

Find an event
near you!

April 11:

Iowa City

April 25:

Cedar Valley

Dubuque

Quad Cities

Sioux City

April 26:

Cedar Rapids

May 9:

Des Moines

Inside:

Mission Boards	2
Managing Your Family Team	2
Social Networking	2
Goal Setting	3
Family Team T- Shirts	3
Other Fundraising	3
Contact Us	4



Family Team Captain Kit

March for Babies 2015



From Polio To Prematurity

It was his personal experience with polio that inspired President Franklin Roosevelt to found the March of Dimes in 1938 to defeat the crippling disease. Success came in the form of a vaccine, and there has not been a single outbreak of polio in our country in more than 30 years.

For the March of Dimes, the polio vaccine was only the beginning. In the decades to follow, we helped to stamp out rubella, pushed for regionalized newborn intensive care, funded the development of surfactant therapy and other lifesaving treatments, promoted folic acid to prevent neural tube defects and brought newborn screening to every baby.

From schoolchildren to scientists, from presidents to parent, from celebrities to citizens, everyone has made a difference. Your support today helps us continue cutting-edge research to determine the causes of birth defects and premature birth.

Let's work together for stronger, healthier babies!

**Welcome to March for Babies,
our largest and oldest
fundraising event!**

Looking for a special gift?



M.C. Ginsberg
March of
Dimes Pendant

One of a kind, EXCLUSIVE, Sterling silver, hand pierced pendant, matte and high polish finish with 16" sterling silver cable chain.

Cost: \$75 (includes tax) and 100% of profits go to the March of Dimes.

Contact MC Ginsberg Jewelers at (319)351-1700 to get yours today!

I'm a Team Captain! Now what?

First off, congratulations!

*Add pictures and personalize your team page, as well as your individual page.

*Make a donation to your own page first- then ask others to match it!

*Set your team goal, and your personal goal. Post it in the toolbar.

*Open up your email address book, and send your link to everyone you know! Ask them to join you on your team, or to make a donation. Share your reasons for participating.

*Use old-fashioned mail to get the word out!

*Post your Online Fundraising Link on your email signature, and your Facebook page.

*Help your team set their personal goals.

*Recruit and Follow up!



**Congratulations to the
2014 Iowa Top 10 Family
Teams!**

1. **Team Elliott \$46,127**
(Dubuque)
2. **Team Kamps^3**
\$26,951 (Des Moines)
3. **Team 138 \$25,327**
(Des Moines)
4. **K. Blue \$24,519**
(Cedar Rapids)
5. **Team Bodie Boys**
\$15,761 (Sioux City)
6. **Miracle Monsters \$13,336**
(Des Moines)
7. **Makenna \$10,926**
(Quad Cities)
8. **Team Kenyon \$10,648**
(Iowa City)
9. **Team Tegan Lynn \$10,278**
(Sioux City)
10. **Team Robbins \$9,933**
(Dubuque)

Mission Boards

Our Family Team Mission Boards are designed to celebrate ALL families- those with healthy babies, as well as those affected by the March of Dimes Mission- with a baby born prematurely, with a birth defect, or to honor a child lost.

These boards will be displayed in All-Star Avenue or the Avenue of Angels to celebrate our families, honor our children, and to remind walkers how much work there is to do!

***WATCH for more specific details coming in the newsletters!**

Your Mission Board could include:

- *child or children's name
- *Weeks gestation or weeks born early (i.e.: 30 weeks or 10 weeks early)
- *weight and length
- *days in the NICU
- *any complications or surgeries
- *passing date (if applicable)
- *a "then" and "now" picture
- *handprints or footprints
- *a special message to walkers or meaningful poem

Avenue of Angels



All-Star Avenue



Managing Your Family Team

As the Team Captain, you are responsible for managing your Family Team. What does this mean? It may include things like:

*Helping your team members get registered for your event, and answer questions about setting up their OFT (online fundraising tool).

*Setting goals for each walker, and a team goal, while helping to provide support and encouragement.

*Collecting donations from your team members to turn in at Bank Day- and picking up and distributing any incentives that they may have earned.

*Doing your best to have EACH team member be a PAID walker- having each member either solicit donations, or make their own personal contribution. This helps give accurate numbers in planning for food, goody bags, and showing sponsors our great turnouts!

*Organizing and ordering your own Family Team T-shirts, if you choose to have one. Plan plenty of time to order them!

*Sharing essential details with your walkers- information on where to park, where to meet, and what to wear!

*Making sure you send out thank you notes and pictures to your team members and for donations after March for Babies is concluded.

Utilizing Social Networking

Don't forget about the power of Facebook and Twitter in soliciting donations and team members! Log onto www.marchforbabies.org to download badges, facebook applications, or sample email messages.

Also, check out the [March of Dimes- Iowa Chapter](#) Page on Facebook- a great way to stay in touch with fundraisers, volunteer opportunities, and March for Babies updates. Looking for March for Babies videos? Check out YouTube!



Technology Driving You Crazy?

*Having trouble loading your Facebook badge or banner?

*Can't access or edit your team page?

*Not able to send out your link?



Email the help desk at:
OFT-HELP@marchofdimes.com

Or, call toll-free
(1-888-274-3711)
between 8AM
and 8PM , M-F,
EST

Be your BEST for Babies!

All Family Teams participate for many different reasons. While we may vary in size, and have different personal reasons for walking, there is a common bond- the hope that one day every baby will be born healthy!

Set an obtainable and meaningful goal for your team that reflects special meaning. **Make your goal realistic, and don't be afraid to extend your goal if you get close!** You can set goals for the number of walkers, or the amount that you want to raise as a team. Share your goal with your team members, and help them reach their own goals too!

Consider:

*Recruiting the number of walkers to match the number of days a baby was in the NICU

*Setting a dollar goal to represent baby's birth weight (\$2,000 for 2 lbs)

*Setting a dollar goal around child's birthday (\$925 for Sept. 25th)

*Setting a goal to represent the number of days, hours, or minutes that your baby lived

*Setting a goal to represent a healthy birth (9 walkers for 9 months!)

Don't forget online fundraising!

Create your own personal page and encourage your team walkers to do the same.

Matching Funds!

Some companies also offer matching funds- check that out!

Recruiting Walkers!

Try to have each of your team members set a goal of raising \$200 and earning a t-shirt. Get 5 walkers, and you are at \$1000-way to go!!

Who's on your list?

When you brainstorm a list of family, friends, and contacts to send your team link, email, or fundraising letter to- remember, it doesn't hurt to ASK everyone!

Employer
Clients
Aunts & Uncles
College Friends
Co-Workers
Doctor & Dentist
Hair Stylist
Insurance Agent
Parents
Cousins
Former Teachers
Grandparents
Siblings
CPA
Neighbors
Facebook Friends
Preschool
Daycare

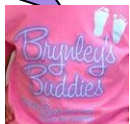
Many family teams decide to have matching shirts designed to wear the day of their March for Babies event. You could contact local a business, or work with EAGraphics, a National March of Dimes Supplier. They have templates that you can customize, or choose to personalize the National Family Team T-Shirts.

Family Team T-Shirts



No matter which shirt you choose, allow plenty of TIME!

2014 Shirts!



National Family Team T-shirts can be personalized for a small fee. Contact EAGraphics at 1-800-343-6983 for more details. Visit: www.eagraphics.com/march_of_dimes for pictures and order forms.

Other Fundraising Ideas

Get creative! Don't forget there are many other things that you can do to help boost your Team's Fundraising Total!

- *Host a cookout, hold a chili cook-off, or sell donated pizza by the slice over your lunch hour
- *Host your own auction full of donated gift certificates and unique gift items
- *Host a Blue Jeans for Babies Day at your work
- *Bake Sale for Babies
- *Host a Poker, Bunco, Rummy, Monopoly, or Go-Fish night with your neighbors. \$5.00 buy in!
- *Want to sell Cookie Dough? Contact your local office for more details!
- *Wait tables at a local restaurant or bar and donate all your tips to your team
- *March (for Babies) Madness- Sell tourney brackets and get donated prizes
- *Host a can and bottle drive!
- *Host a Dinner/Cocktail/Wine and Cheese Party!
- *Change-purse clean out
- *Contact an Independent Consultant and host a party



Counting Dimes: Basil O'Connor (President, National Foundation for Infantile Paralysis) and President FDR, counting dimes at the White House. C 1938

Meet your Family Team Specialist

Stacey Regennitter

Iowa State Chapter

425 2nd St. SE #605

Cedar Rapids, IA 52401

T 800.456.9115 or T 319.693.2780

sregennitter@marchofdimes.com

Have a question? I'm here to help!

If you need some guidance with setting team goals, suggestions on recruiting walkers, advice on selling Family Team Sponsorships, or if you are wanting to get more involved—please let me know!

I'm glad to answer questions (no question is too silly!) and help out in any way that I can. I want each Family Team to reach their goals, and to feel passionate about participating in their March for Babies event. Together, we are walking toward a day when every baby is born healthy!

*In 2004, after the premature arrival of my children, our family and friends signed up for our local March for Babies event—three weeks before the walk. That year with our Family Team 4 Miracles, we raised almost \$2000 with 11 walkers, and made a lifetime of memories. Since then, March for Babies has been a tradition for us—in honor and celebration of our journey, and in hope for the future. In 2014, we celebrated our TENTH year walking, and look forward to another ten years. We are looking ahead to 2015, and walking beside each of you to help give **ALL** babies a healthy start. -Stacey*



Team 4 Miracles 2014