



Spring-for-SIDS 2008

Planning Packet Instructions

Thank you for your interest in participating in the National *Spring-for-SIDS* Campaign. You are joining thousands of others across the country in the fight against Sudden Infant Death Syndrome. There are two sets of materials that you need in order to hold a *Spring-for-SIDS* event. The Planning Packet (that you have downloaded) contains the first set of materials. These materials will help you get started as you encourage others in your organization to help and as you develop your promotional materials. The second set of materials, the Implementation Packet, will be sent to you by mail. It will contain the informational cards with stickers, sign-up sheets and instructions for submission of funds raised.

The Planning Packet contains the following:

1. *Spring-for-SIDS Facts Sheet*. This sheet explains exactly what the campaign is all about and how it works.
2. *Captains' Check-Off List*. This will help guide you in the steps that must be completed to successfully plan and implement a local SFS event.
3. *SFS Admin Letter*. This is a letter from Dr. McEntire, the Executive Director of the American SIDS Institute, to the administration of the potential participant organization asking for their support. Although companies are not required to make corporate donations, it is important that management understands and supports the campaign. Please add your co-captains' names to this letter and deliver it to the appropriate administrator in your organization.
4. *Sample Promotional Materials*. These 3 materials are MSWord documents and should be edited to reflect your organization and the specifics of your *SFS* campaign. All information in red must be deleted and your information added in its place. The three sample documents are:
 - ◆ *Sample Announcement*. This announcement can be mailed or easily attached to an email and sent to all potential *SFS* participants. Replace the insertions in red type with your own information. In addition to adding the name of your organization, specify when and where stickers will be sold, give details of all events held in conjunction with *SFS* and give your team name for on-line donations. If the event is being held in memory of an infant who died of SIDS, add that information as well.
 - ◆ *Sample Poster*. This is a poster version of the above announcement without event details. Again, replace all insertions in red with your specific information. Print and post in strategic locations to raise awareness about the event.
 - ◆ *Sample News Release*. This is a sample informational sheet that you can send to your local newspaper to inform them of your local *Spring-for-SIDS* campaign. All text in red type must be deleted and your information inserted. If there is a spokesperson from your organization who is willing to be interviewed, add that person's contact information. If the event is being held in memory of a particular infant, and the parents are willing to be interviewed, insert their names. Simply omit any information that does not apply. After you have customized the news release, call the newspaper to see to whom it should be sent. Offer to meet with them, provide photos (if they want to do a follow-up story) and generally do what you can to make their job easier.

After reviewing these materials, if you have questions, please email us at springforsids@sids.org or call 770-426-8746. **Thank you.**