



**National  
Multiple Birth  
Awareness  
Month  
April 2013**

**NATIONAL  
ORGANIZATION  
OF MOTHERS OF  
TWINS  
CLUBS, INC.**

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**NOMOTC**  
A SUPPORT GROUP  
FOR PARENTS OF  
TWINS AND HIGHER  
ORDER MULTIPLES

## LOCAL EVENTS - HOW TO GET STARTED

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### November/December 2012

\*Begin planning your event and contact other support groups in your community that you would like to have participate. Think about hospitals, clinics, March of Dimes, Easter Seals, Day Care, Schools etc. Look on Multiple Birth Awareness page of NOMOTC website for flyers and other helpful information to help you get started.

### February 2013

\*Send the Governor and Mayor proclamation request (on MBA page on website) from the NOMOTC President along with your personal request to your local government.

### March 2013

\*Start preparing and invite members and the community to the event. (Use the MBA flyer to place announcements in local businesses and professional offices.)

\*Send the National Multiple Birth Awareness press release out to all local media outlets the second week of March. (Note - the current release will be posted to the NOMOTC website at [www.nomotc.org](http://www.nomotc.org).)

### Two Weeks prior to your event

\*Invite the media by sending out the Media Notification from your kit and follow up with a personal phone call.

\*Work on final preparations and contact local support groups to ensure everyone will be in attendance.

### Week of event

\*Contact local club members to remind them of the event.

\*Make copies of handouts/flyers/brochures you will pass at the event ie Multiple Birth Awareness info, Incidence of Multiple Births and Birth Types (located on our website under Multiple Birth Awareness), local club information, NOMOTC marketing brochure –What is NOMOTC!, etc.

### Day of event

\*Set up as required based on your venue.

\*Have greeters in place to greet attendees and pass out handouts/brochures.

\*Greet the media and introduce them to key organizers and club leaders.

\*Have loads of fun!

\*Take lots of pictures to share with your local chapter and NOMOTC.

### Day After

\***Celebrate your success!**

\*Send NOMOTC a couple paragraphs of your event and don't forget to send us your pictures so we can put them up on our website!