

A MOTHER OF A MOVEMENT

TO FIGHT FOR THE HEALTH OF ALL MOMS AND BABIES

2022 MARCH FOR BABIES LOYALTY & RECOGNITION PROGRAM



By joining March for Babies: A Mother of a Movement™, you lift up communities for health equity, open the door for every mom to have access to care and protect the health of families through advocacy.

You can receive recognition at both the local and national level, special mission recognition items, as well as certain items that can be earned, all based on the level of fundraising achieved. Below is a description of each recognition level.

MARCHER LEVEL

By raising \$100, you'll receive a March for Babies Signature T-shirt.

FRIEND LEVEL

By raising \$250, you'll have the opportunity to personalize a March for Babies "Why I March" sign.

AMBASSADOR LEVEL

By raising \$500, you'll have the opportunity to choose a March for Babies Affinity Group T-shirt

CHAMPION LEVEL

By raising \$1,000, you'll receive a Canvas Tote Bag and recognition as a part of the Circle of Champions on personal March for Babies page and on the local March for Babies digital 'Circle of Champions Wall of Fame'

ACTIVATOR LEVEL

By raising \$2,500 you'll receive Circle of Champions recognition along with a pre-recorded message from Stacey Stewart or National BOT Chair. Meals That Matter* will be provided for NICU families/new baby families, healthcare and frontline workers.



MOBILIZER LEVEL

By raising \$5,000 you'll receive Circle of Champions recognition as well as, video recognition on Circle of Champions Wall Fame and Choice of ONE of the below:

- Meals That Matter* provided for NICU families/new baby families, healthcare and frontline workers OR
- Participating in Virtual Lunch with a Researcher to learn about MOD priorities, MOD impact and how to help 'mobilize' the mission of the MOD in their community.

DEFENDER LEVEL

By raising \$10,000 you'll receive a March for Babies 1/4 zip fleece, along with Circle of Champions recognition and:

- Name and photo recognition on local MFB webpage 'Circle of Champions Wall of Fame'
- Name listing on National mfb.org 'Circle of Champions Wall of Fame'
- Choice of ONE of the below:
 - Funding one (1) tablet to a NICU* OR
 - Providing Meals That Matter* for NICU families/new baby families, healthcare and frontline workers OR
 - Participating in Virtual Lunch with a Researcher to learn about MOD priorities, MOD impact and how to help 'mobilize' the mission of the MOD in their community.

PIONEER LEVEL

By raising \$15,000 you'll receive a March for Babies 1/4 zip fleece, along with Circle of Champions recognition and:

- Name and photo recognition on local MFB webpage 'Circle of Champions Wall of Fame'
- Name listing on National mfb.org 'Circle of Champions Wall of Fame'
- Choice of ONE of the below:
 - Funding one (1) tablet to a NICU* OR
 - Providing Meals That Matter* for NICU families/new baby families, healthcare and frontline workers OR
 - Participating in Virtual Lunch with a Researcher to learn about MOD priorities, MOD impact and how to help 'mobilize' the mission of the MOD in their community.
 - Providing two (2) training opportunities for Nursing Staff from the Award-Winning Catalog of the March of Dimes Training Institute

TRAILBLAZER LEVEL

By raising \$25,000 you'll receive a March for Babies 1/4 zip fleece with embroidered logo, along with Circle of Champions recognition and:

- Name and photo recognition on local MFB webpage 'Circle of Champions Wall of Fame'
- Name listing on National mfb.org 'Circle of Champions Wall of Fame' by level and funds raised
- Choice of ONE of the below:
 - Funding one (1) tablet to a NICU* OR
 - Providing Meals That Matter* for NICU families/new baby families, healthcare and frontline workers OR
 - Participating in Virtual Lunch with a Researcher to learn about MOD priorities, MOD impact and how to help 'mobilize' the mission of the MOD in their community.
 - Providing two (2) training opportunities for Nursing Staff from the Award-Winning Catalog of the March of Dimes Training Institute
 - \$2,022 of participant's fundraising will go towards the MOD Mission Fund of your choosing – participant may select specific fund (additional funds raised by participant will fund the full mission of the March of Dimes

HERO LEVEL

By raising \$50,000 you'll receive a March for Babies ¼ zip fleece with embroidered logo, along with Circle of Champions recognition and:

- Choice of ONE of the mission deliverables offered at Trailblazer Level, as well as:
- VIP 1:1 virtual conversation with the VP of Mission around the MOD program of your choice.
- Name and photo recognition on local MFB webpage 'Circle of Champions Wall of Fame' with option to add video.
- Name and photo on National mfb.org 'Circle of Champions Wall of Fame' by level and funds raised.

ICON LEVEL

By raising \$100,000 you'll receive a March for Babies 1/4 zip fleece with embroidered logo, along with Circle of Champions recognition and:

- VIP 2:1 virtual conversation with the CEO, Stacey D. Stewart, and Chief Scientific Officer, Dr. Emre Seli, to discuss MOD initiatives and programs.
- Name and photo recognition on local MFB webpage 'Circle of Champions Wall of Fame' with option to add video.
- Name and photo on National mfb.org 'Circle of Champions Wall of Fame' by level and funds
- Choose ONE of the below:
 - Recognition as a supporter of a new or existing virtual NFS program where MOD deems it essential and will have the greatest impact on our mission OR
 - ONE of the mission deliverables offered at Trailblazer Level.

• CSO ACCELERATOR LEVEL

- Companies, Schools or Organizations that raise \$500,000 or more* at the local March for Babies campaign level** will support the establishment of a new 2-year in-person NICU Family Support program at a hospital of MOD's choosing and recognition as a supporter of the NICU Family Support Program.

IMPORTANT INFORMATION ABOUT THE LOYALTY AND RECOGNITION PROGRAM

GENERAL INFORMATION

How are individual recognition levels determined?

Recognition level is based on the actual amount fundraised from online and offline donations by the individual fundraiser on their personal March for Babies page and received by March of Dimes by June 30, 2021.

The qualification deadline for ALL recognition rewards is June 30, 2022.

One fundraising reward per participant.

Subject to change without notice.

***How do I receive my T-shirt, fleece and/or Walk in a Box?

The T-shirt, sign, fleece and Walk in a Box must be ordered by the recipient and will be sent directly from vendor. Qualification level must be reached and items ordered 7 working days before recipient's virtual experience date in order to receive in time for the event. Otherwise, items will arrive after the virtual experience.

T-shirt, fleece, sign and Walk in a Box must be requested by July 31, 2022.

*FOR RECOGNITION AT THE \$500 AND \$5000 AND ABOVE LEVELS:

Do all of the funds I raise go to the mission recognition item?

No. The incentive level of funds raised is NOT the amount being committed, only a portion. This amount may be pre-determined, is at the sole discretion of March of Dimes and may be limited or discontinued at any time.

Do I have to order the mission recognition?

No. Mission recognition will be delivered regardless of any fulfillment process performed by the fundraiser.

When will the mission recognition items be fulfilled?

Mission recognition will commence August 1 through November 30, and March of Dimes will use best efforts to complete by December 31, 2022.

How will I know that my mission incentive program occurred?

You'll receive a copy of the Impact Report to demonstrate that your mission impact has been fulfilled.

Can I designate where or how the mission recognition will be used?

No. A portion of your March for Babies fundraising will be allocated to a location deemed most in need by March of Dimes. There is no guarantee the funds allocated will stay in the market in which they were raised. The remaining funds will be unrestricted revenue to be utilized at the discretion of March of Dimes.

**If I qualify for the advocacy training but can't attend any webinars, how can I access it?

You can attend any one of the three sessions, or we'll send you the recording of the training.

If I opted out of March of Dimes emails, will I get my recognition emails?

No. If you have opted out of March of Dimes emails, you won't receive March of Dimes email notices. However, you will get emails from the vendor, unless you also opted out of those.

Can I request to NOT include my name or photo on the local or national March for Babies site?

Yes. You must notify March of Dimes if you don't want your name or photos listed on local or national March for Babies websites.

Legal information and disclaimers subject to change without notice.

Please check back at marchforbabies.org/tools for updated legal terms and conditions.