



Goal setting is an important component for your team's success. Below are some tips and tricks that have been proven to help teams reach their goal.

Team name: _____ **Team goal:** _____

Have you:

- ☐ Customized your marchforbabies.org team URL ☐ Customized your personal fundraising page
☐ Connected to Facebook Fundraiser ☐ Donated to yourself

Teams that have completed these steps are more likely to raise at least \$500



Team Captain Information:

Team Captain's Employer: _____ Company does matching gifts ☐

Spouse/Partner's Employer: _____ Company does matching gifts ☐

Matching gifts are a simple and easy way help you meet your fundraising goal



Build your team:

Try to recruit 9 teammates. These can be friends, family, or co-workers. Ask each person who joins your team to commit to raising \$100 on their personal fundraising page (every individual who raises \$100 will receive a 2019 March for Babies t-shirt).

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



Online Fundraising Tips & Tricks:

- * Ask for donations in amounts that reflect your story (ex. \$28 if born at 28 weeks, \$84 for days spent in NICU, miles to NICU from your house, etc.).
- * Share your story on social media. Be sure to give each donor a shout out (you can share your link again while thanking a donor).
- * Take advantage of special days such as the anniversary of your child's due date or the anniversary of them coming home and ask for donations. Instead of birthday gifts, you can also ask your friends/family to donate to your March for Babies page.



Team Sponsorship Opportunities:

Businesses love supporting their customers! Reach out to places where you, your partner, friends and family work and consider asking them for a donation of \$100, \$250, or \$500 in return for you putting their company's name and logo on your team t-shirt. You can always ask places that you frequently visit like restaurants, hair salons, etc.

Need some help getting started? Below is a list of companies who have sponsored teams in the past.

- ◆ Employer (parents and grandparents)
- ◆ Doctor, Pediatrician, or OB-GYN
- ◆ Dentist or Orthodontist
- ◆ Home health provider
- ◆ CPA
- ◆ Preschool or Daycare
- ◆ Veterinarian
- ◆ Gym or Fitness Club
- ◆ Favorite Restaurant
- ◆ Hair Stylist
- ◆ Insurance Agent
- ◆ Bank or Credit Union
- ◆ Physical Therapist or Therapy Center
- ◆ Car Dealership



Give Back Events:

Another fun way to fundraise is to reach out to a local retailer (restaurant, boutique, etc.) and ask the manager if they will do a give back event with a portion of their proceeds benefitting your team. Give Back Events are usually 2-4 hours on a weekday where 10-20% of the retailer's proceeds benefit your team. Great for family or group gatherings!