



# A MOTHER OF A MOVEMENT

## TEAM CAPTAIN TOOLKIT

2021

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



# BOLD NEW VISION— MARCH FOR BABIES: A MOTHER OF A MOVEMENT

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More than just a walk, it's your entry into making a visible difference in your community now and for generations to come. It's no small feat—it's a **mother** of a **movement!** By joining us in this experience:

**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 continue research, programs, support and advocacy so all moms and babies get the best possible start.



# 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 three steps to TRIPLE your impact

1. 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.
2. Update your personal story and share why you participate in March for Babies. A personal story with a photo or video will prompt them to join, spread the word and support our cause.
3. Use the March for Babies app to make fundraising easier. Simply search for “March for Babies” in the Apple Store or Google Play Store to download and you’re on your way!

## Work with your team members and make a list of people they should ask for support

Who can't 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've reached your team goal!

Have them ask 10 friends for \$25 each—they've reached their team goal!



# MARCH FOR BABIES

# CHECKLIST

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## PRE-MARCH FOR BABIES EXPERIENCE

- 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 and invite your friends and family to do the same.
- INVOLVE** your family and friends. See ideas in the Virtual Fundraising Tips.
- FOLLOW** along on Facebook @MarchofDimes to stay in the loop.

## DAY OF MARCH FOR BABIES VIRTUAL EXPERIENCE

- COME TOGETHER** with your team, just like you would at March for Babies to mask up and march where you are—around your office building, in your neighborhood, at a local park, etc.
- CELEBRATE** with us as we come together for the 2021 March for Babies Virtual Experience.
- GO SOCIAL** and use #MarchforBabies

## POST MARCH FOR BABIES VIRTUAL EXPERIENCE

- POST** your photo and #MarchforBabies
- ASK** your network for more donations!

# 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. Visit [marchforbabies.org/FAQ](https://marchforbabies.org/FAQ) if you have any questions.



## GO MOBILE! LOTS OF DIGITAL TOOLS TO HELP

The March for Babies App is undergoing a MAJOR update with more functionality being added for team captains. 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 your Facebook. From there you can easily share your fundraiser with your followers!

## INVITE FAMILY AND FRIENDS TO MARCH WITH YOU

Amplify your spirit! Make sure to use our hash tags on social: **#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.



# THINGS TO KNOW: 2ND ANNUAL STEP UP CHALLENGE COMING IN APRIL!

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## STEP UP INTO SUCCESS

**Coming this April—new App. More great fun.**

Take part in our 2nd 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 for Babies App to get the latest updates.

Search for “March for Babies” in your Apple App Store or Google Play Store.



# VIRTUAL FUNDRAISING TIPS

Even when we're apart, we can come together. Raising funds and awareness for March of Dimes may be different this year, but there's still so much that can be done to be part of something BIG. Below are fundraising tips to take your fundraising virtual, while continuing to reach your goals in new and 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 their 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're 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

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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 and Twitter covers
- Fundraising memes
- Instagram stickers
- Web banners
- Ads

## QUESTIONS?

Visit our FAQ at [marchforbabies.org/FAQ](https://marchforbabies.org/FAQ)

