



**Sample emails
and voicemails**

**WALKING TOGETHER
FOR STRONGER,
HEALTHIER
BABIES**

march of dimes
march for babies



go to marchforbabies.org/companyteams

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Download these and other resources from the team captain toolkit at marchforbabies.org/companyteams:

Company team captain guide

Quick guide to online fundraising

How your support helps poster

Walker recruitment email

Subject: Walking together for stronger, healthier babies

Walkers unite! [COMPANY] is supporting the March of Dimes [again] this year by fielding a team in March for Babies®.

We have a great reason to walk: the money we raise will help fund research and programs that help moms have healthy pregnancies and babies start healthy lives.

Every year, more than half a million babies are born too soon in the United States — [NUMBER FROM peristats.org] of them right here in [STATE]. Together we can change that statistic.

Our goal is to raise \${AMOUNT}.

To reach that goal, we need at least [20 PERCENT OF STAFF] people to sign up to raise money and walk.

Can we count you in?

To join, go to marchforbabies.org/TEAMNAME and click “join this team.”

[NAME]

March for Babies Team Captain

[EMAIL]

P.S. Save the date: our event takes place on [DATE] at [LOCATION].

Fundraising email

Subject: March for Babies 2012 — Join us

Team, it's time to rally!

Before we walk together to improve the health of babies, we need to raise money.

Don't worry — help is here!

Great fundraising tools are available to you online.

Step one: visit our fundraising page at [marchforbabies.org/\(TEAM\)](http://marchforbabies.org/(TEAM))

Step two: create your personal page

Step three: import your email contacts, then send a note to friends, family and everyone you know, telling them about the walk, your goal and how people can help.

You can download badges to use in your email signature or on your blog. Reach more friends with the Facebook app and get the March for Babies iPhone® or Android app for fundraising on-the-go.

We're on our way: There are [NUMBER] weeks until March for Babies®, and so far we've raised \$[NUMBER] towards our goal of \$[NUMBER].

Go team!

[NAME]

Team Captain

[EMAIL]

Bank day email

Subject: When to bring in your March for Babies cash donations

We are a fundraising powerhouse!

Days to go: [NUMBER]

Money raised: \$[NUMBER]

Our goal: \$[NUMBER]

Have you collected any checks or cash donations? We have a collection day on [DATE] between [HOUR] and [HOUR]. Just stop by [LOCATION] to drop them off.

A special thanks goes to [NAME] who has raised \$[NUMBER]!

Keep up the networking, the emails and your excellent outreach.

[NAME]

Team Captain

[EMAIL]

Event info email

Subject: March for Babies day time and place

Walkers, the big day is only one week away! We're close to reaching our goal and helping babies and families.

Here's where we're at right now:

Days to go: [NUMBER]

Money raised: \$[NUMBER]

Our goal: \$[NUMBER]

Please keep those donations coming — talk to family and friends. Use the Facebook app to expand your outreach and our iPhone® or Android app to take your fundraising on the go.

Remember to mark your calendar for March for Babies: [DATE], [LOCATION]. We're meeting at [TIME] for a group photo and to start the walk together.

What's next:

Stay in touch with donors and print out the attached event information. The address, a mini-map and my cell number are included here in case you need to reach me on the day of the event.

Thank you for your remarkable efforts!

[NAME]

Team Captain

[EMAIL]

Thank-you email, goal met

Subject: We did it!

You raised money, you walked and you showed just how deeply [COMPANY] cares about improving the lives of moms and babies.

We reached our goal! I'm happy to say we raised \$[NUMBER] by walking together for stronger, healthier babies. Congratulations, and of course, thank you, thank you, thank you!

I've attached my favorite team photo.

Fantastic job.

[NAME]

Team Captain

[EMAIL]

Thank-you e-mail, goal not met

Subject: Our March for Babies goal is within reach

Team, we are so close to meeting our goal!

March for Babies® may be over, but we can still rally together to help moms and babies. To reach our goal of \$[NUMBER], follow up with people you reached out to but haven't heard back from and remind your contacts on Facebook that there is still time to give.

Raised: \$[NUMBER]

Needed: \$[NUMBER]

We've come so far, but we're not done yet. Let's rally and meet that goal — I know we can do it!

Thank you so much for all your effort!

[NAME]

Team Captain

[EMAIL]

CEO voicemail messages

These voicemail scripts can be used as-is or as jumping off points for your CEO or executive champion to reinforce your company's commitment to March for Babies.

5 weeks to go

Hi, this is [NAME AND TITLE]. Our company is walking in the 2012 March for Babies event. We've committed to raising \$[NUMBER] so the March of Dimes can help our community in the fight against premature birth. Can I count you in? To walk with us or to make a donation, contact our team captain [NAME]. Do it today.

4 weeks to go

This is [NAME AND TITLE], and we've got 4 weeks to reach our March for Babies fundraising goal. Please share the team's fundraising website with family and friends. You also can post the link in your social media spaces. Use the Facebook app or iPhone® app to make your fundraising that much easier.

3 weeks to go

Good morning! This is [NAME AND TITLE] with a March for Babies update. You have raised \$[NUMBER]. This is great news for our community's babies and families. Let's keep going — we have 3 weeks to reach, and even exceed, our goal. Keep up the great work!

2 weeks to go

This is [NAME AND TITLE], asking you to save a very important date. Our March for Babies walk is [DATE], [LOCATION]. We're closing in on our \$[NUMBER] goal with just 2 weeks left till we walk. Keep reaching out, keep raising money, and let's get ready to celebrate and walk together.

1 week to go

Hello, this is [NAME AND TITLE]. March for Babies is just 1 week away! Now is the time to send out those last reminders to family and friends so we can reach our goal of \$[NUMBER]! Can I count on you?

CEO letter to recruit co-captains

Ask your CEO to send this letter as a memo to all department heads to appoint their captains.

Subject: Your support of March for Babies is requested

[COMPANY] is supporting the March of Dimes [again] by gathering a team to participate in March for Babies. The money we raise will help fund research and programs in our community and around the country that help moms have healthier pregnancies and babies start healthy lives.

Every year, more than half a million babies are born too soon in the United States — [NUMBER FROM peristats.org] of them right here in [STATE]. Together we can change that statistic.

[CEO OR EXECUTIVE NAME] will lead the event, but to reach our goal we need your support.

Here's how you can help:

- Appoint one captain for every 50 to 100 people in your department. [CEO OR EXECUTIVE NAME] will work with captains to set department goals. We are encouraging walkers to raise at least \$200.
- Support captains by offering them any resources they need. Invite them to update the team during staff meetings.
- Provide incentives such as a paid vacation day to encourage everyone to raise money.
- Walk with us at the March for Babies event on [DATE].

Team captain training is [DATE]. Please choose your captains before then, so we can get underway and start heading to our goal.

Thank you!

CEO challenge letter

Have your CEO sign this letter to send to other local businesses participating in March for Babies. Personalize the letter and print on your company letterhead.

[Subject line for email format: Are you up for a challenge?]

Dear [NAME]:

Inspiring people with friendly competition can do wonders to help reach a goal. That's why I'm proposing a March for Babies challenge: Let's see which company's employees raise more money to help babies in [AREA]. We both have about the same number of employees, making it a fair test. However, I feel confident that my people are primed to raise funds and walk!

The stakes? The executive team of the 2nd place company will host the executive team of the winning company at a [STEAK/COOKOUT/BBQ]. Sound good?

The truth is that the real winners will be the [NUMBER FROM peristats.org] babies born each year in [STATE]. Together we can do even more to help the March of Dimes improve the health of babies.

Let the games begin.

Sincerely,

CEO vendor letter

Your CEO or CFO can send this letter to your vendors and business associates asking for support of your team with a donation. You may also customize the letter to request in-kind donations or sponsorship. Print on your company letterhead.

[Subject line for email version: [AREA]'s babies need your help!]

Dear [NAME]:

On [DATE], our company will be walking in March for Babies.

The money we raise will help the March of Dimes support of research and programs that help moms here in [COMMUNITY] have healthy, full-term pregnancies. The money also goes to finding answers to the serious problems that threaten our babies like premature birth.

Being born too soon is the #1 cause of newborn death, which means we all know families that are hurting. But together we can help.

[COMPANY] has set a goal to raise \$[NUMBER], and we would like your support.

Please call me at [PHONE NUMBER] if you have any questions. And be sure to visit our team website, marchforbabies.org/TEAMNAME to make a donation.

Thank you!