



MARCH FOR BABIES®

Team Captain Toolkit





March for Babies brings people together through events across the country and online while raising critical funds to tackle America's maternal and infant health crisis — one person, one community, and one step at a time.

The U.S. is among the most dangerous developed nations for childbirth. When you participate, you're helping to end preventable maternal and infant health risks, end preterm birth, and close the health equity gap by funding March of Dimes' vital resources such as:

- Providing programs like programs like NICU Family Support®, celebrating 25 years, for families with a baby in the NICU, and promoting healthy pregnancies with Supportive Pregnancy Care®.
- Delivering prenatal care where it's needed most with March of Dimes Mom & Baby Mobile Health Centers®.
- Funding research and innovation to address the most pressing maternal and infant health challenges.
- Educating healthcare professional and families with information such as our Low Dose, Big Benefits™ campaign on how low dose aspirin can reduce the risk of preeclampsia and preterm birth.
- Advocating for legislation that protects all moms, pregnant people, and babies.

At events both in-person and virtual, participants rally to improve health outcomes for every mom and baby. Find an event near you or participate virtually at marchofdimes.org.

Start fundraising

When it comes to giving families the best possible start, we all have the power to help. Here's what you can do:

Step 1: Sign up

Visit marchforbabies.org to log in if you're a returning walker, or sign up if this is your first March for Babies. Then you can customize your profile, find updates and fundraising tools, and even send custom communications to family, friends, and coworkers to help you reach your goal.

Step 2: Set your goal

Set your personal goal based on a number that's meaningful to you, such as a birthday, in memory of someone, or a milestone. Your March of Dimes staff partner can help you set a team goal.

Step 3: Recruit others to join your team

Much more than a walk, March for Babies is a community. We recommend you recruit 10 people that will join your team efforts to protect the health of moms, babies, and families.

Step 4: Have fun!

Join us to improve the health of all moms and babies. Because together, each step forward leads to a healthy future for us all. March for Babies. **Every step counts.**

Sign up today at marchforbabies.org

National partners

Publix

HCA Healthcare



March for Babies

Team Captain

Checklist

- Register at [Marchforbabies.org](https://www.marchforbabies.org)
Create a team or register as an individual.
- Start with a self donation on my March for Babies fundraising page.
- Under **My Page** scroll down to **Edit My Story** and update your reason for participating in March for Babies this year.
- Download the March for Babies app and invite your friends and family to do the same.
- April 28 is Superhero Day. Take pictures of your superhero and share on Facebook and Instagram with #marchforbabies
- Get social! Use #marchforbabies
- Follow along on social @marchofdimes.org



Welcome aboard, team captain!

Get ready to take steps to inspire your team and together raise vital funds to tackle America's maternal and infant health crisis. Whether rallying your team during challenges or celebrating milestones, your energy, dedication, and leadership embody the power we all have to help and make a lasting impact for families everywhere. So have fun and remember—every step counts!

Setting up my March for Babies team

Team details

Team name

Team fundraising goal

Personal fundraising goal

My team members:

1	
2	
3	
4	
5	
6	
7	
8	
9	
1	
0	

Team Captain's notes:



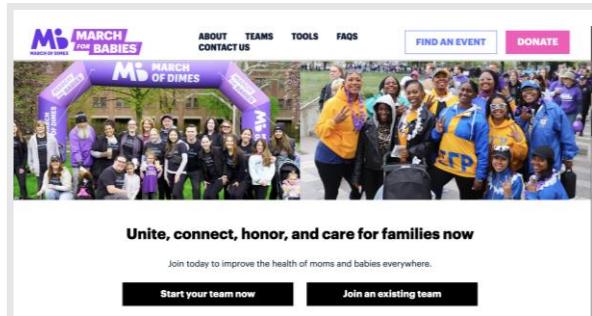
Utilize email templates to reach out to co-workers, family, and friends.

Tips to getting started

1

Join or start a team

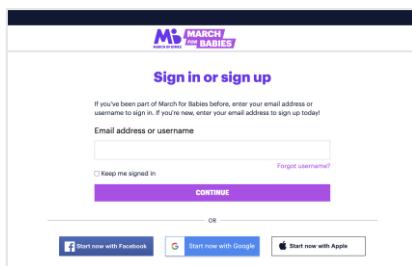
Go to marchforbabies.org and click on the Teams tab in the menu.



2

Sign in or sign up

If you're a **new participant**, enter your email address to get started **or** sign up with your social account and complete the form.



4

Set your goal

Set your team's fundraising goal. If you are a new user, you will always be prompted to answer some general questions about why you are participating in March for Babies.

3

Your event details

Review details of your March for Babies event.

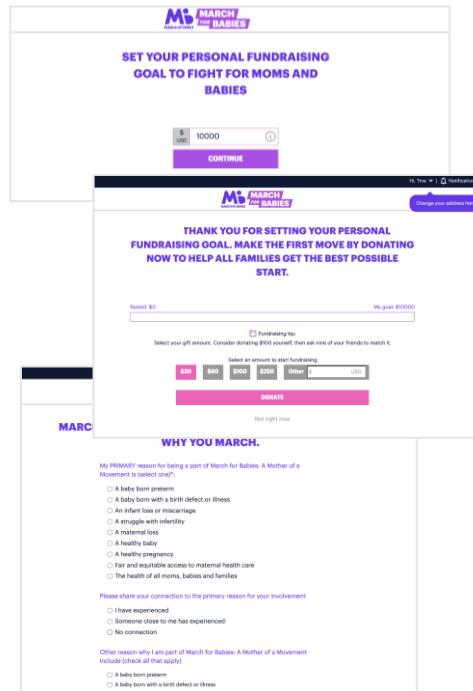


Can't make this event?
You can join the community of **virtual walkers**, and experience all the fun on your own terms without physically attending a specific event.

5

Personalize your dashboard

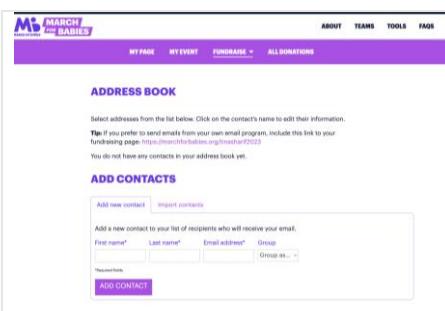
Set up your March for Babies dashboard by customizing your photos, story, and fundraising goal.



6

Connect with your team

Add your contacts to your address book and send your team members emails. Explore tools on how to share on social!



Participant and Team Captain Sample Fundraising Email messages

Email 1	Subject line	<p>Can moms and babies count on your support today?</p>
	<p>Message</p>	<p>I'm reaching out to you today because families need you. The U.S. is one of the most dangerous high-income nation for childbirth. It's unacceptable. But together with your help, we can tackle America's maternal and infant health crisis—one person, one community, and one step at a time.</p> <p>The funds I raise for March of Dimes with March for Babies support research, education, advocacy, and programs and services so moms and babies get the best possible start.</p> <p>Please make a donation to my March for Babies fundraiser today. It's fast, easy and secure from my fundraising page (insert URL) with many options to pay.</p> <p>Thank you for making a difference! (Name)</p>
Email 2	Subject line	<p>Join me in the fight to improve the health of all moms and babies.</p>
	<p>Message</p>	<p>I need your help with a cause that's very important to me. I'm raising money for March for Babies because families in our community and across the country are facing a serious health crisis.</p> <p>In the U.S., two babies die every hour, and one woman dies every 12 hours due to pregnancy and childbirth complications. And our country's preterm birth rate remains unacceptable, with 1 in 10 babies born too soon.</p> <p>Please support my March for Babies fundraising to improve the health of families everywhere today. It's fast, easy, and secure. Donate directly from my fundraising page (insert URL) or via Apple Pay on iPhone.</p> <p>Thanks! (Name)</p>

Participant and Team Captain Sample Fundraising Email messages

Personal story email	Subject line	I've joined March for Babies to help moms and babies, and you can too!
	Message	<p>I'm asking for your help with a cause that's very important and personal to me. (insert personal story)</p> <p>I'm raising money for March for Babies so other families don't have to go through what we went through.</p> <p>When it comes to giving families the best possible start, we all have the power to help. Join me by making a safe and secure donation, right from my fundraising page. (insert URL)</p> <p>Your donation will help March of Dimes support research, education, advocacy, and programs and services so moms and babies get the best possible start</p> <p>Together, we can improve health outcomes for families.</p> <p>Thank you! (Name)</p>

Team Captain: Sample Fundraising Email message

	Subject line	Join me to help moms and babies everywhere.
	Message	<p>I'm proud to say I'm a team captain and raising money for March for Babies. My team (insert name) is fundraising to tackle the maternal and infant health crisis in the U.S., which is one of the most dangerous high-income nation for childbirth, especially for women and babies of color.</p> <p>Together we're taking steps for all families to improve health outcomes for moms and babies in your community and across the country. And every step counts!</p> <p>Please join me by making a donation to team or individual page. (insert URL)</p> <p>Your donation will make a big difference to help March of Dimes support research, education, advocacy, and programs and services so every family gets the best possible start</p> <p>Thanks for your help! (Name)</p>

Tools and resources

Once you register, your personal fundraising dashboard has **Tools and resources** to promote your participation in March for Babies, including:

- Why I March social media tiles
- Fundraising graphics and GIFs
- Loyalty and Recognition program.
 - Earn a point for every dollar you raise and extra points for completing special actions or challenges along the way that help lead to more fundraising. Accumulate points to redeem toward great gear to show your support of March for Babies and the March of Dimes mission. Find out more at marchforbabies.org.



Frequently asked questions

When and where is the March for Babies event?

Visit marchforbabies.org and go to "Find an event" to find a March for Babies event near you.

How do I show that I'm participating?

Share your photos and videos using **#marchforbabies**. Be sure to follow us on Facebook **@marchofdimes**.

How will I find out if there are changes/cancellations/updates with March for Babies experiences?

March of Dimes staff members will notify all registered participants via email and text if there have been any changes in their experience. Additional updates will be posted on Marchforbabies.org on each [experience page](#) (search by zip code).

Am I required to meet my fundraising goal?

No, but we ask that you make your best effort to meet your fundraising goal to help us improve the health of moms and babies.

For more FAQs, please visit marchforbabies.org.

Every step counts. Your donation helps the health of every mom and baby.

\$50,000

Supports existing and further expansion of March of Dimes Mom & Baby Mobile Health Centers® to bring pregnancy and postpartum healthcare to women and children in underserved communities, regardless of ability to pay. Last year, five centers brought care through more than 4,000 patient visits. This program is expanding, with 5 more centers launching soon.

\$25,000

Can fund research to find the causes and preventions of preterm birth at our six Prematurity Research Centers in the US and London to address the multifaceted nature of the US maternal and infant health crisis. Funding can also provide researchers with awards like the March of Dimes Richard B. Johnston, JR., MD Prize, which has had eight recipients go on to win Nobel Prizes.

\$10,000

Can support award-winning consumer education materials in Spanish and English under the It Starts With Mom campaign.

\$5,000

Can increase public awareness and support maternal health efforts through comprehensive, up-to-date maternal and infant health-related data at our PeriStats website for health professionals, researchers, policymakers, the media, and more. Each year PeriStats garners over 800,000 page views and is a trusted resource for perinatal data among maternal infant health professionals.

\$1,000

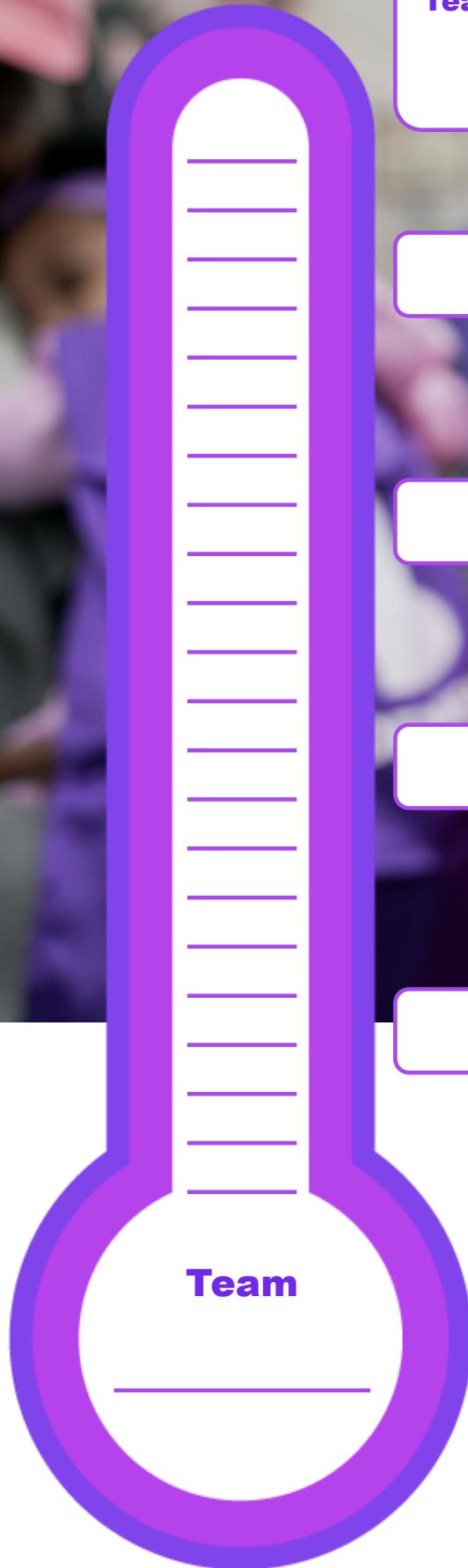
Can provide valuable funding for March of Dimes NICU Family Support®, which serves more than 50,000 families nationwide each year. This vital program provides bedside support, resources, and education to families to help them navigate the NICU experience.

\$500

Provides continuing education for healthcare professionals to advance maternal and infant health outcomes. Through evidence-based trainings spanning prenatal care, postpartum health, and NICU support, we equip healthcare professionals with best practices to improve care for every family. Last year, March of Dimes trained over 40,000 healthcare professionals thanks to our generous supporters.

\$250

Can support advocacy efforts that push for legislation that protects moms and babies, like the reauthorization of the PREEMIE Act to expand research, education, and services to fight preterm birth.



Team goal:



Additional notes and fundraising ideas



Thank you!