



# PREMATURITY AWARENESS & THE MARCH OF DIMES

The March of Dimes has been FBLA-PBL's national service partner for more than 40 years. Chapters across the nation are committed to raising funds and awareness as we improve the lives of babies. The entire month of November is "Prematurity Awareness Month" and on November 17, we celebrate "World Prematurity Day."

Below are some ideas collected from chapters across the state and nation that the State Officer Team encourages you to implement this year.

## ***Fundraisers***

1. Sell Krispy Kreme doughnuts with proceeds to the March of Dimes - Kansas chapter.
2. Have a coin war at a local sporting event or in an academic building throughout November. Incentives to donate are great - donate a dollar, get a cookie.
3. Ask a local store if you can have a canister at the check-out register for customers to donate spare change.

## ***Awareness***

1. Wear purple on November 17 and decorate parts of your school in purple!
2. Post flyers around campus and the community with statistics and facts about premature births in the U.S.
3. Have a March of Dimes representative come speak at a chapter meeting or community-wide event.
4. Share posts from the March of Dimes pages on your chapter and individual social media accounts.