



BUILDING SUPPORT FOR THE ROAD AHEAD

National Multiple Births Awareness Day 2016

Attention Chapter Executives!

National Multiple Births Awareness Day is less than 2 weeks away. Celebrate with MBC on May 28th. We are Building Support for the Road Ahead. It is time to celebrate!!

Through a series of 5 emails delivered on Tuesdays in May to membership and our general interest mailing list the MBC board is sharing this year's message that supports the 5 goals listed in the Strategic Plan: Public Engagement, Connection, Operational Excellence, Growth and Resources. We began the month with Public Engagement, which for MBC begins with volunteering, thanking and looking for volunteers. Next came Connection with the MADA awards, opening nominations for 2016 and also introducing our new category for Chapters. These awards recognize the contributions of our volunteers and partners. Operational Excellence is next, and we are launching a new fundraising campaign to raise funding needed to launch a new awareness strategy targeted at reaching organizations that support multiple birth families. The week of NMBAD we talk about Growth. Our focus is on increasing Membership, at the chapter level, by retaining membership of families who may be older, but wish to continue to support upcoming families of multiples, and by targeting direct membership for families not living close enough to be members of a local chapter. We wrap up the month talking about Resources with the focus on Support Networks.

This will continue as the theme for our upcoming year. This theme is a great representation of the work of our chapters and our MBC Board and national volunteers. Together we are always working to build support for our membership. And as families we all travel a unique road ahead. MBC wants to make sure families know that MBC is there to support them through all the bumps and detours in their road with multiples.

MBC hopes the focus for your NMBAD celebrations will be on ensuring your membership is aware of what MBC stands for, and does for its members. Show your membership how they fit into the larger MBC family.

- Make your membership aware of volunteer opportunities that are available for them.
- Be sure to self-nominate your own chapter for something great you have done this year for the BRAND NEW Chapter MADA award.
- Consider a chapter or personal donations to the new ULTRASOUND/ ULTRA-SURPRISE!! Fundraising campaign.
- As members move past local chapter events and membership, remind them they can continue to support MBC through \$10 direct membership.
- Make sure all your members are aware of the Support Networks. Through Facebook, newsletters, Fact Sheets and direct contact with the Support Chair, MBC is there.

It is important the MBC and our Chapters work together to support families across this country. We each offer different opportunities, but we have the same focus - showing families they are not alone on their road with multiples. We all want to help them Build Support for their own Road Ahead.

The Media release found [here](#) has been distributed, but please feel free to share it with your local media. Add something about what your own chapter is doing, and see if you can get any coverage.