



A MOTHER OF A MOVEMENT

TEAM CAPTAIN
TOOLKIT

2022

TODAY WE NEED YOUR HELP
MORE THAN EVER!

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



MARCH FOR BABIES: A MOTHER OF A MOVEMENT

It is more than a march, it's a brand new experience. It's America's larger call to action to ensure that all families get the healthy start they deserve! It's no small feat – it's **A MOTHER OF A MOVEMENT!** Be a part of the movement no matter where you live—in person, virtually or both.

- **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 help March of Dimes continue research, programs, support and advocacy so families get the best possible start.

Mask Up and March where you are at the March for Babies Experience
Together, let's be a part of something big.



SET YOUR TEAM UP TO GIVE EVERY FAMILY A FAIR SHOT

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

- **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.
- **Update your personal story**, so you can share why you participate in March for Babies. A personal story with a photo or video will show others your conviction and will prompt them to join, spread the word and support our cause.
- **Use the March of Dimes: Charity Cloud app to make fundraising easier and join the Step Up Challenge.** Simply search for "March of Dimes: Charity Cloud" in the Apple store or Google Play Store to download and you are on your way!

WORK WITH YOU TEAM MEMBERS AND MAKE A LIST OF WHOM THEY SHOULD ASK FOR SUPPORT

- Who cannot 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 have reached your team goal!
- Have them ask 10 friends for \$25 each - and they reached their goal!



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MARCH FOR BABIES CHECKLIST

- ❑ REGISTER AT [Marchforbabies.org/event/milwaukee](https://marchforbabies.org/event/milwaukee) Create a team or register as an individual. Once you register, be sure to check out your digital resources hub.
- ❑ DOWNLOAD the **March of Dimes: Charity Cloud** app & invite your friends and family to do the same.
- ❑ INVOLVE your family and friends. See ideas on the TEAMS PAGE on [Marchforbabies.org](https://marchforbabies.org)
- ❑ FOLLOW along on **Facebook @marchofdimeswi** to stay in the loop.
- ❑ April 28 is Superhero Day. Take pictures of your superhero and share on Facebook and Instagram with **#marchforbabies**
- ❑ Go social! **use #marchforbabies**



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.



GO MOBILE! LOTS OF DIGITAL TOOLS TO HELP

Be sure to download the **March of Dimes: Charity Cloud** app to get the latest updates and join the Step Up Challenge. Search for "March of Dimes: Charity Cloud" in your Apple App Store or Google Play store. 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 Facebook. From there you can easily share your fundraiser with your followers!.

INVITE YOUR 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!



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THINGS TO KNOW - ANNUAL STEP UP CHALLENGE

STEP UP INTO SUCCESS

Take part in our annual National Step Up Challenge!

- Invite your teammates and fellow companies to challenge each other in a physical activity competition.
- Details coming in March!

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FUNDRAISING TIPS!

Below are fundraising tips to help reach your goals in 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 his/her 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 are 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!

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TOOLS AND RESOURCES

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 & Twitter Covers
 - Fundraising Memes
 - Instagram Stickers
 - Web Banners
 - Ad



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FREQUENTLY ASKED QUESTIONS

- **WHEN AND WHERE IS THE MARCH FOR BABIES EXPERIENCE?**

- ☐ In Wisconsin there will be one in person event at the Wisconsin State Fair Grounds on June 11, 2022
- ☐ Visit your [Marchforbabies.org/event/milwaukee](https://marchforbabies.org/event/milwaukee) for details.
- ☐ Visit [Marchforbabies.org](https://marchforbabies.org) for other events and opportunities

- **HOW DO I SHOW THAT I'M PARTICIPATING?**

- ☐ Share your photos and videos using the hashtag [#marchforbabies](#). Be sure to follow us on Facebook [@marchofdimes](#).

- **HOW DO I PARTICIPATE IN THE ANNUAL STEP UP CHALLENGE?**

- ☐ The Step Up Challenge is available through the [March of Dimes: Charity Cloud](#) app. You can download the free app by searching "March of Dimes: Charity Cloud" in your Apple App Store or Google Play store.

- **WHERE SHOULD I SEND DONATIONS?**

- ☐ Please donate online at [Marchforbabies.org](https://marchforbabies.org) If you are unable to donate online, you can mail your donation to
 - March of Dimes
PO Box 3153
Harlan, IA 51593 -0344

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Kids deserve the best.

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