

# WALKING TOGETHER FOR STRONGER, HEALTHIER BABIES

march  of dimes®  
march for babies®

company team  
captain guide



go to [marchforbabies.org/companyteams](http://marchforbabies.org/companyteams)

## Welcome, Captains!

Congratulations on being your company's March for Babies team captain. This guide helps you organize and execute a successful campaign.

## What's inside

Quick start	1
Team contact list	2
Step-by-step to a great campaign	3
Online fundraising	7
Who's on the team	8
Useful materials	11

### Online fundraising

Raising money online is the most effective way to quickly reach your goal. Set up your team fundraising page at **[marchforbabies.org](http://marchforbabies.org)**. Check out our Online Fundraising guide to get started.

## Quick start

Your March for Babies campaign follows these four stages. The pages ahead offer step-by-step instructions for what needs to happen when.

### Step 1 organize

- Set up the team page at **marchforbabies.org**
- Assemble your core team (complete the sheet on the next page)

### Step 2 recruit

- Get the word out about March for Babies
- Grow the team, ask walkers to sign up online

### Step 3 fundraise

- Encourage online fundraising
- Share the goal and give updates on progress

### Step 4 walk

- Get out there on March for Babies day
- Don't forget to say thank you!

**Pull out and post**

**Team contact list**

Serving as your company's team captain is a big job, but it's also a job you can share. Start by building your core team. Keep these names and numbers handy because you'll need them often. Go to the "Who's on the team" section for information on how each of these people can help.

**CEO**

name	phone	email
------	-------	-------

**Executive champion**

name	phone	email
------	-------	-------

**Company ambassador**

name	phone	email
------	-------	-------

**Co-captains**

name	phone	email
------	-------	-------

name	phone	email
------	-------	-------

name	phone	email
------	-------	-------

**March of Dimes contact**

name	phone	email
------	-------	-------

**Pull out and post**

### Step-by-step to a great campaign

The lists on the following pages help keep you on track and on target during each phase of your March for Babies campaign. Pull them out, post them and check off your progress.

### Organize

#### 4 months to March for Babies:

Work with your local March of Dimes representative to scope out exactly what needs to happen. Get your core team together.

- Meet with your March of Dimes representative and develop a plan that includes fundraising targets and day-of needs, like activities, tents and T-shirts.
- Have a face-to-face meeting with your CEO and executive champion. Establish the support of leadership and managers.
- Set up your team fundraising page on **marchforbabies.org**.
- Appoint one co-captain for every 50 to 100 employees. Past walkers and strong networkers are ideal picks.
- Set a walker and dollar goal. Aim to get at least 20 percent of the staff involved in raising money. \$200 is a reachable goal per walker.
- Recruit a team ambassador and discuss their involvement.
- Network — ask company suppliers and local businesses to support the team or walk with you.

\_\_\_\_\_  
\_\_\_\_\_

**Pull out and post**

**Recruit**

**3 months before March for Babies**

Kick off March for Babies and build momentum.

- Hold a March for Babies team captain training — ask the CEO and/or ambassador family to talk about why March for Babies is important.
- Follow up with a companywide email from the CEO encouraging employees to sign up online and start fundraising.
- Contact your public relations or marketing team for help promoting the event.
- Promote March for Babies on your company’s Facebook page. Share a team photo, your goal and give instructions for people to sign up or support the team.
- Send updates every few weeks to celebrate the team’s progress and encourage team members to do even more.

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Pull out and post**

**Fundraise**

**2 months before March for Babies**

Encourage fundraising — meet with your co-captains and the whole team to gauge progress and share successful tactics. Make it fun with lunchtime walks and encourage departments to challenge each other.

- Hold a March for Babies kickoff rally in your main location.
- Meet with your team members to help them start fundraising. Have them list friends, neighbors and local organizations that they can reach out to.
- Check in with co-captains and team members twice a month. Encourage fundraising and celebrate mini-milestones with companywide emails.
- Arrange incentives to motivate the team, like a free lunch or an extra vacation day for top fundraisers.
- Ask your chapter when bank days are held and schedule an appointment.
- Arrange for company signs and banners to promote your team at the event.
- Find out if parking passes are needed or if you'll need to hire a shuttle or carpool. Ask if dogs can come along for the walk.
- Assign a photographer to take photos and a group shot at the event.
- Send a save-the-date message to everyone in the company.
- \_\_\_\_\_  
\_\_\_\_\_

**Pull out and post**

**Walk**

**Two days before March for Babies**

- Confirm arrangements with caterers and entertainers.
- Confirm when co-captains will arrive and what they will bring (signs, T-shirts).
- \_\_\_\_\_  
\_\_\_\_\_

**The day before March for Babies**

- Check the weather and let team members know if they should pack a raincoat or bring sunscreen.
- Check the traffic and see if there are any detours team members should know about.
- Email and post when and where team members will meet at March for Babies.
- Pack extra team T-shirts, water, sunscreen and Band-Aids®.
- Print a list with the cell phone numbers of your co-captains and everyone on the team.
- Charge your cell phone.
- \_\_\_\_\_  
\_\_\_\_\_

## Online fundraising

Signing up your team, communicating with team members and monitoring the team's progress is easy to do online. At [marchforbabies.org](http://marchforbabies.org) you'll find everything you need to help your team succeed.

When it comes to raising money, online fundraising is the hands-down winner. People who raise money online raise 3 times more than those who ask in person or only collect cash or check donations.

Online fundraising is part of working smarter. Some activities may seem like they are a good idea to try to raise extra money. Just make sure they are worth the time you put into them. Below is a comparison of online fundraising versus other activities. See how quickly those online fundraising dollars add up.



## Who's on the team

March for Babies is all about teamwork. On the following pages, you'll find descriptions for key people on your team. In many cases, their role can be as big as they would like it to be.

Management's support can have a significant impact on your fundraising goals. Seek support from the CEO or another top-level executive and an executive champion.

### The CEO or top-level executive

A CEO or top-level executive can set the tone for the company. Companywide emails and voicemails, a personal fundraising goal and showing up at the kickoff are all ways he or she can show that raising money for the March of Dimes is a priority.

### Ask your CEO or top-level executive/executive champion to:

- Let managers know the importance of the walk and that everyone's support is appreciated.
- Lead by example — they can set a personal goal and announce it at the campaign kickoff.
- Send supportive emails and a thank-you note after the event.
- Offer incentives, like a day off, to top fundraisers.

Let your executive know that you can help with the groundwork — download sample messages at [marchforbabies.org/companyteams](https://marchforbabies.org/companyteams).

### Executive champion

An executive champion is appointed by the CEOs or top-level executive and can help get things done.

They will also become your go-to person for the hands-on part of the March for Babies campaign. Ask for their help to rally support and let them help you schedule executive appearances at March for Babies events, including the kickoff and walk.

## Who's on the team

### Co-captains

Depending on the size of your company, most captains need to recruit and manage co-captains. Rule of thumb: one captain for every 50 to 100 employees.

Your co-captains can share in the responsibilities, from recruiting team members to keeping the energy up by fostering some friendly competition between departments. Your best picks are outgoing, driven multi-taskers. Ask your co-captains to pitch in with finding team sponsors, event planning, ordering signs and T-shirts, and arranging activities and food for the day of the walk.

### You can keep co-captains motivated with a few easy strategies:

- Announce and thank your co-captains in a company-wide email.
- Schedule regular check-ins to share tactics, and to brainstorm new ways to get more people involved and motivated.
- Keep your co-captains informed of your progress and who's in the lead.

Point co-captains to the team goal poster and walker and spotlight posters at [marchforbabies.org/companyteams](https://marchforbabies.org/companyteams) to motivate their departments.

## Who's on the team

### Team ambassador

An ambassador is a baby or child who has directly benefited from the work of the March of Dimes. This could be a baby who was born too soon and received care in a newborn intensive care unit (NICU). Or it could be the healthy baby of a colleague who was screened for health issues right after birth, or whose mom took folic acid because she knew it was important for healthy development.

Knowing that this cause matters to a friend or colleague can motivate the team and make fundraising efforts personal.

### How to find an ambassador family

- Ask around or add a friendly “call to all ambassadors” to a company-wide email.
- Check with your prospective ambassador about how much they would be willing to share — some people may be more open, while others may be more private.

### How your ambassador family can help

- Your ambassador family can speak at the company kickoff and at your March for Babies celebration.
- They can share their story in emails and send encouraging notes throughout the fundraising process.
- They can lead the team on the day of March for Babies.
- They can present an award to the team's top fundraiser.

## Useful materials

Download these guides, posters and other resources from the team captain toolkit at [marchforbabies.org/companyteams](http://marchforbabies.org/companyteams).

## Resources

### Quick guide to online fundraising

How to set up your team page and use the online fundraising tool

### Sample email and voicemails

Ready-to-use messages to recruit walkers and encourage fundraising

### Company team brochure

The benefits of March for Babies for employers and employees

### Team T-shirts order form

Purchase customized T-shirts for your team

## Posters

### Team goal poster

Put it up and share your progress with the team

### Walker poster

Help each team member display their support and ask for donations

### Team captain tracking poster

A fun way to track the goals and progress of all your captains

### Spotlight poster

Recognize and award individual achievement

### Ambassador poster

Highlight your team's ambassador to put a face to the mission

### How your support helps poster

Show how the funds you raise contribute to stronger, healthier babies