

A March for Babies Pin-Up Campaign can grab people's attention and motivate them to support the March of Dimes in helping us provide a fighting chance for every baby. It's easy. Just use the March for Babies Pin-Up Cards to get started.

How to Secure March for Babies Pin-Up Campaigns Within Your Community

- Compile a list of all the local businesses you frequent. Use the "Where to find 40 Teams" as a reference
- Perfect your pitch. The more you can share about why you chose to participate in the March for Babies the more likely you'll get a "YES" from your local businesses to support you in your fundraising efforts
- Take your pitch to the streets. Ask your local business if they would be willing to support your March for Babies efforts by participating in a March for Babies Pin-Up Campaign
- Set up a table during high-traffic hours to provide support to that local businesses Pin-Up efforts & help increase their donations
- Donors can either write their own name or honor a friend or loved one
- Have the business hang the March for Babies completed Pin-Up cards on a prominent wall so all their customers can see that they are supporting the community by raising funds and awareness for the March for Babies

Pin-Up Follow-Up

- Be sure to check in on your retailers often to ensure they are selling and hanging the March for Babies Pin-Ups to the best of their ability
- Offer to snap a photo of their March for Babies Pin-Up wall to share on social media
- Do they need more Pin-Up cards? Contact your local March for Babies Staff Partner to place an order if you are running low
- Donations that you collect from your participating Pin-Up Campaigns are to be dropped at your local March of Dimes office and will be credited towards your fundraising efforts



BE CREATIVE! YOU CAN CREATE A MARCH FOR BABIES PIN-UP CAMPAIGN ALMOST ANYWHERE.

- Workplace lobbies, breakrooms and cafeterias
- Local gyms, yoga studios or your child's karate class
- Pediatricians office