

Help Is Around the Corner

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There's a young mom of two living around the corner. She just found out she's expecting twins.
How does she find out?

The parents spending day after day in the NICU with their newborn triplets.
How do they find out?

The mom with newborn twins who spends hour after hour searching Google.
She's looking for answers about overcoming sleep issues with multiples.
How does she find out?

The father dropping his 3-year-old twins off at preschool.
How does he find out?

What's the answer all these parents are looking for? They're in search of the connection, information, and resources available through a local club or affiliate membership in Multiples of America, of course.

But just how do they find out? This same question came up during the question-and-answer portion of one of our recent Zoom Connects. A member asked how people get connected with Multiples of America. Sadly, Multiples of America doesn't have the funds to rent electronic billboards on every street corner in the country. So what is the answer?

I decided to check with an expert who was as close as my next sip of Diet Coke. Did you know Coca-Cola only profited \$50 in its first year of business? That made me wonder what they did next. How did they become known worldwide?

Reading over the company's story, I found that the Coca-Cola brand grew because the owner had faith in the product; they adapted and began telling their story.

Could that journey have any meaning to a parents of multiples club?

As members of local clubs, we certainly know the power that comes from connecting with someone else who's "been there, done that." We understand from experience what it's like to survive the terrible twos times two. We believe in the worth of a local club. So perhaps like Coca-Cola, we need to focus on how we can better tell our story, how we can spread the word about local clubs and the Multiples of America connection.

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Famous Slogans: Multiples Style

Coca-Cola has had some powerful slogans along their journey to household status. Just for fun, here's a "multiple" version for a few of those famous slogans:

- Have a Coke and a Club Meeting
- The Multiple Side of Life
- Parenting Multiples – An Experience Worth More than Three Million a Day
- Multiples of America Revives and Sustains
- Parenting Multiples Knows No Season
- Multiply Real Magic

So, let's count some ways we can "Share a Coke." (Oops, I mean, "Share the Club Experience.")

- **Word of mouth** – Do you know people who are pregnant with multiples? Email them. Take them a plate of cookies or a bag of apples and oranges. Tell them about the local club and national connections.
- **Stay in contact** – Do you have friends with multiples who are not members of your club? Email or call them every few months to see how they're doing. Update them on club activities or Multiples of America benefits. No pressure, just stay in contact.
- Create **club business cards** or flyers to leave at local obstetricians' offices.
- Provide "**Congrats**" **bags** that local area hospitals can give to parents with newborn multiples. Be sure to include a Multiples of America **Invite2Connect** postcard in the bag. Your club can get the postcards free from Multiples of America by completing [this Invite2Connect form](#).
- **Host a table** at a local parenting or back-to-school fair. Print off materials from some of Multiples of America's toolkits or create your own flyers or brochures. Get an item donated by a local vendor, so those visiting your table can sign up for a free drawing.
- **Advertise** in a local newspaper or on local radio stations. Check to see if your local newspaper has a free "What's Happening?" column where club meetings or activities can be listed.
- Place **flyers** about your club in local grocery stores and the public library or at local preschools or daycare centers.
- Connect with **like-minded nonprofits** or early childhood agencies in your local area, like Parents as Teachers. Share information with them about the club's activities and benefits and, in turn, ask them to refer any parents of multiples they serve.
- Maintain a **public social media** account for your club – Even if your club has a private social media page, you will benefit by hosting a public page. Place information about club activities and membership benefits on it. Also include testimonials from club members about what they gained from being a member of the club.
- Use the **Multiples of America website** as a ready reference for information and support. Let prospective members know they can [check out Connections Corner](#) to read through a sampling of articles from our member publications.

When planning for outreach, you may also want to consider different methods of reaching out to parents with multiples at different stages (for example, pregnant, newborn, toddler, preschool, elementary, teen, college and adult). In other words, if you're planning to reconnect with former club members, a phone call or personal letter inviting them to a "Remember the Good Times Tea" may be the best strategy. But if you're working to connect with parents who are expecting multiples, a "Getting Ready for the Big Day" question-and-answer session or one-on-one meeting might be best.

The more we tell our story the more chances we have to connect with that expectant mom of twins who lives just around the corner. Yes, it will grow our club membership. But given the power of a club, we all know that in Coca-Cola terms, it's also a way to connect parents with some "Real Magic."