

Invite2Connect Project Builds Outreach Efforts

By Brenda Roser

New Member Outreach Special Committee Chair, and Past President

This past summer, just before stepping down as president, I was very honored to receive a \$600 donation to Multiples of America from Mr. Pete Medina in recognition of my dedication and service during a significantly challenging time for our leadership team. Since this donation was designated to be used for a project at my discretion, and in light of our current trend in membership, I considered ways to creatively reach potential members not currently served by, nor perhaps aware of, Multiples of America. It occurred to me one avenue of outreach to future members should be through our current partnerships. What better way to reach new parents than uniting with our partners to “spread the word” about our organization?!

Currently, we have two partner organizations that will participate in this project launch. Lily’s Hope, a non-profit organization that provides emergency support packages for families with premature babies, and Neonatal Intensive Care Unit (NICU) Awareness (Project Sweet Peas) that delivers care baskets to parents with one or multiples in the NICU. Increasing our outreach through sharing of information about Multiples of America through direct partnering with them could reach parents, as well as geographic areas, not currently affiliated with our organization.

Working in collaboration with the current Board of Directors, we created a 5"x7", two-sided colored invitation, highlighting our newly revised edition of *Your Multiples & You* brochure, along with our contact information and website. Following a number of revisions and once approved, we felt these were a great size. They’ll be included in outgoing packages sent from Lily’s Hope and for distribution by the Sweet Peas Project inviting parents with new multiples to visit our website and reach out to our Executive Office. This also gives our Board of Directors an avenue for personal follow-up to answer any questions or to encourage joining a local club in their area for ongoing connections. We will also review like-organizations for other “partnering” opportunities as we move forward.

As the project progressed, and in light of this generous donation, I was excited to see we had the funds to create an even *bigger* impact by producing these invitations “in bulk” to assist hospitals and maternity units in which Multiples of America is not as readily known, or affiliated with, by a local club. During this term, we’ll contact key personnel at maternity wards in areas not currently represented by Multiples of America to create a contact/conduit for distribution.

Through an additional designated donation from the **Hutchinson Area Mothers of Multiples (KS)** provided by the **Kansas Organization of Mothers of Twins Clubs (KOMOTC)** Benevolent Fund, the Board of Directors is excited to announce they will be providing invitation cards for our member clubs! Club representatives at this year’s convention were provided a packet of cards to take home for use by their clubs. Member clubs not in attendance can receive a packet of these cards in the mail for outreach in their local area, upon request.

Some ideas for connecting with prospective members could include: asking an OB/GYN office in your area to share invitations with patients who are expecting multiples, sharing with the maternity department at your local hospital to give to parents with new multiples, or handing the card directly to a prospective member in your area. Clubs can request their cards through an online form, posted online in the Members Only section of the website. We hope this will be an advantageous tool for our clubs to assist in boosting membership.

The Board of Directors and I are super excited for this new multi-faceted program, called **Invite2Connect**. For me personally, it is both humbling and exciting to see this project come to fruition! I am so very appreciative to Mr. Medina, to KOMOTC, and to our other donors who help us to reach out and make new connections with other parents of multiples!