



Dear March of Dimes Volunteer:

Every year, 13 million babies are born prematurely worldwide. A million of these babies never get to celebrate their first birthday, and many more face serious, lifelong health challenges. Raising awareness of this problem is the first step to defeating it.

To help, join the March of Dimes for Prematurity Awareness Month[®] this November. The month is an opportunity to draw attention to the problem and the millions of babies and families who are affected.

Of particular note: November 17 is World Prematurity Day and when the March of Dimes and our global partners take on the Web and the world to show how widespread premature birth is. Join us on Facebook and Twitter to make this global effort visible.

Thank you for your support!

March of Dimes

How you can raise awareness and help babies

Premature birth affects every community. Here are some ways you can educate yourself and get involved:

Learn

Visit marchofdimes.com/prematurity to learn more about the serious problem of premature birth and our efforts to defeat the problem.


Share

Use your network to spread the word — post personal stories or facts about premature birth in your social spaces during November.

- On November 17, visit [Facebook.com/WorldPrematurityDay](https://www.facebook.com/WorldPrematurityDay) and change your status to show your support. Ask family and friends to help you spread the word as Prematurity Awareness Month kicks off. Just send them an email telling them what you would like them to do.
- If you have a blog, dedicate a post to premature birth. Join with bloggers around the world at bloggersunite.org/event/world-prematurity-day.

Status update

 I honor the million babies born too soon worldwide who died this year and the 12 million more struggling to survive. Join me on World Prematurity Day at <http://on.fb.me/j8AcLi>.

 On World Prematurity Day, I honor the 1 million babies born too soon worldwide who died this year.

Sample email message

November 17 is World Prematurity Day. Every year, 13 million babies are born prematurely worldwide. A million of them never get to celebrate their first birthday, and many more face serious, lifelong health challenges. Raising awareness of this common and serious problem is the first step to defeating it. Visit [Facebook.com/WorldPrematurityDay](https://www.facebook.com/WorldPrematurityDay) and change your status to show your support. Learn about the progress we're making in preventing premature birth at marchofdimes.com.

P.S. Please forward this message to everyone you know who cares about babies. Tell them you're getting involved and ask them to join

Give

- Donate online at marchofdimes.com/giving.
- Start your own fundraiser to help fight premature birth at crowdrise.com. Select the March of Dimes as your charity.
- Organize a **Blue Jeans for Babies**® day at work when co-workers make a contribution and are permitted to wear jeans for the day to support the March of Dimes and raise awareness about the problem of premature birth. If you are already permitted to wear jeans at work, ask that your co-workers support the project by wearing purple or purchasing a March of Dimes wrist band or pin.
- Set up a **coin box** at a central location in work, at your place of worship, or at a community event you are planning to attend.

Say thank you

Thank everyone on November 18 for helping raise awareness for World Prematurity Day (tally the number of Facebook "Likes" to give a sense of momentum), and send another thank-you on December 1 for everyone's support during Prematurity Awareness Month.

Thank you for working together for stronger, healthier babies!