



A MOTHER OF A MOVEMENT

2024 FUNDRAISING TOOLKIT

MARCH FOR BABIES: A MOTHER OF A MOVEMENT

Our country is facing an urgent maternal and infant health crisis. The U.S. remains among the most dangerous developed nations for childbirth, especially for women and babies of color. By joining our March of Dimes community, you can help fund the research, programs, support and advocacy needed to turn this crisis around and improve mom and baby health. Together we need to UNITE, CONNECT, HONOR and CARE for families now.

March for Babies: A Mother of a Movement™ is your chance to step up to make a real difference in your community now and for generations to come.

**Together, let's be a part of something big.
March for Babies: Mother of a Movement.**

March for Babies: A Mother of a Movement™ is your chance to step up to make a real difference in your community now and for generations to come.

By joining us in this movement:



YOU'RE UNITING

for health equity, opening the door for all moms to have access to care and protecting the health of families by advocating for their rights.



YOU'RE CONNECTING

year-round through customized challenges and team building activities that engage employees, families and friends who want moms and babies to be healthy and strong.



YOU'RE HONORING

motherhood, babies and those who've experienced loss by staying active and creating change.



YOU'RE CARING

for all families throughout their pregnancy—whether it goes as planned or has unexpected challenges—by raising critical funds, so moms and babies get the best possible start.

MARCH FOR BABIES PLANNING

Register

marchforbabies.org



STEP
01



STEP
02

Set Up Your Pages

personalize your fundraising pages
set fundraising goals
connect to Facebook Fundraising



Recruit & Fundraise

build your team (set a goal of 10+)
ask for support by sharing your
page link via email, text & social

STEP
03



Days of Movement

celebrate your hard work
plan a day out with your team
whether its a group hike
or a volunteer activity
to complete together

STEP
04



Celebrate!

join other Coast to Coast
teams for a celebration in
2024

STEP
05

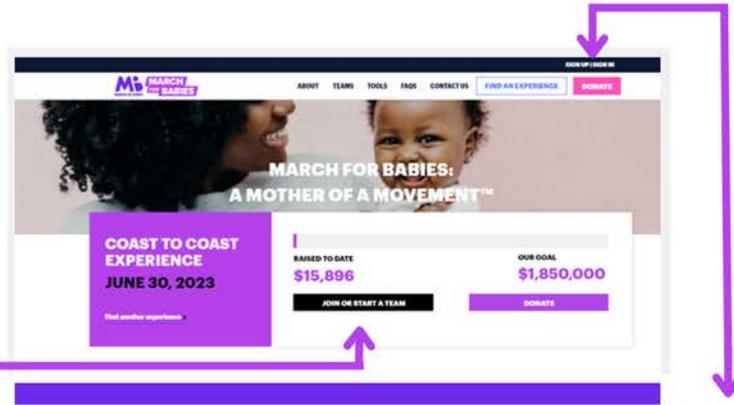
MARCH FOR BABIES CHECKLIST

- ✓ REGISTER AT [Marchforbabies.org](https://marchforbabies.org). Create a team or register as an individual. Once you register, be sure to check out your digital resources hub.
- ✓ DOWNLOAD the March for Babies app.
- ✓ INVOLVE your family and friends as teammates or fundraising helpers.
- ✓ FOLLOW along on Facebook @marchofdimes to stay in the loop.
- ✓ JOIN the Coast to Coast Closed Facebook Group (use password, KG) facebook.com/groups/marchofdimesmovementdrivers
- ✓ GO SOCIAL! use #marchforbabies



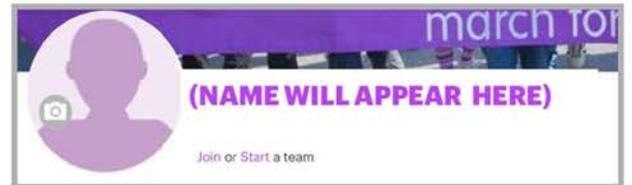
JOIN OR START A TEAM

- 1 Sign up** by clicking on **join event** at marchforbabies.org/event/virtualexperience. If you already have an account, click on **sign in**.



- 2 Sign Up**
If you are a **new participant**, enter your email address to get started OR sign up with your social account and complete the form.

- 2 Returning participant/walker**
Sign in to your account with your username or social account. Then, under your name choose from the links to join or start a team.



Then, you will have the option to join a team, start a team, or sign up as an individual.



- 3** If you choose to **start a team**, fill out the information for your new team and click save.

- 3** If you choose to **join a team**, type the team name in the search bar or choose one of the teams listed in alphabetical order



COAST TO COAST: THE VIRTUAL EXPERIENCE

Coast to Coast Closed Facebook Group

Connect to other supporters in our online Facebook Community:

facebook.com/groups/marchofdimesmovementdrivers Password to Join: KG

Let's Do Lunch - Monthly Teams Calls

Join a video/teams lunch chat on the last Wednesday of every month at 12pm CST / 1pm EST, encouraging networking, Q&A, monthly fundraising/mission topics, and guest speakers.

Dates: Jan. 31, Feb. 28, March 27, April 24, May 29 and June 26

Coast to Coast Awards & Celebration Call: Monday, July 1, 2024

Days of Movement

This season, we invite our teams to participate in Days of Movement. An opportunity to celebrate your March for Babies fundraising. These Days of Movement can include celebrations and/or volunteer activities that teams can complete together.

- Celebration examples: walk around your neighborhood or picnic at the local park
- Volunteer Activity examples: host a book drive for your local NICU, host a diaper drive for the NICU or local diaper bank, create messages of hope or gratitude, create kits for NICU families and/or siblings
- Community MFB: created, managed, and executed by a volunteer with the purpose to raise awareness and funds to support March of Dimes. This event could be a 5K, a walk around the neighborhood or an awareness event

January

Kick off the new year of March for Babies

January 31st - first Let's Do Lunch call of 2024

March - June

choose your perfect day to activate Days of Movement

June 30th

Concludes the official March for Babies 2024 season

*fundraising pages stay open through October 31, 2024

AWARENESS CALENDAR 2024

January

- Birth Defects Awareness Month
- Martin Luther King Day, 15
- Franklin D. Roosevelt Birthday, 30

February

- Black History Month
- American Heart Month
- Congenital Heart Defect Awareness Week
- Nation Women's Heart Day / Wear Red Day, 2

March

- Women's History Month
- National Nutrition Month
- Trisomy Awareness Month
- World Birth Defects Day, 3
- International Women's Day, 8
- World Down Syndrome Day, 21
- National Doula Day, 22
- National Doula Week, 22-28
- Int'l Doctor's Day, 30

April

- National Minority Health Month
- Cesarean Awareness Month
- National Volunteer Month
- Public Health Week
- World Health Day, 7
- Black Maternal Health Week, 11-17
- Anniversary of the Polio Vaccine, 12
- Earth Day, 22
- National Infertility Week, 21 - 27
- National Superhero Day, 28

May

- National Nurses Month
- Preeclampsia Awareness Month
- Maternal Mental Health Month
- Hypertension Awareness Month
- Asia American and Pacific Islander Heritage Month
- National Women's Health Week
- National Nurses Week
- Int'l Day of the Midwife, 5
- National Nurses Day, 6
- Mother's Day, 12
- Perinatal Awareness Day, 15
- International Kangaroo Care Day, 15

June

- PRIDE Month
- Men's Health Month
- CMV Awareness Month
- Father's Day, 16
- Juneteenth, 19
- Pride Day, 28

July

- National Cleft and Craniofacial Awareness Month
- Cord Blood Awareness Month
- Minority Mental Health Awareness Month
- Black Maternal Mental Health Week
- Fourth of July, 4
- Bump Day, 21
- Parents' Day, 28
- Aunt and Uncle Day, 26

August

- National Immunization Awareness Month
- Breastfeeding Awareness Month
- Breastfeeding Awareness Week
- Black Breastfeeding Week
- Native Breastfeeding Week
- American Family Day, 6
- National Rainbow Baby Day, 22
- Opioid Misuse Prevention Day, 31

September

- NICU Awareness Month
- Newborn Screening Awareness Month
- Infant Morality Awareness Month
- National Suicide Prevention Month
- Hispanic Heritage Month
- Neonatal Nurses Week
- Neonatal Nurses Day, 15
- National Suicide Prevention Week
- Labor Day, 2
- World Suicide Prevention Day, 10
- National Grandparents Day, 8
- Worldwide Day of Gratitude, 21

October

- Pregnancy and Infant Loss Month
- Down Syndrome Awareness Month
- SIDS Awareness Month
- Hispanic Heritage Month
- Mental Illness Awareness Week
- Midwifery Week
- Indigenous People's Day, 14
- World Mental Health Day, 10
- Pregnancy and Infant Loss Remembrance Day, 15
- World Make a Difference Day, 26

November

- Prematurity Awareness Month
- Diabetes Month
- Native American Heritage Month
- Diabetes Education Week
- Veteran's Day, 11
- World Diabetes Day, 14
- World Prematurity Day, 17
- National Family Volunteer Day, 23

December

- Giving Tuesday, 3
- National Influenza Vaccination Week

FUNDRAISING IDEAS



OK RACE

Instead of a traditional 5K or 10K race, add an extra spunk of "just show up and you win." Some have hosted these at business parking lots like a brewery, bookstore or restaurant that will participate in a give back to March of Dimes to encourage business.

SNACK BAR

Work at an in-person office? Think about stashing some snacks and/or drinks for a donation. Think of something your office would think is extra special or is sought after.

T-SHIRT FUNDRAISER

Places like [Bonfire](#) or [CustomInk](#) make it easy, you design and set the price and items then they print/ship them for you. Set your design, set your product and share the link -- it's that easy.

TRIVIA NIGHTS

Options to do it in person at a venue/restaurant or online via Zoom. Fun trivia like themed to Schitts Creek or something can attract a lot of interest. Teams pay to enter and there is a pot of money or gifts to win and money to donate.

GARAGE SALE

Everyone has stuff in their house, attics or garage that needs to go. Grab those goods and have a garage sale for the babies! Friends or family that can't donate money to your fundraiser? Ask them if they have stuff for your garage sale.

DANCE-A-THON / ZUMBA / GLOW PARTY

Create an event that will have everyone dancing for the cause. Grab your favorite instructor and ask if they would host a class for a fundraiser. Add glow sticks and a black light to take it up a notch!

COMMUNITY BUSINESS "ROUND UP NIGHT"

Connect with local businesses (food, retail, etc) that might host a "round up night" for March of Dimes.

FUNDRAISING MAGIC



SUPERBOWL SQUARES

Football Squares can be a great way to raise money for your fundraiser, where each person playing can support your cause while also having fun. For each square that a donor buys, half goes to the fundraiser while the other half goes into the pot so donors have a chance to win some money too.

FILL IN THE MAP

This is an amazing social media fundraiser. Using a site like mapchart.net you reach out to your network to help you color the map purple. Each donation from a new state will help color in the state. Setting a deadline will make it more urgent.

CONSESSION STANDS

Look to your sports stadiums (pro-league, minor league or even kids teams) to see if you and your group could sign up and a percentage of profits or earned hourly wage be donated to March of Dimes.

FLOCK THE OFFICE OR YARD

Grab some flamingos and flock someone's office or yard. Ask for a donation to move them to their next home or offer flamingo repellent for someone wanting to skip out on the flamingo fun.

MARCH MADNESS

Much like the Super Bowl squares, you can get friends and family excited with March Madness! College basketball pools online, asking friends to join in (50/50 or you determine) for March of Dimes.

RESTAURANT NIGHT

Everyone needs to eat. Connect with local restaurants for a March of Dimes night. Share the date with your network to get people to mention your event and usually the business will donate 5-20% of sales back to you.

EGG YOUR YARD (EASTER)

Get your team together to egg yards for families in your area. For a donation tell your community you go to their house and spread eggs around for the perfect Easter morning surprise. Set your price, plan the goodies and go for it.

FUNDRAISING THOUGHTS



VIDEO FREE DAY

Instead of a traditional Jeans Day, where staff pay to wear jeans, make it a day with no video during virtual meetings so attendees can feel free to dress down.

GAME BREAK

Have a game night virtually or in person to play board games, charades, bingo, trivia or have a scavenger hunt. Charge an "entrance" fee.

KARAOKE BREAK

Host an online competition using a free karaoke website or YouTube. Charge an entry fee to compete, request a donation for each vote cast or make donations to choose a song for someone else to sing.

AUCTIONS

Many teams are putting together live or silent auctions. Teams can make a whole event out of it –work with an auctioneer who will donate his/her time and hold a live auction in person or online.

NAME THAT BABY

Ask friends or coworkers to send you their baby pictures and compile all photos into a PowerPoint. Host a video call and ask for donations per guess. If the guess is wrong, they have to make a donation to your team.

BREAKFAST WITH TEAM/COMPANY

Put together a breakfast with a high-level executive at your company. This can happen at the office or in the comfort of your own home via Zoom.

VIDEO GAME TOURNAMENT

Create your own league and compete to see who really is the greatest! Ask for a small donation to enter, with the winner getting a prize and bragging rights.

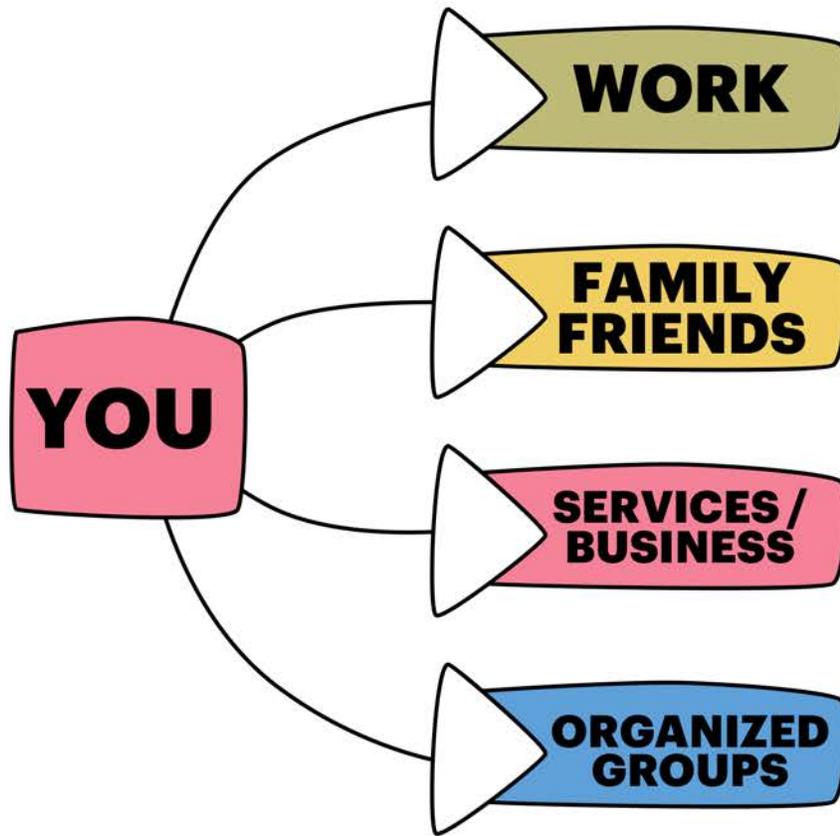
WORKOUT WITH TEAM/COMPANY

Host a virtual workout (could ask local instructor), charge an "entrance" fee and invite all your family and friends to participate.

A MOTHER OF A HAIRSTYLE

Let friends and family determine your next hair cut! Select 3 styles you are willing to don for the foreseeable future, post on social media and let others "vote" for a hairstyle through their donations. Whichever receives the most votes wins!

FUNDRAISING EXERCISE



- Co-Workers
- Vendors/Suppliers
- Customers
- Work Friends
- Boss

- Church/Religious Group
- Networking Groups
- Organized Sports Groups

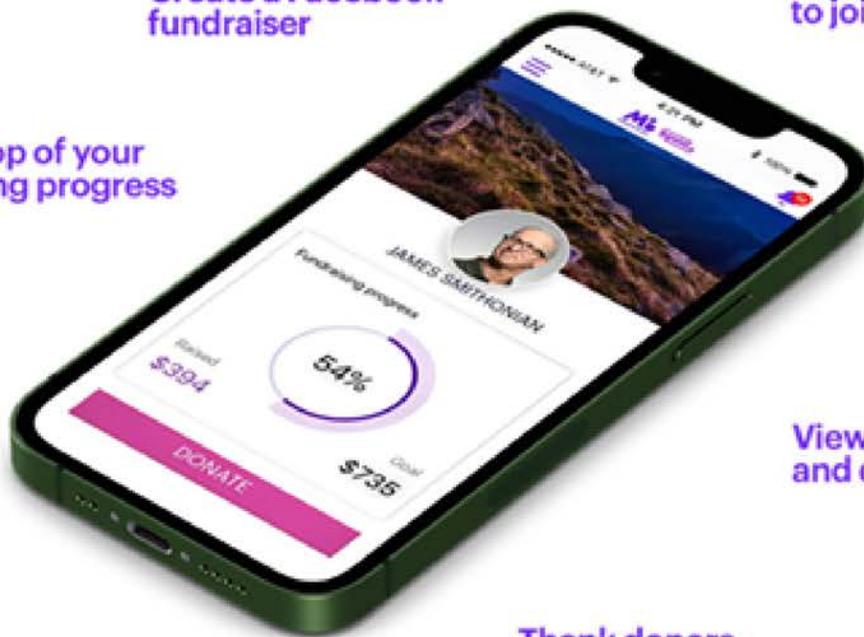
- Immediate Family
- Cousins, Uncles, Aunts
- Friends from school
- Friends from now
- Social media friends/connections

- Your doctor(s)
- Hairdresser
- Daycare
- Anyone you pay money

THE MARCH FOR BABIES APP

Fundraise on the go. Right from your phone.

The March for Babies app lets you raise funds to fight for the health of all moms and babies wherever you are! Use the app for all your fundraising activities and tap your way to your best campaign yet.



Create a Facebook fundraiser

Invite team members to join you

Stay on top of your fundraising progress

Get Instant notifications

Customize your fundraising page

View event details and directions

Send messages and ask for donations

Thank donors right away





MAIL IN DONATION FORM

We believe that every baby deserves the best possible start. Your donation helps us provide services, programs and support for moms and babies in communities like yours across the country.

PLEASE SEND FORM AND YOUR DONATION TO:

March of Dimes
Donation Processing Center
PO Box 18819
Atlanta, GA 31126

Please complete this form so that we can appropriately allocate your donation to your market. Thank you for your support of March of Dimes!

CONTACT INFO

Team Name: _____

Name: _____ Phone Number: _____

Email: _____ State & Zip Code: _____

DONATION INFORMATION

Total amount enclosed: \$ _____

Please do not mail cash. Make check(s) payable to "March of Dimes."

March of Dimes location to credit: Centralized Region | Coast to Coast Experience

FUNDRAISER INFORMATION

March of Dimes Campaign: _____

Fundraiser Name: _____

Team Name (if applicable): _____

MARCH OF DIMES STAFF PARTNER: LISA KOSS

The March of Dimes is an IRS 501(c)(3) organization (tax identification number 13-1846366.)



TOOLS & RESOURCES

IMAGE & VIDEO LIBRARY

Looking for approved images or videos to use in a promotion?



Check out the library here:
videolibrary.marchofdimes.org

March of Dimes YouTube channel:
<https://www.youtube.com/marchofdimes>

SOCIAL PRESS KIT

Want to make an impact on social media?



Use pre-prepared posts and graphics from the social press kit linked here:
socialpresskit.com/march-of-dimes

YOUR COAST TO COAST STAFF PARTNERS



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