Trust us, your church will love it!

VIDEO TIPS

1. Show the BBB video to your congregation!

Churches have seen a significant rise in their congregation's participation and overall excitement about BBB after showing the video. We recommend showing the video during your service on Mother's Day, or the Sunday before.

2. Share the BBB video on your Facebook page or instagram account. This may allow more of your church body the chance to see the video, share it with their friends and family and become more familiar with the campaign! You can share the YouTube link, OR share a Facebook version straight from our Friends of PCC Facebook page!

3. If you are short on time during a Sunday service, play the video 5 minutes before church starts, while people are sitting down (like a countdown). This is a great way to show the video to your congregation, without taking too much time out of your normal programming. Last year, some churches showed this every Sunday during the weeks leading up to Mother's Day. They reported that their congregations loved it!

ACCESSING THE VIDEO

- 1. Stream from YouTube:** The video can be streamed directly from our Friends of PCC YouTube channel, at: <https://www.youtube.com/watch?v=X8C4bYtnQfg>
- 2. Stream from our website:** The video may also be accessed through our Friends of PCC website, on the Baby Bottle Boomerang page: [//www.friendsofpcc.org/copy-of-baby-bottle-boomerang](http://www.friendsofpcc.org/copy-of-baby-bottle-boomerang)
- 3. Download the mp4:** You can also download the mp4 video file directly from the Marketing Kit webpage. Under the "Video" section, at the bottom of the page, click the blue button with that says, "DOWNLOAD MP4 VIDEO FILE." This will take you to a private OneDrive folder, where you can view and download the video.

We're here to help! If you have any problems accessing the video or need the link sent again, give us a call at (231) 929-3488 or email Joanna, at joanna@pregnancycenterterc.org.