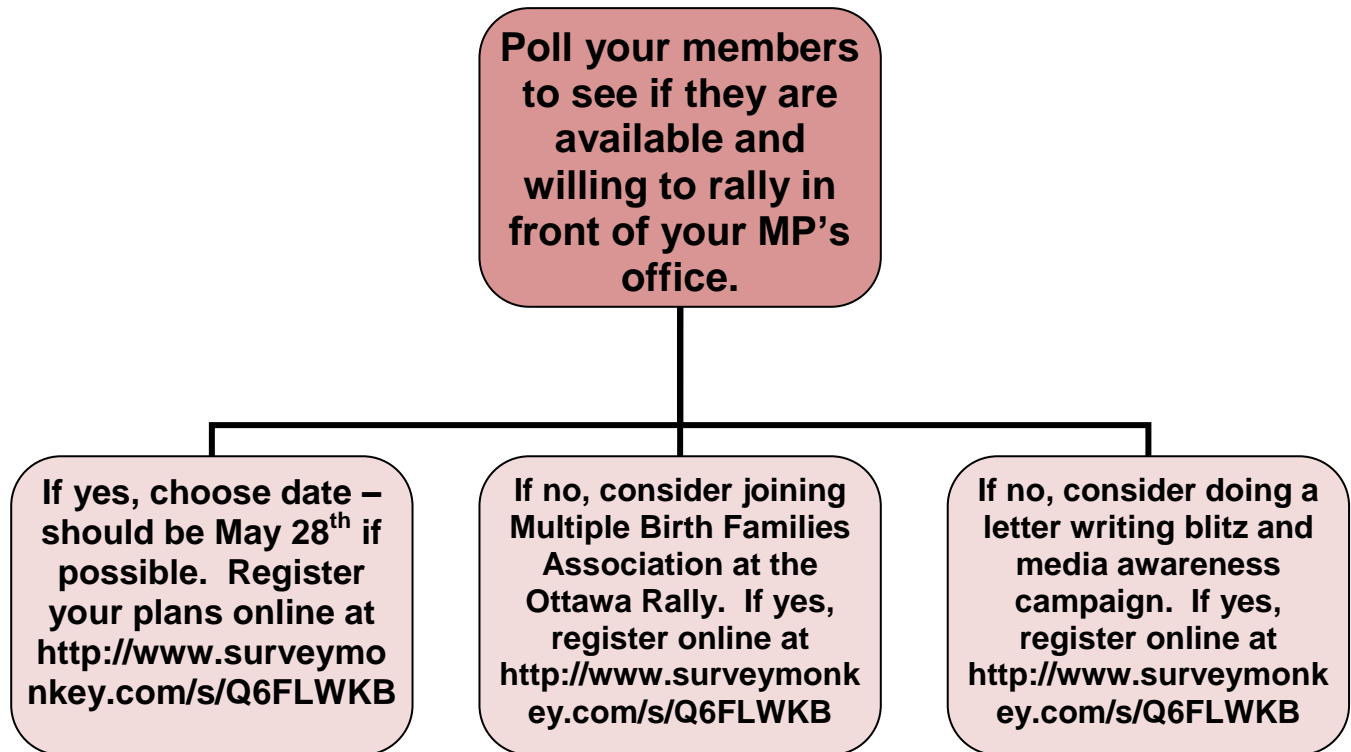


## NATIONAL MULTIPLE BIRTHS AWARENESS DAY 2010

"Canada's EI Parental Leave must reflect the needs of multiple-birth infants."



## ORGANIZATIONAL STEPS FOR HOSTING A LOCAL RALLY AT THE OFFICE OF YOUR LOCAL MP

1. AS SOON AS POSSIBLE - Download the **Backgrounder** from MBC Website (LINK) –Send to all your members.
2. 10 DAYS BEFORE YOUR RALLY - Send **Letter to the Editor** – MBC will email your letter to the email address you indicate when you register (see above).
3. 8 DAYS BEFORE YOUR RALLY - Drop off your rally package at the office of your Local MP – includes rally alert (MBC will email to you), **Backgrounder** and **Letter to the Editor**.
4. 7-6-5-4-3-2-1 DAYS BEFORE YOUR RALLY - Countdown the event with daily communications to your members. Encourage them to invite supporters to join you. Encourage them to bring their preschoolers to the event. Signs should be simple – “**ONE SIZE DOES NOT FIT ALL**” – “**1 + 1 = 2 NOT 1**” – “**1 + 1 + 1 = 3 NOT 1**”.
5. DAY OF YOUR RALLY - Call media outlets day of event to provide journalists with a contact name from your organization and confirm when they will be at the rally. Bring copies of **Backgrounder to the rally for media**. Meet 15 minutes before rally. Go over **How to Handle Comments** page (MBC will email you). Rally at your MP's office for half an hour.
6. AFTER YOUR RALLY - Monitor media for coverage. Email results and any correspondence you receive from your MP to [mcbboard@multiplebirthscanada.org](mailto:mcbboard@multiplebirthscanada.org).

