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fundraising ideas from circle of champion



March for Babies brings together thousands of Central Florida citizens to help babies. One of those participants is Kayla Lingo, who raised an impressive \$6,800 during the 2014 campaign which not only made her the top youth walker in Central Florida, she was also the top youth walker in all of Florida! That is quite an accomplishment for anyone, and this is certainly an accomplishment for 12 year old Kayla.

Kayla has been a committed March for Babies volunteer since 2009. At an early age, Kayla learned that the March of Dimes helped save her brother and her cousin's life. It was through

March of Dimes research that the cause of Spina Bifida was discovered which is what her cousin was born with.

Kayla is determined to make a difference in the world one day at a time by raising money and awareness for the March of Dimes. This year alone, she has spent nearly 100 hours volunteering for the March of Dimes and has raised more than \$1,500. With a little less than 2 months left until the walk, she is determined to exceed her \$7,000 personal fundraising goal.

Our best fundraising advice is to get started with the Team Leader Guide, available on marchofdimes.org, which has tons of great information for team success. But when it comes to raising money, online fundraising is hands-down the best approach. It's so easy, and we are able to raise 3 times more than when we ask in person or collect cash or check donations.

It's so important to personalize your page including your personal story and photos. People will want to give to you when they learn why you are walking. You'll be surprised to see how many people respond. There's also mobile apps, banners, and eCards all available to use, right from your personal dashboard. It couldn't be easier to exceed your goal!

Don't forget to use social media. Post photos and videos and let people know why you are participating in March for Babies and ask them to donate to your campaign or to join your team. Be sure to follow the March of Dimes on Facebook and Instagram at @marchofdimesflorida and on Twitter at @marchofdimesfl too!

These are just a few ideas, but if you need more give Darren Bungo a call at 321-274-8684 or email him at DBungo@marchofdimes.org for great tips.

Join Kayla at March for Babies for the 3 mile walk on Saturday, April 25 at Lake Eola in Downtown Orlando. It's going to be a great day for stronger, healthier babies!

Visit us!

marchofdimes.org/florida

Join us!

marchforbabies.org/event/NAME

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don't rush your baby's birth day



Experts have learned that scheduling births a little early can cause problems. If possible, it's best to stay pregnant for at least 39 weeks. If your pregnancy is healthy, wait for labor to begin on its own.

Important brain development happens during the last weeks of pregnancy. A baby's brain at 35 weeks weighs only two-thirds of what it will weigh at 39 to 40 weeks.

Babies born after 39 weeks have fewer health problems than babies born early. They also will have an easier time feeding and staying warm.

Be informed and ask questions. If your provider talks to you about inducing labor or having a cesarean section, ask them if there's a problem with your health or the health of your baby.

If your labor is induced, chances for needing a c-section double. Sometimes induction is needed for medical reasons. If your pregnancy is healthy, it's best to wait for labor to begin on its own.

March of Dimes has a campaigning to address this issue. Support materials can be found on our website at marchofdimes.org/39weeks, where you can download our infographic, view our public service announcement, and access a week-by-week glance to track what's happening to you and your baby during pregnancy.

volunteers hit the hill to advocate for stronger, healthier babies



Honoring 50 years of newborn screening in Florida, 50 volunteers recently meet with legislators and their staff in Tallahassee for Advocacy Day to ask them to support stronger, healthier babies.

Newborn screening is also known as the heel-stick test. It helps detect very rare but treatable genetic and metabolic disorders in newborns. Florida screens for all 32 March of Dimes recommended disorders and when detected and treated in time, newborn screening can save the lives of babies usually with something as simple as a change in their diet. More than 700 babies in Florida are detected every year with one of these disorders.

In the past 15 years more than 7,500 babies lives have been saved through this screening program. The estimated savings from detecting and treating those children in health care costs to Florida families, businesses and Medicaid is over \$48 billion. This year, Governor Scott has proposed an additional \$600,000 in the budget to help fund the three newborn screening follow up and treatment facilities in the state.

"March of Dimes Advocacy Day was overwhelmingly successful. Passionate volunteers swarmed the Capitol and created a buzz for babies that legislators couldn't ignore." said March of Dimes Florida Chapter Advocacy and Governmental Affairs Chair Leslie Dughi.

If you are interested in participating in future Advocacy Days or hearing about legislation that affects the health of women and babies, sign up for our Advocacy Network at marchofdimes.org/florida.

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**March of Dimes
Central Florida Division
555 Winderley Place, Suite 105
Maitland, FL 32751
407-599-5077**



meet Connor

2015 march for babies central florida ambassador

Holly and Eric were so excited to become parents. At 23 weeks, Holly was admitted into the hospital for high blood pressure. She delivered Connor at only 24 weeks and 14 oz., less than one pound.

Connor spent 6 months in the newborn intensive care unit (NICU) in the hospital before going home for the first time. Today, Connor is a very happy 20 month-old who loves to cruise around the house, snuggle, laugh, and play with his toys.

The family is serving as the 2015 Central Florida March for Babies Ambassador Family to raise awareness about the March of Dimes. Last year, the Sorensen's started their March for Babies team, Connor's Courage, to honor all babies born too soon.

The Sorensen family thanks you for fundraising for March for Babies so that the March of Dimes can fund research and programs for stronger, healthier babies.

your reward for helping babies



Set your goal with these fundraising levels in mind. These gifts are our way to say thank you for your efforts.

Registered March for Babies participants who raise \$1,000 or more earn membership in the March for Babies Circle of Champions.

Raise	Receive
\$200	March for Babies T-shirt
\$350	\$15 gift card* and T-shirt
\$500	\$25 gift card* and T-shirt
\$1,000	\$50 gift card*, T-shirt, and Circle of Champions button and decal
\$2,500	\$125 gift card*, T-shirt, Circle of Champions button and decal, and listing on marchforbabies.org.
\$5,000	\$250 gift card*, T-shirt, Circle of Champions button and decal, listing on marchforbabies.org, and a letter from March of Dimes President Dr. Jennifer Howse.
\$10,000	\$500 gift card*, T-shirt, Circle of Champions button and decal, listing on marchforbabies.org, letter from Dr. Howse, and a signed print from photographer Anne Geddes.
\$20,000	\$600 gift card*, T-shirt, Circle of Champions button and decal, listing on marchforbabies.org, letter from Dr. Howse, and a signed print from Anne Geddes, and a 2015 March of Dimes Commemorative Coin.

* Choice of Kmart or Macy's Gift Card