



STROLL YOUR WAY

ABOUT CRIBS FOR KIDS

Every year in the United States 3,500 babies die from sleep-related causes such as accidental suffocation and SIDS.

These deaths can be prevented by following the safe sleep guidelines set by the American Academy of Pediatrics.

Babies should sleep:
Alone, on their backs,
in a safety-approved crib.

Since its founding, Cribs for Kids has distributed over 900,000 portable cribs nationwide to families in need.



WHAT WE DO

The mission of Cribs for Kids® is to prevent infant sleep-related deaths by educating parents and caregivers about the importance of practicing safe sleep for their babies and by providing portable cribs to families who, otherwise, cannot afford a safe place for their babies to sleep.

HOW WE DO IT

Cribs for Kids disseminates the safe sleep message through a variety of programs:

- National Hospital Certification Program
- National Public Safety Initiative
- Safe Sleep Ambassador Program
- Managed Care Organization Prenatal Incentive Program.



OUR IMPACT

25

Founded in 1998, with over two decades of experience



More than 900,000 cribs provided



1,800 partners nationwide

WELCOME

We are excited to invite you to participate in the Breath of Life Stroll which takes place every October during Safe Sleep Awareness and Infant and Pregnancy Loss Awareness Month. As you know, this is a crucial time to raise awareness about the importance of safe infant sleep and the devastating effects of infant and pregnancy loss. By participating in the Breath of Life Stroll, you can significantly impact the lives of families in your community. We hope this Partner Toolkit will make it easy for you to Stroll with us this October.

To make your involvement in the Breath of Life Stroll as easy as possible, we have created a Partner Toolkit that includes everything you need to participate virtually or host an in-person event. Our toolkit includes resources to help you approach local companies and organizations to become sponsors of your event, as well as sample social media posts to help you promote the Breath of Life Stroll in your community.

The money your organization raises during the Breath of Life Stroll will become credits in your account in the Cribs for Kids Partner Store. These credits can be used to provide no-cost cribs and safe infant products to families in your community who need them most. By participating in the Breath of Life Stroll, you can help ensure that every baby has a safe place to sleep.

Every \$70 raised can save a baby's life by giving them a safe place to sleep. All the funds raised by your team will be placed into your partner account for you to order Cribettes (pictured right) and other safe sleep products for families in your community.



For more information visit, <https://www.cribsforkids.org/stroll>



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Host a Virtual Stroll

Joining the virtual Breath of Life Stroll can be a great way for your organization to engage supporters, raise awareness of infant safe sleep, and raise funds for cribs for your community. The virtual Breath of Life Stroll offers the flexibility for your network to walk wherever and whenever they want, which can be especially beneficial for those who may not be able to attend an in-person event.

Additionally, the virtual Stroll can be more cost-effective for your organization if you do not have the budget to host an in-person event. By participating in a virtual Stroll, your organization can create a sense of community, encourage physical activity, and raise much-needed funds to support safe infant sleeping environments for families in need.

HOW TO GET STARTED

Step 1: Visit www.cribsforkids.org/stroll to sign up.

Step 2: Register online as a team and create a customized team fundraising page for your organization.

Step 3: Share your team fundraising page with your supporters and on your social media accounts.

Step 4: Encourage your followers to join your team, donate, and share your page to raise funds for your program.


After the stroll, all funds raised by your team will be placed into your organization's funds on file. The funds will be applied to your next orders until they are depleted.





Preparing for Your Virtual Stroll

Use this checklist to start preparing for October.

The Cribs for Kids logo "  " denotes a companion tool created or service provided by Cribs for Kids.

☐ **Set goals**

Determine the team's fundraising and participation goals for the virtual walk. Every \$70 your team raises can place a baby in a crib.

☐ **Recruit team members**

Reach out to potential team members and encourage them to join the team. You can use social media, email, and other communication channels to spread the word.

☐ **Create a Team Page**

Create a team page on the virtual walk platform where team members can register, donate, and track their progress.

Register your team on the virtual walk platform, visit www.cribsforkids.org/stroll/.

☐ **Set up team communications**

Set up a communication channel for the team using email, social media, or another platform. This will allow you to share updates, motivate team members, and answer questions.

☐ **Provide resources**

Provide team members with resources such as fundraising tips, training programs, and virtual walk information.

Review the Participant Resources included from Cribs for Kids Breath of Life Stroll companion toolkit online.

☐ **Encourage fundraising**

Encourage team members to start fundraising early and set fundraising goals for each member. If you can, provide incentives for top fundraisers. *Create a Team T-Shirt and set a fundraising goal to meet.*



Preparing for Your Virtual Stroll

☐ Host virtual or in-person team events 🏠

Host virtual events such as team meetings, training sessions, and fundraising events to keep team members engaged and motivated. For example, take a walk as a team, participate in Wave of Light on October 15, 2023 at 7 PM your time, or have your team members take the Safe Sleep Ambassador Training.

Take the Safe Sleep Ambassador Training at www.cribsforkids.org/safe-sleep-ambassador/

☐ Track progress

Keep track of the team's progress towards their fundraising and participation goals. Provide regular updates to the team to keep them motivated.

☐ Thank team members

Thank team members for their participation and fundraising efforts. This can be done through personal messages, social media posts, or public recognition.

☐ Follow up after the event

Follow up with team members after the event to thank them for their participation, provide final fundraising totals, and gather feedback for future events.

RIGHT: The 2022 Virtual Breath of Life Stroll Top Fundraising Partner Team from Houlton Regional Hospital with their prize, three Cribettes and a Safe Sleep Toy Kit.





Engaging Virtual Participants

When participants feel engaged and connected to your team, they are more likely to spread the word about infant safe sleep and to encourage others to participate and donate. This can help to increase the reach and impact of your Stroll in your community.

By implementing these strategies, you can engage an online audience and raise awareness of infant safe sleep through your virtual walk.

Utilize social media platforms: Use social media platforms like Facebook, Twitter, Instagram, and LinkedIn to promote your event. Use the universal Breath of Life Stroll hashtag - **#BreathofLife2023** to share your participation.

Host a virtual 5k: Instead of a physical walk, you can host a virtual 5k where people can participate from anywhere. Encourage participants to track their progress using fitness-tracking apps and share their results on social media.

Invite influencers: Reach out to influencers in the parenting and baby care niche to help spread the word about your event. They can share information about the walk with their followers and encourage participation.

Collaborate with related organizations: Partner with organizations related to infant safe sleep, such as hospitals, health clinics, and baby product companies. They can help promote the event to their customers and followers.

Offer prizes and incentives: Encourage participation by offering prizes for top fundraisers, best social media posts, or completing the walk. Incentives can include items related to infant safe sleep such as the Cribs for Kids Cribette, swaddle, and sleep sack.

Host educational sessions: In addition to the walk, offer educational sessions on infant safe sleep, featuring experts in the field. These sessions can be held before or after the walk to further engage participants and educate them on the importance of safe sleep practices.

Livestream the event: Livestream the event on platforms like Facebook, Instagram, or YouTube to allow people who are unable to participate to watch and support the cause. Encourage viewers to donate and share the stream with their networks.



Contest Ideas for Online Participation

Hosting contests for your Virtual Stroll team members can be a great way to make the experience more engaging and fun. Contests can encourage your team to be more active and involved in the Virtual Stroll, and can also help to build a sense of community among the participants.

1. Have your participants play **"Stroll Bingo"** using the bingo card found in the resources section of this toolkit.
2. **"Step Challenge"** Contest: Encourage participants to track their daily steps using a fitness app or wearable device and set a goal for the number of steps they aim to take during the online walk event. The participant with the highest number of steps achieved at the end of the event could win a prize.
3. **"Best Walk Route"** Contest: Ask participants to share photos or videos of their favorite walk route or scenic spot along their walk during the online event. The entry with the most likes or shares could win a prize.
4. **"Most Creative Outfit"** Contest: Encourage participants to get creative with their outfits for the online walk event and share a photo of themselves in their outfits on social media. The entry with the most likes or shares could win a prize.
5. **"Fundraising Champion"** Contest: Encourage participants to set up fundraising pages for the event and share their pages with friends and family to raise donations for the cause. The participant who raises the most money could win a prize.
6. **"Virtual Scavenger Hunt"** Contest: Create a list of items or landmarks for participants to find during their walk and ask them to share photos or videos of each item on social media. The participant who completes the scavenger hunt first or has the most items on the list at the end of the event could win a prize.



Get creative! Come up with contests that are best suited for your team and your organization.



Company Donations

A great way to meet your team's fundraising goal is to reach out to businesses in your community to donate. To get businesses to donate to your Virtual Stroll, you can follow these steps:

Identify businesses that align with your fundraiser: Consider businesses that may have an interest in your cause, or have a history of supporting charitable causes. For example, if your fundraiser is for a local animal shelter, consider reaching out to pet stores, veterinary clinics, or dog-walking services.

Create a compelling pitch: When you reach out to businesses, be sure to clearly and concisely explain what your fundraiser is about, why it's important, and how their donation will make a difference. You can also include information about the impact of your cause and any recognition they might receive for their donation.

Make it easy to donate: Provide a link to your fundraising page and make sure it's easy to donate. Consider offering different levels of sponsorship or recognition for different donation amounts.

Leverage your network: Ask friends and family members if they know of any businesses that might be interested in supporting your cause. You can also use social media to reach out to your network and ask for help spreading the word.

Follow-up: Don't be afraid to follow up with businesses that you've reached out to. Sometimes it takes multiple contacts to get a response.

Offer something in return: Consider offering businesses something in return for their donation, such as advertising space on your fundraising page, social media shoutouts, or even a mention in your press releases.

Remember to be persistent and don't be discouraged if you don't get a response right away. Keep trying and eventually, you will find businesses that are willing to support your cause.





Host an In-Person Stroll

Hosting a fundraising walk can be a highly effective way to raise money for a charitable cause. You can start by planning the logistics of the walk, such as the location, date, and time. You will then need to consider how you will promote the walk and encourage people to participate and donate. This might involve creating a website or social media pages, reaching out to local media outlets, or partnering with other organizations that share your cause. On the day of the walk, it is important to make sure everything runs smoothly and that participants feel appreciated and engaged. By hosting a successful fundraising walk, you can positively impact your community and help support families in their safe sleep journey.

HOW TO GET STARTED

Step 1: Review the event planning checklist and documentation provided in this packet.

Step 2: Contact Cribs for Kids at info@cribsforkids.org to sign up to host an in-person Breath of Life Stroll. This includes the signing of the Breath of Life Stroll Host Agreement document.

Step 3: Schedule a call with Cribs for Kids to begin building out your Breath of Life Stroll registration website.

Step 4: Once you have your registration page, begin marketing your event and encourage your supporters to sign up, donate, and share your page to raise funds for your program.

After the in-person stroll, send all donations to Cribs for Kids via check. Once received, all funds raised in-person and online will be placed into your organization's funds on file. The funds will be applied to your next orders until they are depleted.





Identify Your Event Planning Committee

To facilitate the planning of your Breath of Life Stroll and maximize the impact of your fundraising efforts, Cribs for Kids highly recommends establishing an event planning committee. By creating a well-structured committee, you can ensure a seamless and successful event, while effectively raising funds to provide cribs to families in need within your community. To assist you in assigning responsibilities within your committee, here are some suggested job roles that will contribute to the overall success of your event.

Chairperson: Provides overall leadership, direction, and decision-making.

Walk Coordinator: Handles logistics, including venue, route selection, permits, and participant safety.

Marketing and Outreach Specialist: Creates awareness about the walk, manages social media campaigns, and engages sponsors.

Fundraising Manager: Oversees donation campaigns, sponsorships, and develops fundraising strategies.

Volunteer Coordinator: Recruits and coordinates volunteers for registration, route guidance, and event support.

Registration Manager: Manages participant registration and communication for a seamless experience.

Activities Coordinator: Organizes event activities, such as hiring a DJ, arranging for raffle prizes, and coordinating with vendors.

Food and Refreshments Coordinator: Manages food and refreshments for the participants and volunteers during the event.

Remembrance Coordinator: Organizes activities to remember infants who have passed away from infant sleep-related deaths. (See page 18 for remembrance ideas)

Event Day Coordinator: Handles on-site execution, coordinates with vendors, manages the schedule, and ensures a positive participant experience.

By assigning individuals to these specific roles, the Breath of Life Stroll Committee can work together effectively, ensuring a successful event that meets its fundraising goals.



Start planning as early as possible and use the event planning checklist (pages 13 & 14) to make sure all elements of your event are covered. You can pick and choose which elements are right for your customized event.



Event Planning Checklist

Planning an in-person fundraising walk takes time and effort, but it can be a rewarding way to raise funds and awareness for infant safe sleep. Following this checklist and staying organized can create a successful event that engages your participants and supports your community.

The Cribs for Kids logo "🏠" denotes a companion tool created or service provided by Cribs for Kids.

☐ Set SMART goals and a budget

Set your goals for your event. Ensure they are clear and attainable. Use the SMART Method: Specific, Measurable, Achievable, Realistic, and Timely.

Once you have your goals set, create a budget for your event. Take into consideration the cost of your venue, entertainment, catering/refreshments, decor, marketing and incentive items, and labor.

☐ Choose a date and location

Select a date and location that will work well for your participants and activities. When choosing a date, consider holidays and other events in the area. When choosing a location, consider the number of attendees, accessibility, parking, restroom access, electricity (if needed), and safety. Determine if you want to have a backup date or alternative location in the event of inclement weather or unexpected problem.

☐ Create a registration process 🏠

Utilize a registration process that makes it easy for participants to sign up and donate. Registration also allows you to gauge your event's size and the supplies needed.

Cribs for Kids provides our partners with an online registration through our fundraising platform.

☐ Recruit volunteers

Recruit volunteers to assist with event logistics, such as set-up, clean-up, registration/check-in, route management, activities, and safety. Consider contacting your sponsors and/or local businesses to see if they are looking for employee volunteer opportunities.

☐ Develop a marketing plan 🏠

Create a multi-channel marketing plan to promote the event and encourage participation. Use your website, social media, email, signage, and other channels to reach potential participants.

Develop a plan to promote your event through these channels. Ideas for promotion include a "Save the Date," Early Bird Registration, promoting event highlights such as activities and speakers, and a post-event follow-up.

Cribs for Kids has developed samples and templates to help you market your event.



Event Planning Checklist

☐ **Determine target audience**

Determine your desired attendee demographic, parents, students, clients, employees, donors, etc. Ensure your marketing efforts are directed at your desired audience

☐ **Set up sponsorships**

Reach out to local businesses and community organizations to secure sponsorships for the event. Target companies that align with your organization's mission or who have a previously established relationship with your organization. Offer sponsorship packages that include public recognition through company representation at the event, and include their name and logo on any print or digital marketing materials.

Cribs for Kids offers sample packages and letters in our Breath of Life Stroll Toolkit.

☐ **Plan the route and secure necessary permits**

Plan the walk route, including start and finish points, rest stops, and water stations. Contact your local authorities to obtain any necessary permits or permissions. This is especially important if using any public trails or roadways.

☐ **Coordinate event logistics**

Arrange for event supplies, such as signage, water, and first-aid kits. Determine the day of the event schedule from set up through clean up. Plan for arrivals and departures of volunteers, vendors, and activities. Create a volunteer role assignment list so everyone knows where they should be and when. Determine if you will be presenting awards for team achievements.

☐ **Plan entertainment and activities**

Consider including entertainment or activities to make the event more engaging and fun for participants. Plan for entertainment and activities that fit with your venue. Consider entertainment and activities such as a DJ, raffle or silent auction, food and beverages, bounce houses, crafts, and games.

☐ **Recruit a photographer**

Hire a photographer or recruit a volunteer to capture photos of the event. You can use this photography in the promotion for next year's event. Be sure to share your pictures with Cribs for Kids (@Cribsforkids) so that we can celebrate with you!

☐ **Follow-up with participants**

Follow-up with participants after the event to thank them for their support and encourage future involvement.



Contests & Awards for Your In-Person Stroll

Each year, the Cribs for Kids recognizes the top fundraising teams and individuals of the Breath of Life Stroll. At our in-person event, we would provide trophies to the top three fundraising teams. There are several reasons why giving trophies or awards to the top fundraising teams at your event can be beneficial:

Recognition: Recognizing the top fundraising teams with trophies or awards is a way of acknowledging their hard work and contribution to the cause. It can make them feel appreciated and valued, which can motivate them to continue supporting your organization in the future.

Encouragement: Giving trophies or awards can also encourage other teams to work harder and raise more funds. It can create healthy competition among the teams and motivate them to do their best.

Publicity: Recognizing the top fundraising teams with trophies or awards can generate positive publicity for your organization. It can be a way to showcase the success of your fundraising efforts and attract more donors and supporters.

Fundraising: Giving trophies or awards can also be a way to incentivize fundraising. You can set fundraising goals and offer trophies or awards to the teams that reach those goals. This can motivate teams to work harder and raise more funds, ultimately helping your organization reach its fundraising targets.

Some award categories to consider:

- 1st, 2nd, & 3rd Place Fundraising Teams
- 1st, 2nd, & 3rd Place Fundraising Individuals
- Largest Team
- Children's Participation Ribbon





Corporate Sponsorships

WHY SHOULD I SEEK SPONSORSHIPS?

Pursuing sponsorships for your Stroll can provide several benefits:

Increased Revenue: Sponsorships can provide a significant source of revenue for your fundraising event. By securing sponsorships, you can offset some of the costs associated with hosting the event, allowing you to keep more of the funds raised for your cause.

Any sponsorship money brought in by your organization is yours to keep to fund your in-person event.

Expanded Reach: Sponsors can help you reach a wider audience for your event. They may be able to promote the event to their own networks, increasing awareness and attendance.

Credibility: Having reputable sponsors associated with your event can lend credibility to your cause and help build trust with potential donors. It can also enhance the perceived value of your event.

Opportunities for Partnership: Sponsors may be interested in forming ongoing partnerships with your organization beyond the event, providing additional opportunities for collaboration and support.

Enhanced Event Experience: Depending on the type of sponsorship, sponsors may be able to provide additional resources or services that can enhance the overall event experience for attendees.

Approaching local companies and organizations to become sponsors of your Breath of Life Stroll is a great way to help you fund your event while raising awareness about safe infant sleep and infant and pregnancy loss in your community. We recommend starting with companies and organizations interested in supporting families and children. Some examples might include hospitals, childcare centers, or pediatric clinics.

When approaching potential sponsors, be sure to highlight the impact their support will have on families in your community. Share statistics about the importance of safe infant sleep and the prevalence of infant and pregnancy loss. Also, be clear about the benefits of sponsoring your event, such as increased visibility for their company or organization.



Corporate Sponsorships

TOP 10 TIPS FOR ACQUIRING CORPORATE SPONSORS

Start with the mission-oriented benefits of sponsorship: Clearly communicate how their sponsorship will help to raise funds for safe no-cost cribs and other safe infant products for families in need. Highlight the effects of SUID and infant mortality rates in your community.

Identify family-oriented companies: Identify companies that target families, such as those that offer family-friendly products or services or have a history of supporting family-oriented events or causes.

Understand the value of your event to families: Communicate the value of your event to potential sponsors in terms of how it will benefit families. This could include the opportunity for families to spend time together, the educational value of the event, or the health benefits of participating.

Offer creative sponsorship opportunities for families: Consider offering sponsorship opportunities that cater to families, such as family activity areas, face painting, or sponsorships of special events during the walk.

Know your sponsors' goals with family-oriented events: Research your potential sponsors and determine how they have supported family-oriented events in the past and how they may be looking to support such events in the future.

Personalize your approach to family-oriented companies: Personalize your sponsorship proposals to each company and show them how their participation will benefit families and align with their values and mission.

Be transparent about the costs and benefits of sponsorship: Clearly communicate the costs of sponsorship, as well as what sponsors can expect to receive in return, such as brand exposure, media coverage, or the opportunity to engage with families.

Be professional and courteous: Approach potential sponsors in a professional and courteous manner, and be prepared to answer any questions they may have.

Follow up with potential sponsors: After sending your proposal, follow up with potential sponsors to gauge their interest and answer any additional questions they may have.

Show the ROI for sponsors: Be prepared to show the return on investment that sponsors can expect from sponsoring your event, such as data on previous family-oriented events or testimonials from past sponsors who have supported similar causes.



Organizing a Raffle

Putting together a raffle for your fundraising event can be a great way to raise money and generate excitement among your supporters. Here are some tips for organizing a successful raffle:

Determine the goal and prizes: Determine the goal of your raffle and the prizes you will offer. Make sure that the prizes are attractive and appealing to your audience.

Identify the rules and regulations: Check with your local state and county regulations for conducting raffles and ensure you comply with them. Identify the rules and regulations for buying and selling tickets, and for drawing the winning tickets.

Set the ticket price and sales target: Set a price for the tickets that is attractive to your audience and will help you meet your fundraising goal. Set a sales target and track your progress regularly.

Promote the raffle: Promote the raffle through your event website and social media channels. Encourage your supporters to share the information with their network. Provide clear instructions on how to purchase tickets.

Create a sense of urgency: Create a sense of urgency by setting a deadline for ticket sales. Consider offering an early bird discount to encourage people to buy tickets early.

Draw the winning tickets and announce the winners: Hold a drawing and announce the winners at your fundraising event. Make sure to follow all the rules and regulations regarding the drawing.

Follow up with donors: Thank your donors and let them know how much you appreciate their support. Keep them informed of your fundraising progress and how their contributions have helped you achieve your goal.

Remember to keep the raffle exciting and fun. A well-organized raffle can be a great way to engage your supporters and raise funds for your cause.





Honoring Pregnancy & Infant Loss Awareness Month

During the Breath of Life Stroll hosted by Cribs for Kids, the cornerstone of the event was the annual Remembrance Ceremony. A Remembrance Ceremony provides a dedicated space to honor and remember the precious lives lost to Sudden Infant Death Syndrome (SIDS) and unsafe sleep. This ceremony not only creates an atmosphere of compassion and unity but also raises awareness about the impact infant sleep-related deaths have on families. It reminds everyone involved of the importance of supporting ongoing research, education, and prevention efforts to eliminate these tragic deaths.

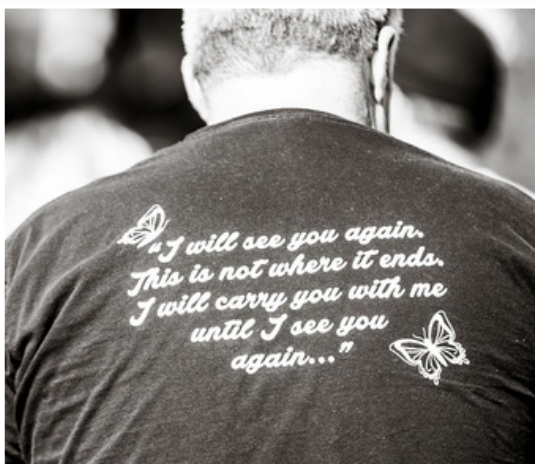
While not required to host your own Breath of Life Stroll, incorporating infant loss remembrance elements into your Stroll can create a meaningful and supportive environment for participants. Here are some simple ways to incorporate remembrance into your walk.

Dedicate a Moment: Designate a specific moment during the walk to honor and remember infants who have been lost. This can be a brief pause or gathering where participants can reflect on the significance of this loss. Consider playing soft music or reading a short poem or prayer during this moment.

Personalized Tributes: Provide participants with an opportunity to personalize their involvement by allowing them to create tributes for infants they have lost or for those close to them who have experienced loss. This can be in the form of T-shirts, tags, ribbons, or small cards that participants can write messages on and attach to their clothing or carry with them during the walk.

Remembrance Display: Set up a remembrance display at the event venue where participants can post photos, names, or messages to honor their lost infants. Provide materials such as markers, sticky notes, or pins for participants to use. This allows them to share their memories and create a collective tribute.

Remembrance Trail Signs: Create a remembrance trail by placing signs along the walk route to honor and remember infants who have passed due to SIDS. Each sign can display the name, birthdate, and a brief message or quote dedicated to an individual child or a collective representation of all infants lost. 🏠





Honoring Pregnancy & Infant Loss Awareness Month

Memorial Garden or Tree Planting: Create a designated area at the event venue for a memorial garden or plant a tree in memory of infants lost. Participants can be invited to contribute small plants or flowers to be placed in the garden or join in the tree planting ceremony. This serves as a lasting symbol of remembrance and growth.

Moment of Silence: Include a moment of silence during the opening or closing ceremony of the walk to honor infants lost. This silent reflection can provide a solemn and meaningful tribute. Optionally, you can also invite participants to light candles during this moment to further symbolize their remembrance.

Informational Resources: Make available informational resources about infant loss, grief support, and organizations that provide assistance to families who have experienced such loss. Set up a table or booth where participants can access brochures, pamphlets, or contact information for further support and guidance.

Team or Group Names: Allow participants to create team or group names that specifically honor infants lost or pay tribute to them. This can help raise awareness and foster a sense of community among those who have experienced similar losses. Encourage participants to share the story behind their team names if they feel comfortable doing so.

Share Stories: Provide a designated space or platform where participants can share their stories of infant loss if they wish to do so. This can be through a designated website, a social media page, or a physical journal or memory book that participants can contribute to. This allows for a collective sharing of experiences and provides a sense of validation and support.

Dove Release: Consider incorporating a dove release as a powerful symbol of hope, peace, and the spirit of the infants being remembered. Doves are often associated with love and new beginnings, making them a fitting addition to the remembrance ceremony. Arrange for a professional dove release service to handle the logistics, ensuring the safety and well-being of the doves during the event. The release can take place during a specific moment in the ceremony, accompanied by meaningful music or a heartfelt reading.

Remember to check local regulations and guidelines regarding dove releases, as there may be restrictions in certain areas. It's also important to work with a reputable dove release provider who follows ethical practices to ensure the well-being of the birds.



If you are participating virtually, consider incorporating a remembrance activity into your team events or participating in the annual Global Wave of Light on October 15th at 7:00 PM your time.



Tips for a Successful Stroll

Set a Goal: For every \$70 you raise during the Stroll, a Cribs for Kids Cribette and vital safe sleep education is given to a family that needs a safe space for their baby to sleep. By stating your goal, your followers will become invested in you achieving success.

Do Your Research: Be prepared to talk about the importance of safe sleep education and the impact a safe crib will have on families. Visit www.safesleepacademy.org to learn more.

Tell your Story: Why are you walking in the Stroll? Take a moment to write down the answer to this question. Sharing your personal story or your story of support matters.

Grow Your Team: Ask each team member to convince a friend or two to walk with you. Onboard your new members by passing all of this information on to them. The more, the merrier!

Lead the Way: Kick off your fundraising with a self-donation. A self-donation on your fundraising page shows your commitment to helping every baby sleep safer.

Use Sharing to Your Advantage: Ask friends and family to forward your message to their circle. This can be done on social media by adding a please share message to your post. You can also ask friends to forward your email or text a plea for donation to their contacts.

Use Every Network: Create a list of family, friends, work colleagues, church, and school acquaintances that will help you reach your fundraising goal. Reach out to everyone on your list.

Make it Easy to Donate: While this is obvious, it can be easy to forget: Make it easy for people to donate. Include the link to your fundraiser in your ask, and be sure to point out exactly where the donation button is located on your fundraiser.

Get Social: Use the sample social media posts to make the most of your social networks throughout October.

Follow Up: Mark your calendar to send a follow-up reminder on your requests for a donation. Sometimes people put things off until later, and it slips through the cracks.

Return the Favor: Ask someone whose cause you have supported to consider donating to your Stroll.

Say Thank You More than Once: Thank people as they donate to your Stroll. Send a note afterward to tell them how many Cribettes you raised money for and thank them once again!



Leveraging Social Media to Promote Your Stroll

Social media is a powerful tool for promoting your Breath of Life Stroll, as it allows you to reach a wide audience quickly and easily. Here are some tips for using social media to promote your fundraiser:

Choose the right platforms: Identify which social media platforms your target audience is most active on and focus your efforts on those platforms. Some popular options include Facebook, Twitter, Instagram, and LinkedIn.

Create shareable content: Develop compelling content that supporters will want to share with their own networks. This could include photos, videos, infographics, and catchy headlines that highlight the impact of your fundraiser.

Engage with your supporters: Respond to comments and messages, thank supporters for their contributions, and share updates on your progress. This will help build a sense of community around your fundraiser and encourage more people to get involved.

Leverage hashtags: Use relevant hashtags to increase the visibility of your posts. For example, if you're raising money for cancer research, you could use hashtags like #cancerawareness or #cancersurvivor.

Collaborate with influencers: Identify social media influencers or bloggers who are passionate about your cause and partner with them to promote your fundraiser. This can help you reach a wider audience and generate more donations.

Run a social media contest: Encourage your supporters to share your fundraiser on social media by running a contest with prizes for the most shares or most funds raised.

By using social media to promote your virtual or in-person stroll, you can reach a wider audience, engage with your supporters, and generate more donations for portable cribs for your community.



Cribs for Kids provides our Breath of Life Stroll partners with samples social media posts and templates in our Breath of Life Stroll companion toolkit. To access these resources visit <https://www.cribsforkids.org/bols-partner/>.



Get Ready, Get Set, Stroll!

Whether you walk with us virtually or host your own in-person Breath of Life Stroll, you can make a significant difference in your community. Every \$70 your organization raises ensures that a baby in your community has a safe place to sleep. Our dedicated staff is committed to guiding you through the process, making it easy and hassle-free. To ensure a smooth journey, we have created this comprehensive packet and companion resource toolkit, which can be accessed after you sign up. The companion resource toolkit includes a variety of tools, such as:

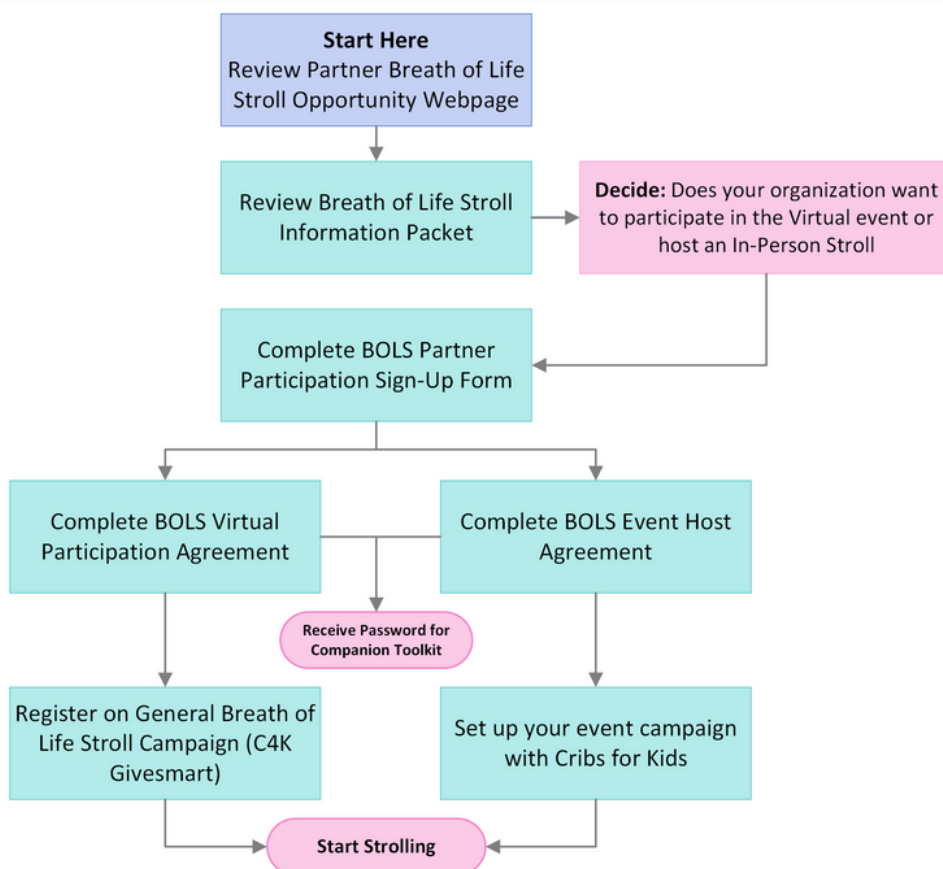
- Social Media Toolkit
- Sample Sponsorship Packages
- Promotional Materials
- Team Communication Samples
- And More!

Use our helpful flow chart below to guide you through the process. So, lace up your walking shoes, join us in our mission to help every baby sleep safer, and let's walk together to raise awareness of safe sleep!

To sign up, visit

<https://www.cribsforkids.org/bols-partner/>

SIGNING UP FOR THE BREATH OF LIFE STROLL NAVIGATION FLOW CHART





WALK WITH A PURPOSE THIS OCTOBER

& support safe sleep for families in your community.

For inquiries or to learn more, email us at info@cribsforkids.org.