

2014

march  of dimes®
march for babies®

march for babies company team handbook



raise funds at marchforbabies.org  

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Welcome!

Congratulations on being your company's March for Babies team captain. The March of Dimes helps moms have full-term pregnancies and healthy babies. We research the problems that threaten our babies and work on preventing them. The money you and your team raise also helps us bring information and comfort to parents with a baby in the NICU and helps more women and children in our community get access to health care. This is your guide to organizing and executing a successful campaign.

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Online fundraising

Raising money online is the most effective way to quickly reach your goal. Set up your team fundraising page at **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.
- Specifically focus on recruiting last year’s walkers.
- 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

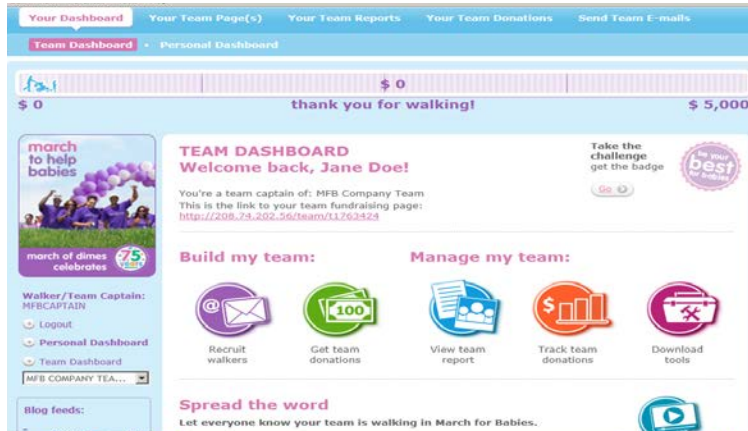
Signing up your team, communicating with team members and monitoring the team's progress is easy to do online. At marchforbabies.org you'll find everything you need to help your team succeed.

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.

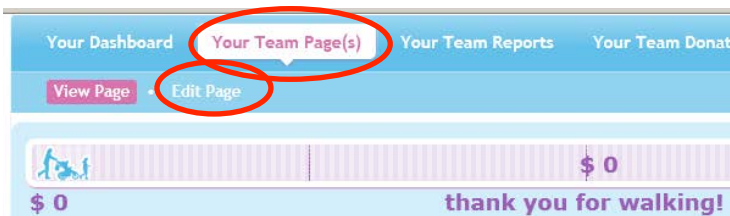
Online fundraising is part of working smarter. Some activities may seem like they are a good idea to try to raise extra money. Just make sure they are worth the time you put into them. Below is a comparison of online fundraising versus other activities. See how quickly those online fundraising dollars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



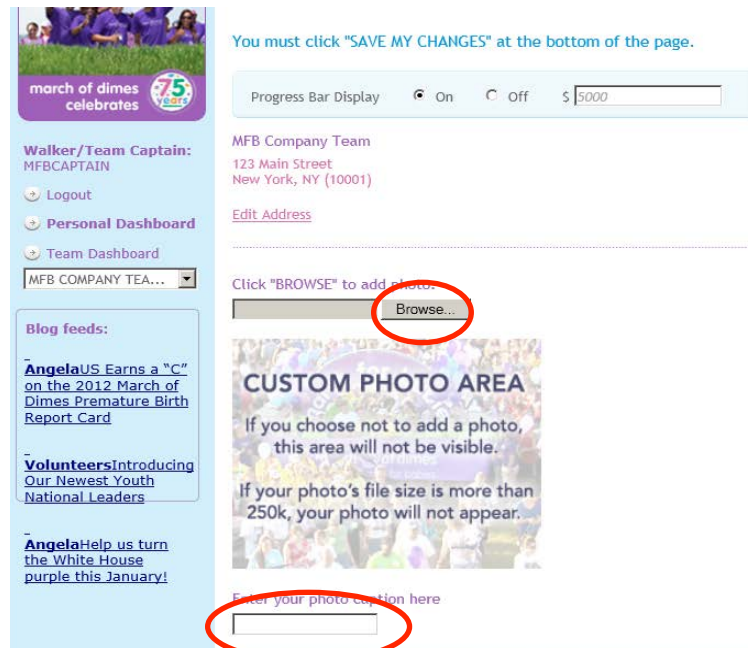
Personalizing your webpage will increase your donations. Please share these simple steps with your walkers and watch as they increase their fundraising dollars.



Log in to your account at marchforbabies.org and you will see your blue team dashboard. From here you can customize your page and then use the tools provided to manage your team and raise money for babies.



Click on **Your Team Page** and then **Edit Page**



Here you can place a photo. Click on **Browse** to locate and upload your photo. It will show up in the box, and then you can create a **caption**.



Enter your photo caption here

Your Fundraising Message (Add/edit the message below.)

Every day, thousands of babies are born too soon, too small and often very sick. Our team is walking in March for Babies because we want to do something about this. I know you care, too. That's why I'm asking you to join us. It's easy: just click the join this team button.

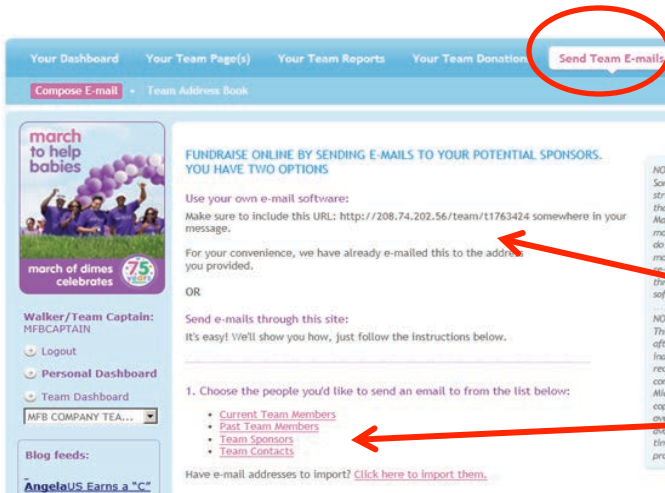
If you can't walk with us, please help by donating to our team. You can do so right on this page. Thank you for helping us give all babies a healthy start!

The mission of March of Dimes is to improve the health of babies by preventing birth defects, premature birth and infant mortality.

Once you have your photo selected, you can **share your story**. Be sure to scroll to the bottom and click **Save My Changes** when done.

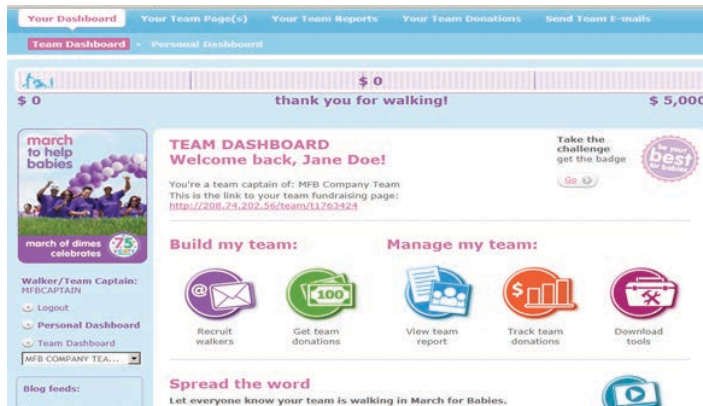
Save My Changes

You must click "SAVE MY CHANGES" for these changes to take



Now you can email your personal story to team members, family, friends — everyone you know! Click on **Send Team E-mails**.

Use your own email system or the March for Babies Online Fundraising Tool. If you are a returning team, your address book is already here from last time.



Remember to check back often and log on to use the dashboard tools — the action place for your team!

Thank you for joining to march to help babies.

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.

Ask your March of Dimes rep for a copy of the March for Babies CEO Communications Guide.

Executive champion

An executive champion is appointed by the CEO 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 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.

Ask your March of Dimes staff rep for the Ambassador Communications kit.



March for Babies Fundraising Power Talk

March for Babies Fundraising Power Talk is a series of conference calls to help all March for Babies fundraisers **Be Your Best for Babies**. All are welcome to participate as we help to foster creativity and excitement among our teams, families and everyone who works and walks together for stronger, healthier babies.

Each call will be led by an experienced volunteer and a staff member and will run for about 30 minutes.

The Schedule

Corporate Team Captains

- Off to a Great Start February XX, 2014 (Noon – 12:30 ET)
- Crossing the Finish Line April XX, 2014 (Noon – 12:30 ET)

Online Fundraising (OFT) For Team Captains

- Off to a Great Start February XX, 2014 (1:00 – 1:30 ET)
- Crossing the Finish Line April XX, 2014 (1:00 – 1:30 ET)

Leading a Family Team to Success

- Off to a Great Start February XX, 2014 (2:00 – 2:30 ET)
- Crossing the Finish Line April XX, 2014 (2:00 – 2:30 ET)

Monthly Updates

- Maximizing Participation February XX, 2014 (3:00 – 3:30 ET)
- Making the Ask March XX, 2014 (3:00 – 3:30 ET)
- The Exciting Final Push and The Main Event April XX, 2014 (3:00 – 3:30 ET)

For all calls dial toll-free:
1-800-411-7650; code 166722#

Useful materials

Download these guides, posters and other resources from the team captain toolkit at 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