



A MOTHER OF A MOVEMENT

**2023 TEAM
CAPTAIN 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.

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 through 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.

Take steps with March of Dimes' community to protect the health of families today and for generations to come. Join March for Babies to ensure every mom and baby is healthy.

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

SET YOUR TEAM UP

SET CLEAR AND MEANINGFUL TEAM AND INDIVIDUAL FUNDRAISING GOALS

- We recommend \$2,500 for Teams and \$250 for individuals

TAKE THESE FOUR STEPS TO TRIPLE YOUR IMPACT

- **Sign up** at marchforbabies.org to join the movement.
- **Ask family and friends** to join—or compete—with you to raise funds for March for Babies.
- **Kick off your fundraising** with a meaningful personal gift
- **Get moving!** Share your progress and check back often for the latest information and updates.

ONCE YOU'VE SIGNED UP, PARTICIPATE VIRTUALLY OR IN-PERSON, IN THE FOLLOWING WAYS

- **March your way** by hosting a community walk or creating a DIY fundraiser.
We'll give you everything you need to host a March for Babies or DIY fundraiser in your community.
- **Attend** a March for Babies near you, participate in Days of Movement, or march your way.

WORK WITH YOUR TEAM MEMBERS AND MAKE A LIST OF WHOM THEY SHOULD ASK FOR SUPPORT

- Who cannot say NO to them... make sure those people are on their list!

CREATE A FACEBOOK FUNDRAISER FROM YOUR FUNDRAISING PAGE

- People who connect their fundraising to Facebook raise more!

KEEP IT SIMPLE

- Recruit 9 team members and ask them each to raise \$250 – you have reached your team goal!
- Have them ask 10 friends for \$25 each - and they reached their goal!

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** & invite your friends and family to do the same.
- **INVOLVE** your family and friends. See ideas on the TEAMS PAGE on [Marchforbabies.org](https://marchforbabies.org)
- **FOLLOW** along on **Facebook** @marchofdimes to stay in the loop.
- April 28 is Superhero Day. Take pictures of your superhero and share on Facebook and Instagram with **#marchforbabies**
- **GO SOCIAL!** use **#marchforbabies**
- **MARCH YOUR WAY** by hosting a community walk or creating a DIY fundraiser.



FUNDRAISING TIPS

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

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

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!

TOOLS & RESOURCES

When you visit the **Tools and Resources** on [March for Babies](https://marchforbabies.org), you have access to the following to promote your participation in March for Babies.

- Why I March Social Tiles
- March for Babies eCards
- Facebook & Twitter Covers
- Fundraising Memes
- Instagram Stickers
- Web Banners

FREQUENTLY ASKED QUESTIONS

WHEN AND WHERE IS THE MARCH FOR BABIES EXPERIENCE?

- Visit your [Marchforbabies.org](https://marchforbabies.org) for details.

HOW DO I SHOW THAT I'M PARTICIPATING?

- Share your photos and videos using the hashtag #marchforbabies. Be sure to follow us on Facebook @marchofdimes.

WHERE SHOULD I SEND DONATIONS?

- Please donate online at [Marchforbabies.org](https://marchforbabies.org) If you are unable to donate online, you can mail your donation to
March of Dimes
PO Box 3153
Harlan, IA 51593 -0344



THANK YOU



**A MOTHER OF
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