



# Spring for SIDS 2010

Dear Company Administrator,

The following individuals have applied to be volunteer captains in our nation-wide campaign called *Spring-for-SIDS* Day.

\_\_\_\_\_ and \_\_\_\_\_

They would like your organization to participate. The purpose of the event is to educate people about Sudden Infant Death Syndrome (SIDS) and to raise funds for research. SIDS is the number one cause of death in infants between one month and one year of age. And although there are ways of reducing the risk of SIDS, we still don't know the cause of death. Much research is needed to one day put an end to this tragedy.

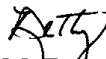
Your organization can help. It is not necessary for the company to make a donation. Rather, employees who choose to participate would make a small donation of \$5 per person. They would be given *Spring-for-SIDS* stickers and cards with facts about SIDS. On Friday, April 23, *SFS* Day, the employees would wear their stickers and their casual spring outfits.

Organizations who participated in the past found it fun and rewarding. Some even organized events to help publicize the campaign. For example, one company held a "spring break" in the break room with a beach motif and refreshments one afternoon when stickers were being sold. Another organization gave a prize for the smartest spring outfit worn on *Spring-for-SIDS* Day. While these types of promotions are not necessary in order to participate in the campaign, they do make it more enjoyable for the employees and tend to increase employee participation.

Captains will receive materials to help inform everyone about the event. They will also be provided with stickers, educational cards and sign-up sheets. In fact, all the necessary components will be provided to make this a fun and successful event. The minimum commitment you are making is to allow the captains to promote the event and to sell stickers.

If I can answer any questions, or provide further information, I would be glad to do so. Thank you for giving this request serious consideration. Please email me at [bmcentire@sids.org](mailto:bmcentire@sids.org) or fax me at 770-426-1369 and let me know whether your organization will participate. Please provide your contact information (organization, your name, title, address, phone and email). We look forward to hearing from you.

Sincerely,



Betty McEntire, PhD  
Executive Director

