

march for babies®

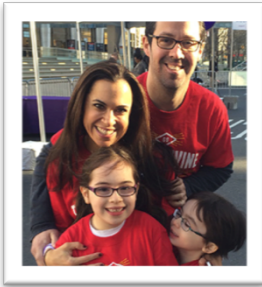
FAMILY TEAM CAPTAIN GUIDE

How to achieve success as a March for Babies® Family Team



marchforbabies.org

Welcome



Chloe Hope and Isabelle Frances were born prematurely on May 31, 2006, at just 26 weeks, weighing just over 1 pound each. Chloe, who was slightly smaller than Isabelle, and a bit weaker, could not take the stress on her body. She died in our arms on June 2, just 2 days after her birth. Isabelle fought for 5 weeks in the NICU. She was on a respirator, had blood transfusions, infections, collapsed lungs and swelling in her brain. Isabelle was so strong and tough, but her body was pushed to its limit. She, too, died in our arms, on July 3, 2006.

In 2007, Josh and I were blessed with another little girl, Olivia Faith, and in 2009 with a baby boy, Julian Ilias. Olivia and Julian are our little miracles, and we tell them about their sisters all the time. Chloe and Isabelle will forever be their guardian angels.

We are dedicated to supporting the March for Babies. This is a very special cause, and it's so important to us, and to countless other expectant parents, that more babies be born healthy. Last year, Team Levine raised more than \$66,000 for the March of Dimes, bringing our 9-year total to more than \$371,000. We hope you will join us this year in our fight to give more and more babies a healthy start.

Paulina, Josh, Olivia & Julian
2016 National Family Team Chair

Your fundraising makes our mission possible.

Get started

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• 5 ways to raise money	
• Online fundraising	

Get started at marchforbabies.org

Team captain plan

Recruit fundraisers and motivate your team

- Take just 10 minutes to come up with a list of potential team members.
- List at least twice as many people as you will need. Think of all your family, friends and co-workers as potential candidates.
- The most successful teams have 10 or more individual fundraisers.
- Ask in person.
- Don't shy away from busy people — they are the greatest achievers!
- Help team members register online and join the team at marchforbabies.org.
- Set your own personal goal at \$1,000 or more and ask team members to start with a goal of \$300 or more.
- Share your story with everyone. Making your campaign personal produces success.
- Make copies of the [5 Ways To Raise Money](#) document at the end of this guide and share them with the team.
- Send weekly updates to keep everyone engaged and informed.
- [Create a team T-shirt](#) and offer a free lunch or other fun incentive to celebrate your team's progress, achievements and milestones.
- Highlight top fundraisers to encourage others to keep going and send updates to let everyone know about the fundraisers who reached or surpassed their goal.
- Don't forget to thank all team members for a job well done! Consider sending thank-you notes with kids' drawings or other personalized element.
- Find resources to help you at every step of the way at marchforbabies.org/familyteams



Join an elite group of fundraisers

Last year, 1,500 teams raised \$2,500, and 3,000 teams raised at least \$1,500 or more. Be ambitious with your team goal to join their ranks!

Get started at marchforbabies.org

Strategies for success

Plan your campaign

- Register your team at marchforbabies.org.
- Aim high by setting a meaningful goal. For returning teams, raise your goals for fundraising and team members to beat your previous best.
- Customize your team page so it's ready for people to sign up.

March for Babies day is a time to celebrate your team's success and honor a baby you love, all while raising money to fight premature birth. The first step is to come up with a list of potential donors to your team.

You can ask in person, through email or letter, or by using the March for Babies online fundraising tool. Keep in mind that it takes an average of three asks to one person to get a donation.

Be sure to add your personal story so that all your potential donors understand why March for Babies is important to you. Here is one way your fundraisers can raise \$300 or more:

\$50 — ask two family members for \$25.

\$25 — ask a local business for a donation of \$25.

\$50 — ask five people you know from a local school or sports team for \$10

\$200 — ask five co-workers to sponsor you for \$20 each and ask your boss for \$100.

\$325 — it all adds up!

More creative ways to raise money:

- Ask other professionals you know for a donation, such as your child's teacher, your doctor, area restaurants, haircutters or place of worship.
- Change your voicemail to announce that you are raising funds for March for Babies.
- Bring lunch to work for a week and donate the savings to your team. Ask friends and co-workers to do the same.
- Hold a themed dinner party for at least 10 of your friends and charge a \$50 entrance fee.

Get started at marchforbabies.org

Tools for fundraisers

The most successful fundraisers use a combination of the five channels below. You can feel proud of the work you're doing by reminding all your supporters that 76 cents of every dollar the March of Dimes receives is spent on programs that help moms and babies.

Useful materials

Download guides, posters and other resources from the team captain toolkit at marchforbabies.org/families. You also will find a team T-shirt order form to purchase customized T-shirts for your team.

- 1 Online**
Join your team at marchforbabies.org and use the online tools to send emails, follow-up messages and thank-yous. Keep track of your donations in real time with the March for Babies app for your iPhone® or Android™ device.
- 2 Social media**
Reach out to your Facebook friends, Twitter followers and LinkedIn connections for support and for help spreading the word. Another smart strategy: thank donors by tagging them publicly on social media. It's the right thing to do, and a great reminder to those who haven't donated yet.
- 3 In person**
Not everyone reads email. You may have more success asking for donations from local merchants and service providers in person! For family teams, get your children involved, too. Most people are happy to donate to kids.
- 4 Letters**
A letter shows you've made an effort and also serves as a physical reminder. Ask for a check donation when reaching out to people who may not be comfortable making an online donation.
- 5 Supporters**
Be sure to include your dry cleaner, dentist, haircutter and auto mechanic, too. These service providers are often glad to support a great cause and help your team achieve its fundraising goal. Think of all the people you do business with and ask them to support your team.

Matching gifts

Many companies will match donations given to the March of Dimes by employees. Check with your donors to see if their company offers matching gifts.

Get started at marchforbabies.org



Thank you!

Get started at marchforbabies.org

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