

team youth captain guide

Setting up your campaign, recruiting classmates and getting your school involved to help babies!



start your team at marchforbabies.org

march  of dimes®
march for babies®

Your involvement and fundraising makes our mission possible.

Welcome, Team Captains!

We are excited to have you on board! The achievements of the March of Dimes wouldn't be possible without you.

This guide offers many great fundraising tips and ideas for you and your team.

Before jumping in, we want to say thank you. It means a great deal to us that you chose to raise awareness and money for the March of Dimes. Your contributions will help more moms have full-term pregnancies and babies start healthy lives.

We're always on call to help. Contact us at teamyouth@marchofdimes.com with any questions.

table of contents

Getting started	2	How to raise money and awareness all year	10
How a great campaign takes shape	3	Resources	15
Help is here	9		

The mission of the March of Dimes is to improve the health of babies by preventing birth defects, premature birth and infant mortality.

getting started

Being a team captain can feel like a big responsibility, but big doesn't have to be daunting. It might be possible for you to share the job by recruiting other team captains.

Our most successful captains and fundraisers break down the process of building a team and raising money into small steps.

Before you begin:

Write down what the March of Dimes means to you. Practice saying it so you're ready to tell peers and prospective supporters.

Asking for donations can be tricky, so be prepared when approaching others. Elevator speeches are 30- to 60-second overviews that are a great way to inform potential donors about our mission. Include the mission of the March of Dimes, your personal connection to it, statistics and any information that you find important to include.



Example elevator or introduction speech

"I volunteer for the March of Dimes, which helps moms have full-term pregnancies and healthy babies. Nearly 4 million babies were born last year, and the March of Dimes helped each and every one through research, education, vaccines and breakthroughs. The March of Dimes offers programs that focus on healthy pregnancy for women, while also offering comfort and information to families with a premature or very sick newborn in intensive care. Each day, the March of Dimes helps more babies be born healthy."

Anastasia Morrison, Clemson University (South Carolina)

how a great campaign takes shape

Organization and spirit are all it takes to make your March for Babies campaign a success.

1. Organize

- Set up your team page at marchforbabies.org
- Assemble your core team
(complete the sheet on the next page)

2. Recruit

- Get the word out about March for Babies
- Grow the team, ask fundraisers to sign up online

3. Fundraise

- Encourage walkers to utilize online fundraising
- Set individual and team fundraising goals
- Share the team goal and give weekly progress updates

4. Walk

- Bring your energy and excitement to March for Babies day
- Thank everyone who helped make your team a success!



organize

3 months before March for Babies

- Get organized** — Create your team fundraising page, set fundraising goals and recruit fundraisers or team members. Brainstorm events that will spread awareness, build support and raise funds.
- Build your team** — Ask student organizations, family members and friends for their support by joining the team as walkers or helping to fundraise. Ask them to tell their online contacts about your team. Also, reach out to your advisor and school administrators for their support.
- Set goals** — Decide on a team goal and determine how many fundraisers you need to recruit to meet it. An achievable individual goal is \$300.
- Create a team page** — Set up your team fundraising page at marchforbabies.org and have team members register online to set up their own fundraising pages.
- Connect** — Reach more people through your social networks. Ask team members to use Facebook, Twitter, texts and email to support their fundraising.

Potential team members I can recruit:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

People I can email to ask for donations:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

recruit

2 months before March for Babies

Spread the word about your team, your goal and how the March of Dimes makes a difference in your community.

- Organize a kickoff** — Hold a pizza party or bagel breakfast to bring the team together. Start your fundraising by inviting everyone on campus to attend for a \$5 donation.
- Expand your network** — Friends and families have amazing networks. Ask them to help you increase your reach by posting the link to your team's fundraising page in their social spaces, at school and in their offices. Ask everyone on the team to do the same.
- Contact school administrators, teachers and your advisor.** Ask for their support for the team and your fundraising efforts and encourage them to participate.
- Use Facebook, Twitter and school message boards** (with permission) to promote your team, your kickoff and how to get involved.
- Set individual goals for every fundraiser.**
- Plan a list of mini events and dates** to hold them so you can increase your fundraising totals.

Make it a date

Get local merchants involved in the mission. Ask a local bowling alley, skating rink or batting cage if they will dedicate a night to the March of Dimes and donate the proceeds. Then promote the event on Facebook, Twitter, at school and across campus and the community.



fundraise

1 month before March for Babies

Maximize your contacts and those of your team members — keep talking about your team, why the March of Dimes is important to you and let donors know how their help can bring you closer to your fundraising goal.

- ❑ **Encourage donations** — Post how close you are to your goal on Facebook, Twitter and school message boards (with permission). If you are three \$10 donations from the goal, let the world know — these types of benchmarks really work.
- ❑ **Follow up** — Contact people who said they were interested in giving but haven't committed.
- ❑ **Stay motivated** — Send updates every few weeks to celebrate the team's progress and to encourage team members to do even more.
- ❑ **Build team spirit** — Set up a day to make signs and banners that you'll post on March for Babies day.
- ❑ **Note bank days** — Ask your chapter when bank days are held and schedule a time to come by. Ask your chapter how to handle last-minute donations.
- ❑ **Assign a photographer** — Ask a team member to agree to take photos on March for Babies day.



“Show your passion! When you are fundraising, you are essentially selling an idea. To make others believe in it, you have to show that you believe in it yourself.”

*Cole Simmons
Future Business Leaders of America National President*

how to raise \$300

Goals are the key to a successful campaign. It's a great way to motivate team members and give them a target to shoot for or excel beyond! You can even foster a little friendly competition by offering an incentive, like free movie tickets to the first person to hit the \$150 mark.

Goals also help fundraisers come up with a game plan. A good individual goal is \$300 — many pass this number in just a few steps.

How one fundraiser can raise \$300

Start with your own \$25 donation	\$25
Ask four family members for \$25 each	\$100
Receive four \$10 donations after a Facebook post	\$40
Ask five neighbors for \$10 each	\$50
Ask five local businesses for a \$15 donation	\$75
Ask your teacher for \$10	\$10

“Fundraising can be challenging. But it is also very rewarding. Put yourself out there and ask your family, friends, teachers and classmates for support. You’ll be surprised at the support you find, and you’ll inspire those you ask with your determination to support the cause and your community as a member of Team Youth. I am proud to say that all of my friends and family associate me with the March of Dimes because of my continued dedication to the mission.”

Hilary Wright, March of Dimes National Youth Council Chair

Team Youth is a powerhouse

Students across the country raised more than \$2.8 million in 2013 to protect the health of babies.

march!

March for Babies Day

Pack the essentials: a fully charged cell phone, your list of walkers' phone numbers, T-shirts and Band-Aids®.

The night before!

- Check the weather and let team members know if they should pack a raincoat and/or sunscreen.
- Text a reminder about when and where your team will meet at March for Babies.
- Make sure any signs you want to bring are packed and ready to go.

1 to 2 days after March for Babies

- Personally thank everyone who helped, and if you can't do so in person, be sure to say thank you by email. Let everyone who walked or supported the team know how much was raised and how important their efforts were.
- Send handwritten notes to supporters and encourage team members to do the same.
- Give local businesses that supported your team a boost. Thank them in your social spaces and stop by in person.
- Celebrate your success! Post your fundraising total online. Celebrate team members and top fundraisers with a picnic or party.



"I love March for Babies because the energy, enthusiasm and passion that walkers bring is incredible. It's always fun on walk day because it's a huge celebration of all the successful fundraising; it displays the support group that we have as volunteers and people touched by the mission of the March of Dimes; and we get to show our community what we care about."

Morgan Croft, College of St. Scholastica (MN)

help is here

Being a team captain and a student can be a whirlwind. The good news: You've got a ton of support. Call on school teams, club teams and individual students to help make your campaign a success.

These are just a few of the organizations that support the March of Dimes:

- Alpha Phi Alpha Fraternity
- Delta Sigma Theta Sorority
- Family, Career and Community Leaders of America
- Future Business Leaders of America – Phi Beta Lambda
- Gamma Sigma Sigma National Service Sorority
- Jack and Jill of America
- Kiwanis International (Builders Club, Key Club International, Circle K International)
- Phi Beta Sigma Fraternity
- Sigma Gamma Rho Sorority
- Top Ladies of Distinction - Top Teens of America
- Zeta Phi Beta Sorority



We're here to help, too, with everything from event ideas to how to raise money online. Email us at teamyouth@marchofdimes.com.

“Youth are truly blessed to be healthy and to be able to serve others. We have the mission to help those in need, especially babies who are suffering from premature birth (March of Dimes) or maternal and neonatal tetanus (Kiwanis International). We need to set a brighter future for coming generations, and I believe students are fully capable of doing so by being a part of the March of Dimes and Key Club International.”

Eric Yoon, Key Club International Trustee



how to raise money and awareness all year

March for Babies is our biggest event, but why stick with once a year when there are so many other opportunities to help babies?

To help you get an idea of year-round fundraising ideas, we've included mini guides that break down the steps into to-do lists.

Although we've included checklists for specific events, they are flexible to help you organize a variety of campus activities.

Our sample timelines and checklists include guides for planning: School events and change wars

These types of events create opportunities to talk about the March of Dimes and its importance. Plus, many students have found that hosting events are great ways to raise \$100 to \$200 toward your goal.

"When the March of Dimes was started 75 years ago, the mission was to eradicate polio. President Roosevelt asked families to send their dimes to the White House. Children went door to door, collecting one dime at a time, knowing that what they were doing was making a difference. The March of Dimes is still helping young people live healthier lives."

*Donnie Iorio, Phi Beta Lambda National President
University of South Carolina*

how to plan a school event

At least 2 months before the event

- Brainstorm event ideas and consider your target audience — who would you like to see participate in your event?
- Contact the organizer of other events (i.e., spirit week, homecoming, school fair) or the president of a national partner at your school and find out how you can participate (i.e., pie-in-the-face, trivia competition, Bingo, Wii® tournament).

1 month before the event

- Find a supplier for table and chairs.
- Ask friends, families and various organizations to volunteer for your event. Also, assign the duties of the volunteers to ensure your event runs smoothly.
- Price out supplies and figure out what would work best. If it's an event like pie-in-the-face, choose items that won't cause skin reactions for the participants.
- Pick up print materials at your local March of Dimes to have available at your event. Make sure people can read about why the March of Dimes is so important.
- Contact different groups and organizations at your school to encourage participation.

1 week before the event

- Print or make signs for your event, and advertise that the money goes to the March of Dimes. If food has been donated, make sure your sponsors get visible credit.
- Buy clean-up items.
- Calculate how much to charge for items. Be sure to cover your costs — if you paid for food out-of-pocket, charge more than you paid.
- Remind friends and families when and where to show up. Post flyers and notices around school and on your blogs.
- Confirm the number of volunteers.

how to plan a school event

At and after the event

- Make it fun — bring supplies so participants can make signs about why they support the March of Dimes.
- Take pictures and videos, and share them with sponsors and the people who participated.
- Invite students and faculty who participated to join your March for Babies team. Thank everyone!
- Let us know about your event by posting on our Facebook page or emailing the story and photos to teamyouth@marchofdimes.com.



how to plan for change wars

Change wars feature competing teams that work to collect the most “points” based on money put into containers. All coins count for positive point values, and any dollar bills placed in the container represent negative point values. So put coins in your own team’s container and bills in your opponents’ containers!

2 months before the event

- Get a principal’s or administrator’s permission to hold a coin-collection fundraising event. Set a fundraising goal.
- Decide if you want this to be grade vs. grade or class year vs. class year. Then contact teachers about a competition to raise the most.

1 month before the event

- Set up a weekly information table (with permission) about the March of Dimes and talk to students and teachers about why you support us.
- Post signs about change wars at your table and have a jar ready to collect donations.
- Talk to participating classes about the event, when it will happen and why raising money is important to you and the community.

1 week before the event

- Post flyers in classrooms and use the morning announcements to remind students when they can start bringing in spare change. Be sure to note that the money goes to the March of Dimes.
- Ask teachers how the money will be stored.

During change wars

- Give weekly updates on how much has been raised, how much is needed to reach your goal and who is in the lead.

After change wars

- Thank everyone for his or her help. Post thank-you notes and flyers and thank teachers for their encouragement.

more fundraising ideas

Bowling for Babies — Encourage friends and family to register teams to participate in a fun night out bowling! Work with local businesses to get an alley donated and charge an entry fee for teams to participate!

Set up a **trivia night** — Organize a fun night with food and board games, with a \$5.00 admission.

Sponsor **study snacks** — Set up a table during exam time and sell bags of trail mix, nuts and candy to keep students alert.

Have a mini **Super Bowl**® — You also can organize a massive game of tag, ultimate Frisbee® or a “quidditch” match at your school or local park. Recruit players and raise money by selling food and admission tickets.

Make a **birthday wish** — Have friends and family make donations to the March of Dimes instead of giving you gifts. Use Facebook and other social media to encourage these donations. And remember, it’s always good to give your friends a shout out when they help!

Go **Project Runway**® — Organize a fashion show that features clothing from local stores. It’s a great way for stores to showcase their clothes. Prom and formal wear are naturals. Hold your event in a central location and use the admission fee to raise money for the March of Dimes.

Cutout campaign — Pick up cutouts at your local March of Dimes office and have an in-school competition to see which grade can raise more money selling them. Post sold cutouts in a central part of the school so classmates can feel good about the difference they are making in their community.

Brainstorm more fundraising ideas with your team:

- What types of events are successful at your school?
- Is your campus large or small? Make sure to plan your events accordingly!
- Find a co-sponsor! What other businesses or student organizations might be interested in helping your cause?
- Check your calendar! Try not to schedule events on days when a lot of other activities are going on!

resources

Find these and more information and motivational tools at marchforbabies.org.

Quick guide to online fundraising

How to set up your team page and use the online fundraising tool

Team goal poster

Put it up and share your progress with the team

Fundraising badges

Team members can add these personalized fundraising badges to their emails and blogs.

Animated e-cards

A fun way you and team members can reach out to donors

Printable badges

Add your team URL to these postcards and give them to potential donors

Walker poster

Help each team member display their support and ask for donations

How your support helps poster

Show how the funds you raise contribute to stronger, healthier babies

Logos

Use the official March for Babies® logo anywhere you're promoting the event



social media

Engage your friends and family on Facebook and Twitter:

Facebook Post: Too many babies are born too soon or very sick. I want to do something about this. That's why I'm raising money and walking in March for Babies! I can't do it without you. You can help by making a donation to my walk. *(add link to your fundraising page)*

Twitter Post: I'm walking in March for Babies! I can't do it without you!
(add link to your fundraising page)

Facebook®

Like us at facebook.com/MarchofDimesYouth and get in on the conversation.

Twitter®

Follow @teamyouth on Twitter for updates and the latest tools.

Mobile App

Manage your campaign from your iPhone®, iPad®, or Android device.

YouTube®

Find helpful resources and inspiring videos to help lead your team.

March for Babies Blog

Find out the latest goings on in the March for Babies blog.

Facebook App

Link your Facebook and March for Babies accounts to access sharing tools

LinkedIn®

Share your support of March for Babies with your network.

Pinterest®

Stay updated on the latest trends in being a March of Dimes volunteer.

Share Your Story®

An online community for NICU families to participate in discussions or just make friends.