



# THE ROAD TO 50 DONORS

Let's march toward 50 new donors for our 50th anniversary! Using our 50 Road Map, write two names that come to mind and how you'll reach out to them—text, email, on social, etc. Fill each spot to reach your goal! Be sure to track your total donors from your marchforbabies.org page under "My Donations."

**START**

Go beyond your immediate family—who did you see at your last reunion or holiday party?

Include friends from grade school, high school, college, grad school and other periods of your life.

# 10

Are you involved in your community? Volunteer activities? Your children's activities? Any civic, religious or Facebook groups?

Anyone in your circle that you recently supported in a charity event of their own?

Were you in a sorority or fraternity?



While you're at it—review your shower guest list!

Review your wedding list!



Think about people in your groups or clubs, like book clubs, exercise groups, poker night or fantasy leagues.

# 20

Who do you see on a daily basis? A neighbor walking a dog? Someone at the coffee shop each morning?

What businesses do you frequent? Grocery stores, dry cleaners, gyms, salons, doctors?



Ask outside your department or direct contacts at work!

What about former co-workers from previous jobs or positions?

Who do you regularly interact with at work—clients, partners, vendors?



Where does your business/department regularly spend money?

# 30

Who leads or attends the kids' extracurricular activities, such as soccer, gymnastics or martial arts class?

Who is your hairdresser/barber and nail salon technician?

How about your accountant and his/her support staff?



Any folks from your networking, industry or professional development groups?

Think of different local organizations whose meetings you regularly attend, such as Chamber of Commerce.

Review your LinkedIn network.



# 40

Don't forget the dentists (for both kids and parents)!



Anyone from your local firehouse or police department?

Review your doctors—pediatricians, primary care, dermatologists, OB/GYN.

Who's the staff at your go-to restaurant?



Think about door-to-door fundraising, just like March of Dimes started 80 years ago.

**FINISH**

# 50



**MARCH** *STEP UP!*  
**FOR BABIES**

# THE ROAD TO **50 DONORS**

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