



all about family team sponsorships– a tip sheet

Have you ever wondered how some Family Teams raise more money for the March of Dimes? They utilize many fundraising opportunities like matching gifts, restaurant give back nights, home-based parties, blue jeans days at work, and bake sales. These top teams also ask for Family Team Sponsorships.

How does it work? Follow these tips to learn how!

*Make a list of all of the businesses that you and your family frequent and do business with. See sidebar for ideas.

*Decide how you want to reach out to them to ask for a donation? A personal visit, a letter campaign, or a phone call? We have samples of letters or emails you can personalize and send!

*Provide the sponsorship sheet to them, and educate them that this is a 100% tax-deductible gift to the March of Dimes.

*Follow up with the businesses if you emailed or sent a letter to them to see if they have any questions.

*They can mail the paperwork and payment to the March of Dimes office, and the amount is deposited into your team total!

*If they do sponsor your team, the business or company will receive signage the day of the walk, and tax letters are mailed out to them. Consider sending them your own personal thank you or team photo!

*If they say no, think about what else they could do to help you out– donate a product or service that you could raffle to your walkers or give as an incentive, would they do a blue jeans day for their employees or cutout campaign for you? Or better yet, would they join your team as a walker and raise funds too?

Check out the back for more stories from team captains that make family team sponsorships work for their team!

Who can I ask? Anyone!

Employer
Doctor or Pediatrician
Dentist or Orthodontist
Home health provider
Car Dealership
OB–GYN office
CPA
Preschool or Daycare
Vet
Gym or Fitness Club
Lawn Care Service
Favorite Restaurant
Hair Stylist
Insurance Agent
Bank or Credit Union
Daycare
Dance Studio
Chiropractor
Physical Therapist

For more information on March for Babies, contact:

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Examples from teams across the nation

Team Nolan \$5,831



We made up a packet of info that included our story, letter, picture of Nolan, and the sponsorship form. We hand-delivered them to the potential sponsor, or mailed if they were too far away. We also posted on our FB page about sponsorships and got a couple from there. We also sent a mass email out to our friends asking if any of them had a business that would like to be a family team sponsor for Team Nolan.

One thing that we always do is write a thank you after the walk and include a picture of their sponsorship sign. I think this is super important!!! We also put all of our sponsors on the back of our t-shirts and if they donate \$250 or over they get their logo. If they donate less we list their business name. Every sponsor gets a free t-shirt from our family.

We wrote a one page letter describing how we became involved with March of Dimes, and about our daughter Tegan's stay in the NICU. In the letter we talk about what the sponsorship gets them (tax-deductible, 18x24 sign along the walk and their business name on the back of our Team Tegan Lynn t-shirts.) We also provide them information about what the March of Dimes does, if they request it. Tegan and I hand pick about 10 letters that we hand deliver to local businesses. After the walk we send out thank you notes to each sponsor. There are a few that Tegan and I hand deliver. It is fun to see her hand them to the business owners and thank them for their donation to her team.

We also contact the local school district, the local banks and the local hospital to ask them to participate in a Blue Jean Day for Babies. We did this for the first time in 2013 and had great participation! We also look for opportunities to present our story to groups that might make a donation, such as Rotary or Kiwanis groups. You just never know who might give a donation!



"To the Max" \$12,224

My best advice in fundraising is to be persistent without being a pest. I approached everyone I knew, especially those who I know I had helped out with their causes, even if it was buying girl scout cookies, or donating to other walks and non-profits. Don't be afraid to ask for \$10, or \$500. You'll know who can afford to give more without being insensitive. Hosting fun events gives a chance to have people get something for helping your team. We also did team t-shirts, and those were fun. We typed up a flier with our story, and some important statistics about what their money could do to help. I made sure to carry these fliers with me wherever I went— you never know when you might find yourself somewhere that you can make an ask! All of these things in combination led our team to a very successful March for Babies campaign for our first year!



~Team Tegan Lynn \$9,808

We usually start by typing up a flier with our story. We also use a NICU and current picture of our kids. Then we stop by familiar businesses (friends, family, etc.) and ask in person. I also send an email out reminding people we are taking pledges for the walk with our link, and then we also note in the mass email that we are looking for business sponsors for a tax-deductible donation. It also doesn't hurt to bring your child with you when you go into businesses to ask for sponsorships. We also list them on our team t-shirts, and send them thank you notes after the walk.

~Team Schumacher \$4,558

