



**MARCH
FOR BABIES**

GROW YOUR TEAM

FIGHT FOR THE HEALTH OF ALL MOMS AND BABIES TOGETHER.

The more fundraisers you recruit to your team, the more successful your team will be. Use these proven tips to help grow your team and reach your goal.

TEAM NAME: _____

TEAM GOAL: _____

YOU CAN:

- Personalize your marchforbabies.org team URL
- Customize your personal fundraising page
- Start a Facebook fundraiser
- Donate to yourself

Teams that have checked off all of the above are more likely to raise at least \$500.

BUILD YOUR TEAM

When asking others to join your March for Babies team, begin with your most loyal supporters. Think of friends, family or coworkers to create a team of 10 by recruiting at least 9 others. Have everyone who joins you to commit to raising \$100 on their personal fundraising page. As a thank you, each person who raises \$100 will receive a 2020 March for Babies t-shirt.



1: _____

4: _____

7: _____

2: _____

5: _____

8: _____

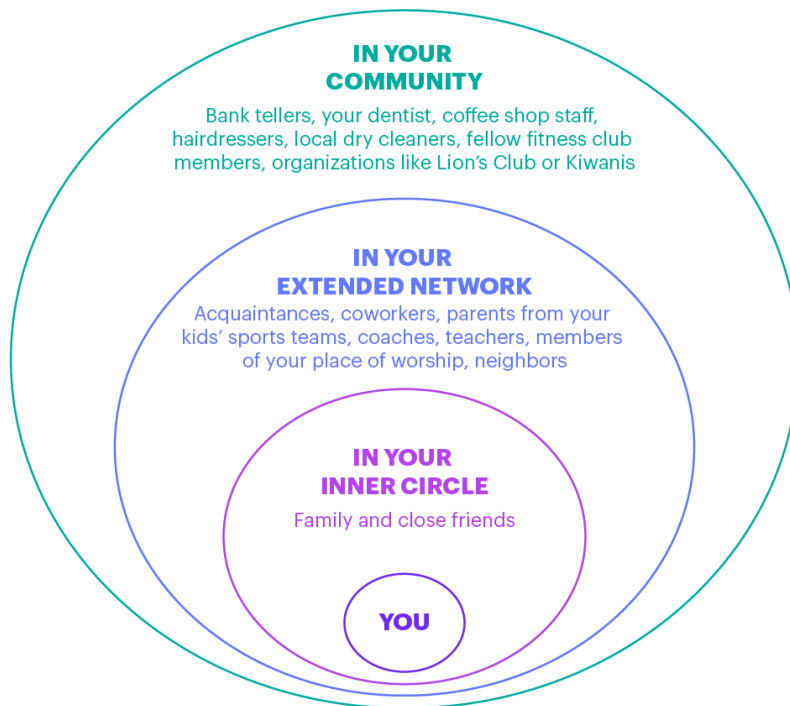
3: _____

6: _____

9: _____

IDENTIFY YOUR TEAMMATES

This graph can help identify potential team members you might not have considered.



BOOST YOUR FUNDRAISING

LOOK TO YOUR DONORS

In addition to focusing on your recruitment list, reach out to your donors as well. Ask people who have donated to you in the past to create their own personal fundraising page within your team. Many of these people don't participate simply because they've never been asked!

WORD OF MOUTH

Bump into an old neighbor or family friend? While catching up, let them know you're helping March of Dimes by leading a March for Babies team. Follow up with an email inviting them to join your team. It's a great idea to share your role in March for Babies whenever you cross paths with someone you don't always see. At work, on your block, in your community and throughout your network, you're surrounded by people who have been touched by prematurity either personally or through a loved one, and they'd gladly support your fundraising.

ADVERTISE

In the age of social sharing, it's important you do the same. Promote and share WHY you're choosing to lead a March for Babies team. The U.S. is among the most dangerous developed nations in which to give birth. It's not fine. But with your help it can be. So be sure to share your story and make it personal to help others connect with you, your team and March of Dimes.