



support
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Mary Adcock
President

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Dear Multiples of America member,

There is no “one size fits all” formula for a club. Clubs are as varied as the individuals that belong to them. Size, geography, club history: all play a part in putting a stamp on the individuality on a club.

Even given these individualities, there are some common threads that run through all clubs: common mission, comparable challenges, similar programs and events.

This toolkit provides resources around the common needs of clubs, including new member outreach, membership retention, volunteer recruitment, and more.

Contents of this toolkit:

- *Toolkit specs cover letter*

Member Recruitment and Retention

- **Power of a Club Flyer** – A one-page flyer that shares a personal accounting of reasons to belong to a Parents of Multiples Club. Print out, attach information about your local club meeting place or contact information, then post or hand out to prospective members. *Available in pdf format for viewing or download.*
- **Club Poster Write-In** – A one-page poster with areas for your club to write in name, meeting place, and contact information. Print out, write in information, then post or hand out to prospective members. (Contact our Executive Office, info@multiplesofamerica.org if your club wants a copy of the poster with your club’s information typed into the document.) *Available in pdf format for viewing or download.*
- **Multiples of America brochure** – A brochure that offers an overview of services and benefits offered to members of Multiples of America in the areas of education, research, and support. Share with prospective and current members. *Available in pdf format for viewing or download.*
- **Club Tips on Membership Retention brochure** – Information about growing and retaining members in a brochure format, offering quick ways to involve members before, during, and after each meeting. *Available in pdf format for viewing or download.*
- **Clubs Tips for Maintaining Membership of Parents with Older Multiples** – This Tips Sheet offers ideas for ways to stay connected with parents as their multiples start school, move into their teen years, and continue into adulthood. *Available in pdf format for viewing or download.*
- **Membership A-Z** – A brochure that offers a quick review of many of the services and benefits provided by Multiples of America, all for about four cents a day. Share with prospective and current members. *Available in pdf format for viewing or download.*

Executive Office: 2000 Mallory Lane, Suite 290 #1312, Franklin, TN 37067-8231

E-Mail: info@multiplesofamerica.org **Web Site:** www.multiplesofamerica.org

CONNECTING + SUPPORTING MULTIPLE BIRTH FAMILIES

(Also known as the National Organization of Mothers of Twins Clubs)



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Tips for Club Challenges

- **Important Club Issues** - A PowerPoint presentation by Past President Patti Beemer. Beemer shares information about current challenges common to many clubs. *A PowerPoint presentation for viewing online.*
- **Club Tips for Growing Leadership and Recruiting Volunteers** – This Tips Sheet shares information about different levels of volunteering and provides insight into how clubs are finding ways to match their volunteer needs with member availability. *Available in pdf format for viewing or download.*
- **Club Tips for Fundraising** – This Tips Sheet shares information about organizing a fundraiser along with a list of ideas for club moneymaking. *Available in pdf format for viewing or download.*
- **Club Tips on Tough Issues Clubs Face** – This Tips Sheet explores common areas that can create division within clubs and shares ways in which some clubs have conquered those challenges. *Coming soon.*
- **Partnership Flyer** – This flyer highlights the services and support available through our partner organizations. Contact our Executive Office at info@multiplesofamerica.org or the organizations directly for information on how to help your members gain access.
- **Club Tips for Bereavement Support** – This Tips Sheet advises on ways that clubs can offer care and support when a member experiences loss. *Available in pdf format for viewing or download.*
- **Bereavement Support Brochure** – A brochure to help members connect with helpful resources following a loss. *Available in pdf format for viewing or download.*

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