



# A MOTHER OF A MOVEMENT

## TEAM CAPTAIN TOOLKIT

2022

TODAY WE NEED YOUR HELP  
MORE THAN EVER!

TOGETHER, LET'S BE A PART  
OF SOMETHING BIG.





# MARCH FOR BABIES: A MOTHER OF A MOVEMENT

It is more than a march, it's a brand new experience. It's America's larger call to action to ensure that all families get the healthy start they deserve! It's no small feat – it's **A MOTHER OF A MOVEMENT!** Be a part of the movement no matter where you live—in person, virtually or both.

- **You're lifting up** communities for health equity, opening the door for all moms to have access to care and protecting the health of families by pushing for their rights.
- **You're creating connections** in a year-round campaign through customized challenges and team building activities that engage employees, families and friends.
- **You're coming together** to stay active and create change to honor motherhood, babies and those who care about them.
- **You're taking action** for all families throughout their pregnancy journey by raising critical funds to help March of Dimes continue research, programs, support and advocacy so families get the best possible start.

**Mask Up and March** where you are at the **March for Babies Experience**  
Together, let's be a part of something big.





# SET YOUR TEAM UP TO GIVE EVERY FAMILY A FAIR SHOT

## SET CLEAR AND MEANINGFUL TEAM AND INDIVIDUAL FUNDRAISING GOALS

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

## TAKE THESE THREE STEPS TO TRIPLE YOUR IMPACT

- **Start with your own donation to your page!** Lead by example. People are more likely to donate to you if you made a donation first.
- **Update your personal story**, so you can share why you participate in March for Babies. A personal story with a photo or video will show others your conviction and will prompt them to join, spread the word and support our cause.
- **Use the March of Dimes: Charity Cloud app to make fundraising easier and join the Step Up Challenge.** Simply search for "March of Dimes: Charity Cloud" in the Apple store or Google Play Store to download and you are on your way!

## WORK WITH YOU 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!



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# 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 of Dimes: Charity Cloud](#) 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](#)





# THINGS TO KNOW

## SIGN UP

Sign up today at [Marchforbabies.org](https://marchforbabies.org). You can sign up as a team captain or you can join an existing team.



## GO MOBILE! LOTS OF DIGITAL TOOLS TO HELP

Be sure to download the **March of Dimes: Charity Cloud** app to get the latest updates and join the Step Up Challenge. Search for "March of Dimes: Charity Cloud" in your Apple App Store or Google Play store. Digital Resources are available on the website or the app!

## CREATE A FACEBOOK FUNDRAISER

Sign in to your personal fundraising page. There you will find a "Create Facebook Fundraiser" tool – just follow the prompts and your March for Babies page will be connected to Facebook. From there you can easily share your fundraiser with your followers!.

## INVITE YOUR FAMILY AND FRIENDS TO MARCH WITH YOU!

Amplify your spirit! Make sure to use our hash tags on social: [#marchforbabies](https://twitter.com/marchforbabies)

- Mask up and take a walk outside. Be sure to adhere to social distance guidelines.
- Get the whole family involved! Have an indoor dance party or a push-up challenge!
- Host your own Superhero Sprint!



[MARCHFORBABIES.ORG](https://marchforbabies.org)



# THINGS TO KNOW - ANNUAL STEP UP CHALLENGE

## STEP UP INTO SUCCESS

Take part in our annual National Step Up Challenge!

- Invite your teammates and fellow companies to challenge each other in a physical activity competition.
- Details coming in March!

Be sure to download the **March of Dimes: Charity Cloud** app to get the latest updates and join the Step Up Challenge. Search for "March of Dimes: Charity Cloud" in your Apple App Store or Google Play store.



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# FUNDRAISING TIPS!

Below are fundraising tips to help reach your goals in creative ways!

## VIDEO FREE DAY

Instead of a traditional Jeans Day, where staff pay to wear jeans, make it a day with no video during meetings where 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 AND RESOURCES

The **Tools and Resources** below will be available to promote your participation in March for Babies.

- When you visit the [March for Babies Tools](#) web page you have access to the following:
  - Why I March social tiles
  - March for Babies eCards
  - Facebook & Twitter Covers
  - Fundraising Memes
  - Instagram Stickers
  - Web Banners
  - Ad



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# 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](https://marchforbabies.org). Be sure to follow us on Facebook [@marchofdimes](https://marchofdimes.org).

- **HOW DO I PARTICIPATE IN THE ANNUAL STEP UP CHALLENGE?**

- ☐ The Step Up Challenge is available through the [March of Dimes: Charity Cloud](https://marchofdimes.org) app. You can download the free app by searching "March of Dimes: Charity Cloud" in your Apple App Store or Google Play store.

- **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 TO OUR PARTNERS

National  
Signature  
Partner



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Partner



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