

march  of dimes®  
A FIGHTING CHANCE FOR EVERY BABY™

# march for babies®

## *Team Captain Handbook*



[marchforbabies.org](http://marchforbabies.org)

# Let's fundraise, walk and celebrate together

March for Babies has raised almost \$2.5 billion since 1970, and we couldn't have done it without you! Just last year, we raised almost \$90 million in 500 communities across the country, including yours. We've made a lot of progress helping moms and babies, but we're not slowing down anytime soon. Your participation in March for Babies is the critical to helping us give every baby a fighting chance.

## Key campaign messages for you to SHARE - please help us spread the word and encourage others to join your fundraising team!



Every year about **380,000** babies are born prematurely, and premature birth is still the #1 killer of babies.



We've established **5 Prematurity Research Centers** across the country, where nearly 200 of the brightest minds are pioneering a brand new way of doing "team science," dedicated solely to examining, identifying and preventing the causes of preterm birth.



Research from our Center at Stanford University in California suggests that women who conceive **less than 11 months after giving birth or more than three years after giving birth**, have a higher chance of going into labor or being medically induced before 37 weeks.



At our University of Pennsylvania Center, thanks to revolutionary technology, doctors are finally able to mimic the placenta, and **research both causes of preterm birth**, and other factors that can **lead to healthier babies**.



The March of Dimes took on a significant leadership role in the **Zika** debate. In fall 2016, both the Senate and the House of Representatives passed legislation providing funding to combat the Zika virus. This is a **significant victory** for both moms and babies!

# Just 4 Simple Steps...

Step 1

Organize

- Register your team at [marchforbabies.org](http://marchforbabies.org)
- Customize your team page.
  - Contact your local March of Dimes office for support

Step 2

Recruit

Recruit

- Tell your friends and family about March for Babies.
- Ask potential fundraisers to sign up for your team at [marchforbabies.org](http://marchforbabies.org)
- Use social media to spread the word about your team and this important cause.
- Invite you loved ones to walk with you at your local March for Babies.

Step 3

Recruit

Fundraise

- Set goals for yourself and your team.
- Use our online tools to ask for donations.
- Create dynamic badges for your site and emails to boost your fundraising.

Step 4

Celebrate

- Walk with over a million other March for Babies supporters across the country!
- Share your team's success across social media.
- Thank everyone who helped, and highlight how much you've raised.



# Step 1: Organize

Never forget that in the United States, **1 in 10 babies** is born prematurely every year. You've taken the first step by starting your team. Your team will make a big difference this year by funding research, programs and services to support moms and save babies lives. **Together** we will fight birth defects, premature birth and infant mortality.

- Register your team at [marchforbabies.org](http://marchforbabies.org)
  - If you are a Returning Team Captain, please click **SIGN IN**
  - If you are a New Team Captain, please click **SIGN UP**
- Customize your team's page to tell your story...
  - [March for Babies fundraising tips: how to personalize your page](#)

**1 Customize your team's page**  
Personalize your team's webpage to show why your team is walking and how others can join and help.

Make all the changes to your page right on your captain tab.



Add a photo by clicking on the camera in the upper left corner of your cover photo.



Tell everyone why your team is walking in the "edit story" section.



- Contact your local March of Dimes office for materials to help you fundraise
- Check out additional ways to boost your team's fundraising under [TEAMS](#) at [marchforbabies.org](http://marchforbabies.org)

# Step 2: Recruit

**Everyone** you know is somehow **connected** to the March of Dimes mission. As Team Captain, you can unite people who have been affected by premature birth, birth defects, or loss, and help them organize, by building a team around March for Babies. Recruitment will help you reach your team's fundraising goal, but also spread the word about the campaign.

- Brainstorm who you would like on your “Dream Fundraising Team”
  - The most successful teams recruit **10 or more Teammates**
    - Start with Friends, Family, Co-Workers
    - Perhaps those connected to our Mission...do you know someone who...
      - Had a premature baby?
      - Lost a pregnancy or a baby?
      - Has a child with birth defects?
      - Has a healthy baby?

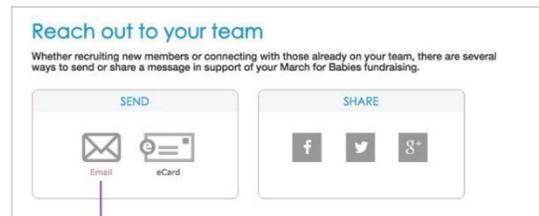
## There are two ways to register your Teammates:

1. After signing in, click “Send team emails” to recruit teammates at [marchforbabies.org](http://marchforbabies.org)

2. Use the printed **Team Captain's Report Form** to build your team in partnership with March of Dimes staff

### 2 Recruit team members

Click “Send team emails” in the navigation bar. Send emails, eCards, or share on social websites.



Choose one of our message templates or compose your own. Come back to send follow-up and thank-you emails.



If you are a returning team, your address book is already here from last time, including the list of past team members.



# Step 3: Fundraise

As Team Captain, and in partnership with your local March of Dimes staff, you will have an opportunity to create a **customized fundraising plan** specific to your team. It all starts with a **goal**, which determines how many walkers you need, and how much each person needs to raise. It is important to provide clear **expectations** to your Teammates, but also support, motivate and serve as their ultimate cheerleader during the campaign! Show them that fundraising can be FUN! Plus, if they reach their goals, you in turn will reach your overall team goal!

## How to Set the Stage for Successful Fundraising

- Set clear and meaningful team, and individual walker goals – what amount are you and your Teammates trying to raise?
  - Help your Teammates individually make a list of who they should ask for support
  - Who cannot say NO to them... make sure those people are on their list!
- Brainstorm at least one group fundraising activity for your entire team
  - Create, and have all members sell your Team T-shirt for profit
  - Seek approval to wear your favorite College Team T-shirt during March Madness in exchange for a donation to your team!



# Step 3: Fundraise

One key strategy to help you reach your team goal is become a Champion for Babies! All individuals that raise \$1,000 or more through March for Babies fundraising will be named a **Champion for Babies**. These passionate Champions for Babies belong to an elite group called the **Circle of Champions**. Ask your teammates if they would like to take the pledge of raising a \$1,000 or more to be a Champion for Babies to help give every baby a fighting chance. To take the pledge, go to your March for Babies online page and set a personal goal of \$1,000 or more, and then add the Circle of Champions fundraising badge to your email signature!

An individual has become a **Champion for Babies** when they reach the \$1,000 mark in their fundraising efforts. They will receive an email congratulating them on their accomplishment and receive a link to receive their national incentive. Tens of thousands of individuals will receive this incentive to show the country they belong to the **Circle of Champions** and are a part of making a difference for all babies. Each **Champion for Babies** will also receive special recognition at their local March for Babies event.

Make it fun for your team:

- Badge of Honor – Utilize the Champion for Babies badge and put it on their desk to highlight their great accomplishment of becoming a Champion for Babies.
- Breakfast of Champions – Host a breakfast for all your Teammates that became a Champion for Babies.
- Recognition - Highlight Teammates on social media or company newsletters when they hit \$1,000 and ask them why they are a Champion for Babies. This is another great way to learn why they are passionate about the March of Dimes.
- Top Champion – Make a big deal for the Top Champion of your team each year.

Circle of Champions  
Your commitment to raise  
\$1,000 or more makes you  
Circle of Champions.



GET IT NOW PREVIEW



# Step 3: Fundraise

When fundraising, remember that a **personal story** helps your donors understand why March for Babies is so important. People give to people, they are moved by **emotion**, and they trust when friends call them to action. It all **starts with the ask**, and it is important you make the right ask, to the right person, at the right time.

## Fundraising Tips to Encourage and Motivate Your Team

- Encourage your Teammates to ask for donations using the tools at [marchforbabies.org](http://marchforbabies.org)
  - [March for Babies Fundraising Tools](#)
  - [Watch this video - March for Babies fundraising tips: getting donations](#)
  - [Watch this video - March for Babies fundraising tips: tracking your donations](#)
  - Add March for Babies badges to your email signature at [marchforbabies.org/FundraisingBadges](http://marchforbabies.org/FundraisingBadges)
- Use Social Media to share your team's fundraising page link
  - Connect with potential donors both near and far, new friends and old
  - Share your story and what March of Dimes means to you and your family
- Secure at Pin-Up campaign within your community
  - Make a list of 40 local business that you frequent
  - Ask if they would be willing to support your March for Babies efforts by participating in a March for Babies Pin-Up Campaign
  - Pin Ups will be available at your local March of Dimes office
  - Donations collected from the Pin-Up campaign, and dropped off at your local March of Dimes office, will be credited to your team
- Find additional resources under [TEAMS](#) at [marchforbabies.org](http://marchforbabies.org)
  - Share the National and Circle of Champions incentive plan
  - Use the Ambassador Poster Template to share a mission story from your team
  - Track your team's progress using the Goal Poster

Email signature badge  
Give your fundraising a boost with this badge that you can add to your email signature.



[GET IT NOW](#) [PREVIEW](#)



# Step 4: Celebrate

March for Babies is a **celebration of families**, and a time to share stories and memories. We will always remember those we lost, celebrate those who survived and thank all those who helped us continue to provide hope and support. This is a community cause, and the best way to celebrate your team's success is through meaningful recognition, and **walking together** at March for Babies!

- Say THANK YOU to your Teammates!
  - Highlight your team's wins throughout the campaign across social media.
  - Recognize your donors by saying thank you privately, or publicly
  - Personal notes or children's drawings are especially meaningful
  - Send thank you emails from [marchforbabies.org](http://marchforbabies.org)
- Use #marchforbabies to tag your team photos in social media
- Watch for an email from your local March of Dimes staff with event-day details, fun facts and important information about March for Babies in your community
- **Fundraising badges** will automatically appear on both the team, and the individual walker pages when milestones are reached!

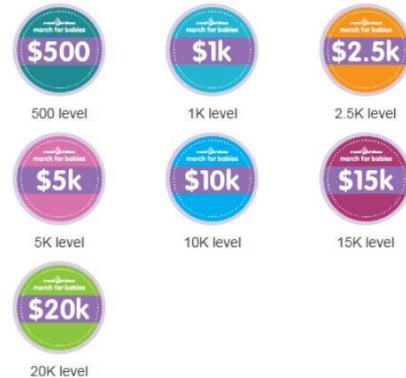
## Team Badges

Raise \$5,000 or more to earn a badge



## Individual Badges

Raise \$500 or more to earn a badge



# Additional Talking Points to Share!

This year with **YOUR** help...



We gave nearly  
**4 MILLION** babies  
a fighting chance



**80,000**  
people found support at our  
online community for NICU  
families — [shareyourstory.org](http://shareyourstory.org)



**\$20 MILLION**  
was invested in research  
to defeat premature birth  
and birth defects



**16,400**  
babies received lifesaving  
surfactant therapy, developed by  
March of Dimes researchers



**200**  
of the brightest minds continued to  
work together to find causes and  
preventions for premature birth at  
Prematurity Research Centers



**23 STATES**  
received an A or B on the March  
of Dimes 2015 Premature Birth  
Report Card



**3 MILLION**  
people participated in March  
for Babies, our signature  
fundraising event



**\$5.4 MILLION**  
was invested in 530 community  
grants to help moms have  
healthy babies



More than  
**70,000**  
families with a newborn in intensive care  
were offered comfort and information  
through NICU Family Support®



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