

TWO WEEK FUN-RAISING PLAN: November 3 to 14, 2008

As part of Prematurity Awareness Month, hold two weeks of FUN fund raising activities!

***Remember, November 12 is Prematurity Awareness Day**

Guidance for students & teachers:

- Two weeks is a guideline, but pick & choose your favorite day or week to implement if that is a better fit for your school.
- Award students with the best outfits each day with donated prizes.
- Recognize students who participate all 10 days. Ask to set up a table during lunch to have participating students "sign in."
- Ask local businesses to donate coupons to the students who participate every day, or the class with the most participation
- Educate your school: share the Announcement each morning, or at a certain time during the day such as homeroom or 6th period.

Week One:

Monday, 3

Change for America's Babies

Raise funds and awareness for the March of Dimes through coin collection activities. Visit marchofdimes.com/change to download materials and get an online badge.

Announcement: Today more than 1,300 babies in the U.S. will be born prematurely. More newborns die from premature birth than any other cause.

Tuesday, 4

School Color Day

Support your school and adorn yourself in school colors.

Announcement: Premature birth is when the baby is born before 37 weeks; a typical pregnancy lasts 40 weeks.

Wednesday, 5

Awareness Band Day

Sell March of Dimes Awareness Bands at your school. You can order adult sizes, youth sizes, or Glow-in-the-Dark prematurity awareness bands by visiting the "Activities" section of marchofdimes.com/youth.

Announcement: The rate of premature birth increased almost 31 percent between 1981 and 2003.

Thursday, 6

Twins Day

You and a friend dress like twins! You can give a prize for the best set of twins.

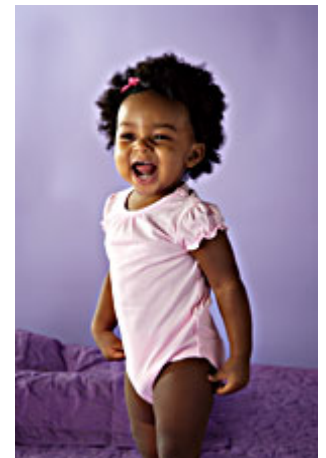
Announcement: Twins, triplets and other multiple birth pregnancies are at higher risk of being born premature.

Friday, 7

Blue Jeans for Babies

Rock out your best jeans! Throw that denim jacket on too – it's OK if they're different denim shades, because it's all in the name of saving babies.

Announcement: Babies born too small or too soon end up in the Neonatal Intensive Care Unit, known as a NICU. The March of Dimes helped in the funding and the development of NICUs in America in the 1970s.



Week Two:

Monday 10

Crazy Socks & Hat Day

Looking silly to save babies: pull out your zaniest socks & hat and sport them proudly!

Announcement: While the rate of premature births has been increasing, surveys show that most people have no idea how widespread or how serious the problem is. Tell a friend what you have learned about premature birth.



Tuesday 11

Bagels for Babies

Sell bagels on campus and get double the benefits: fund raising & education! Fortified breads, like bagels, are high in folic acid – an important B vitamin for all women of childbearing age that can reduce the risks of some birth defects. Check with your cafeteria to see if they will let you sell bagels in the morning.

Announcement: For employers, the health care costs of a preterm birth are nearly 15 times greater than the cost for full term babies.

Wednesday 12

PREMATURITY AWARENESS DAY: All out Purple!

See who can wear the most purple – from their toes to their head! Think socks, shoes, shirts, accessories, even hair color... if you can wear it, it should be purple!

Announcement: The March of Dimes advocates for mothers and babies. Today, on the 6th annual Prematurity Awareness Day the March of Dimes is issuing the first-ever Report Card on Premature Birth, with the nation and each state getting a letter grade. Visit [march – of – dimes – dot – com](http://march-of-dimes-dot-com) to see [your state's] report card.

Thursday 13

March for Babies Mania!

Have you ever participated in March for Babies? Well wear your T-shirt! And tell everyone else at school how they can join to be Champions for Babies. Visit marchforbabies.org and share this site with others.

Announcement: 1 in 8 babies are born prematurely, many with lifelong complications including cerebral palsy and mental retardation.

Friday 14

Sporty Spectacular

Ask everyone to wear their favorite sports gear, and talk about the positive benefits of a healthy lifestyle. Use the Teen-2-Teen video and resources to share healthy lifestyle messages! Download resources at marchofdimes.com/youth and watch the videos at that site or on youtube.com/marchofdimes.

Announcement: To learn more about how you can help the March of Dimes, visit [march – of – dimes – dot – com – slash – youth](http://march-of-dimes-dot-com-slash-youth). Thanks for participating in our March of Dimes Prematurity Awareness spirit weeks!

For more information, contact Team Youth at teamyouth@marchofdimes.com. For general resources, contact your local March of Dimes chapter; find the local office by visiting marchofdimes.com/youth and entering your Zip code in the box at the top.

Let us know how the fundraiser went by emailing teamyouth@marchofdimes.com!

Thanks for your support of Prematurity Awareness Month and Day 2008.