



## 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 2014 Top Pensacola Family Teams!

- Team Baldwin - \$6,286
- Mighty Moodys - \$2,820
- Mini Miracles - \$1,531
- Rutherford Twin Boys - \$905
- Braden and Crew - \$615

### 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

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### For more information on March for Babies, contact:

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