

# Spring-for-SIDS Day

## Friday, April 23, 2010



### FACTS SHEET

1. *Spring-for-SIDS* is a national event sponsored by American SIDS Institute Volunteers to raise awareness about SIDS and to raise funds for SIDS research. We are asking organizations (companies, schools, churches, hospitals, restaurants, gyms, associations, stores) across the country to join us in our fight against Sudden Infant Death Syndrome by encouraging their associates (employees, students, members, customers) to participate in *Spring-for-SIDS* Day.
2. Each person who makes a \$5 donation will receive a SIDS information card with a lapel sticker. People wearing the stickers will be encouraged to wear their fun and festive spring outfits to work that day. While we understand that each company has its dress code guidelines, we are suggesting that they let this be a bit more casual and relaxed than the typical casual day.
3. Each participating organization will have 2 *Spring-for-SIDS* Captains and a steering committee. The captains will be responsible for implementing the event at their location and for seeing that all funds are appropriately managed. One captain might be a SIDS parents or other family member volunteer. The other might be a volunteer from the HR department or other employee. The steering committee will help organize and promote the event.
4. Captains can download a Planning Packet containing the following materials: **SFS Planning Packet**

*Spring-for-SIDS Facts Sheet.* (This sheet.)

*Captains' Check-off List.* This sheet lists the tasks that must be completed in planning and implementing *SFS* Day. It serves as a planning and management tool.

*Administration Letter.* This is a letter that potential captains can take to their company's management to solicit their approval for having their organization participate in *Spring-for-SIDS* Day.

*Sample Announcement.* This sample announcement in MSWord format, can be edited to make it apply specifically to the particular organization. It will have the organization's name, time and location of *Spring-for-SIDS* events, and the particulars of sticker sales. If the event is being held in memory of an infant who died of SIDS, there is a place to put that information. This announcement should be provided to all potential participants and donors. It can be mailed or emailed.

*Sample Poster.* Similar to the announcement above this sample poster, in MSWord format, can be edited and posted to help inform everyone about *Spring-for-SIDS* Day.

*Sample News Release.* This is a sample letter that can amended with the organization's information and sent to local newspapers, radio stations and TV stations to inform them about *Spring-for-SIDS* Day. It will also give information about SIDS and will provide local and national contact numbers for interviews.

5. Captains will receive in the mail an **Implementation Packet** containing the following materials:
  - *Donation Cards with Lapel Stickers.* Each donor will receive a donation card with a sticker attached. The card encourages the person to, "Wear your *Spring-for-SIDS* sticker proudly, as you show off your spring outfits, with a spring in your step and sunshine in your heart". The card has information about SIDS, and lists ways to reduce the risk of SIDS. The *Lapel Sticker* incorporates the American SIDS Institute sunshine and heart logo and the Babyfeet logo that was designed by a mother in memory of her infant who died of SIDS.
  - *Sign-up Sheets.* Each donor signs this sheet. It provides a way of keeping track of the number of participants and the amount of donations.
  - *Posters.* These colorful posters are displayed to promote *Spring-for-SIDS* Day.
  - *Instructions and Reconciliation Sheet.* This provides captains specific instructions regarding ticket sales, donations and submission of funds raised. It has a sheet where captains list the number of stickers sold, the number being returned, other donations and the total amount raised. Both captains must sign the sheet. This sheet is returned to the Institute along with the checks, money orders and all unsold stickers.

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