



**National Multiple Births Awareness Day  
May 28th 2015**

***"Twin to Twin Transfusion Syndrome (TTTS) –  
Early diagnosis can save lives."***

This year, National Multiple Births Awareness Day events include this national fundraiser to raise funds for a special MBC outreach project - to produce and distribute educational materials for hospital NICUs across Canada. Our goal is to reach multiple-birth families when they need support, letting them know they are not alone!

As the name suggests, pledges are collected by participants strolling a specific route on the weekend before or after May 28<sup>th</sup> - **or at any time of the year that works best for your group**. Participants are encouraged to get the entire family involved, using strollers and wagons, bikes and skateboards, roller blades and running shoes, to navigate the route. Strolling to Save Lives is not a sporting event or a race – it is an outdoor party, with refreshments and other activities, incorporating a relaxed but invigorating stroll and roll for attendees. We suggest organizers plan a route that is only 1 to 5 km, or take part in a local community run that is already planned and *Stroll to Save Lives!*

If you want to plan your own event, the Checklist below will assist you in understanding the steps involved and timing needed to be successful. As you can see, it is important to share this information now and make your decision soon.

**Please note:** Charitable MBC tax receipts will be issued using the online tool *Canada Helps*.

✓ **Two Months Before Event**

- Distribute this page to your Executive and/or Members
- Make decision on your group’s participation
- Select Strolling to Save Lives Chair/Co-Chairs
- Select Media Outreach person
- Choose a location (route) – get permission from municipality - for parks, roads, etc.
- Choose date and time
- Discuss other activities with your group’s National Multiple Births Awareness Day Chair or MBC Rep.

**One Month Before Event**

- Outreach to members – ask participants to pre-register so you are aware of numbers.
- Outreach to others in the community– ask they support by participating, sponsoring, sharing info
- Distribute pledge sheets
- Create [Canada Helps fundraising page](#)
- Create Facebook event page
- Consider ordering Strolling to Save Lives t-shirts for participants who raise \$100+ - and order
- Contact media to request they save the date
- Learn about and share information about Twin To Twin Transfusion Syndrome

✓ **Weekly in Month Leading Up to Event**

- Send messages of encouragement to registered participants - Facebook and email
- Send progress reports to MBC – share your news on our Facebook page
- Contact potential corporate sponsors – provide recognition for sponsorship
- Send media package to local journalists – make personal contact with each one
- Prepare/print picket signs for the route – good place for recognition of local sponsors
- Have final planning session with your committee – you may want to set a goal for the day
- Encourage your participants to double the size of your efforts by inviting a friend to participate
- Create list of families in your group who will speak with the media - personal stories
- Make sure you have enough volunteers - registration table, water station, etc.

**Day Before**

- Contact journalists to ask what they will need when they arrive - specific photos or interviews
- Pack everything you need – extra pledge forms and waivers, picket signs, t-shirts, first aid kit, etc.
- Send positive message to your participants – remind them to have fun – prepare for weather

**Day Of Event**

- Set up
- Have FUN!
- Take a lot of pictures – get permission to post and share them online
- If media has asked for totals raised, number of participants, etc. advise them immediately after
- Share success with MBC

**Week After Event**

- Thank your participants and donors publicly on your website or through social media
- Share success with MBC

**Please note:** *Strolling to Save Lives* is not a sporting event or a race – it is an outdoor party, with refreshments and other activities, incorporating a relaxed but invigorating stroll and roll for attendees. Your route should be no more than 1 to 5 km.

Please have fun with this event, remember the goal, and join the rest of Canada’s multiple-birth community in doing what we do best – Making a Difference!