

# Spring-for-SIDS Day

Friday, May 12, 2017



## FACTS SHEET

1. *Spring-for-SIDS* is a national event sponsored by American SIDS Institute Volunteers to raise awareness about sudden infant death and to raise funds for research. Organizations (companies, schools, churches, family groups, hospitals, restaurants, gyms, associations, stores) across the country will join in the fight against SIDS by encouraging their associates (employees, students, members, customers) to participate in *Spring-for-SIDS* Day.
2. Each person who makes at least 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. In addition to hosting a *SFS* Day many teams hold events such as tournaments, walks/runs, silent auctions and other fundraising events. Each participating organization will have 2 *Spring-for-SIDS* Captains and a steering committee. The captains agree to be responsible for implementing the event at their location and for seeing that all funds are appropriately managed and provided to American SIDS Institute. The steering committee will help organize and promote the event.
4. Each Team has its own page at [www.springforsids.org](http://www.springforsids.org) and additional donations can be made on-line. Pictures are posted, events are publicized and donors can post comments. Captains get emails when online donations are made for their team.
5. Captains can download a **Planning Packet** containing the following materials:
  - *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.
  - *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 be 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 participant 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 cards/stickers.



Spring-for-SIDS  
Corporate Sponsors



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