



FUNDRAISING GUIDE



**A MOTHER OF
A MOVEMENT**



**MASK UP AND MARCH WHERE YOU ARE ON MAY 15, 2021.
TOGETHER LET'S BE A PART OF SOMETHING BIG**

SHARE YOUR STORY WHEN YOU SET UP YOUR GOAL

SET MEANINGFUL TEAM AND INDIVIDUAL FUNDRAISING GOALS

We recommend \$2,500 for Teams and \$250 for individuals. If you delivered in room #1312, you can set your personal fundraising goal at \$1,312. If you delivered 39 days prematurely, you can ask for donations of \$39 in honor of your preemie. **Create a custom goal that speaks to your family's journey.**

WITH YOUR DONATION WE CAN...

With a \$2,500 donation we can help 10 women access quality prenatal care and with a \$250 donation we can fund over 3 hours of innovative prematurity research. You can look at our [donation equivalencies](#) to help you make a meaningful goal.

TAKE THESE THREE STEPS TO TRIPLE YOUR IMPACT

- 1. Start with your own donation to your page!** Lead by example. People are more likely to donate to you if you made a donation first.
- 2. Update your personal story,** so you can share why you participate in March for Babies. A personal story with a photo or video will show others your conviction and will prompt them to join, spread the word and support our cause.
- 3. Use the March for Babies mobile app to make fundraising easier.** Search for "March for Babies" in the Apple store or Google Play Store to download.

WORK WITH YOUR TEAM MEMBERS TO MAKE A LIST OF WHOM THEY SHOULD ASK FOR SUPPORT

Who can they ask that will support their fundraising campaign? Co-workers, family members, those who are impacted by our mission, someone from church, etc.

CREATE A FACEBOOK FUNDRAISER

Sign in to your personal fundraising page. There you will find a "Create Facebook Fundraiser" tool – just follow the prompts and your March for Babies page will be connected to Facebook. From there you can easily share your fundraiser with your followers! **People who connect their fundraising to Facebook raise more!** You can [watch this video](#) with step by step instructions on how to set up your fundraiser.



MARCH FOR BABIES CHECKLIST

✓ PRE-MARCH FOR BABIES EXPERIENCE

- ❑ **REGISTER AT** www.marchforbabies.org/event/sandiego. Create a team or register as an individual. Once you register, be sure to check out your digital resources hub. Don't hesitate to [email Jes Wade](#), your staff partner if you have any questions.
- ❑ **DOWNLOAD** the March for Babies app & invite your friends and family to do the same.
- ❑ **SHARE** your connection to March of Dimes. Update your page to reflect your family's journey. Here is an example of our [Ambassador Family's written story](#)
- ❑ **INVOLVE** your family and friends. See ideas in the [Virtual Fundraising Tips](#) on the next page.
- ❑ **RECRUIT** 9 team members and ask them each to raise \$250 – you have reached your team goal! Then have them ask 10 friends for \$25 each - and they've reached their goal!
- ❑ **FOLLOW** along [on Facebook](#) to stay in the loop.

✓ DAY OF MARCH FOR BABIES VIRTUAL EXPERIENCE

- ❑ **COME TOGETHER** with your team, just like you would at March for Babies to mask up and march where you are...around your office building, in your neighborhood, at a local park etc. Host your own Superhero Sprint
- ❑ **CELEBRATE** with us as we come together for the 2021 March for Babies Virtual Experience on [Saturday, May 15, 2021!](#)
- ❑ **GET SOCIAL!** use #MarchforBabiesSanDiego

✓ POST MARCH FOR BABIES VIRTUAL EXPERIENCE

- ❑ **POST** your photo and #MarchforBabiesSanDiego and #MarchforBabies
- ❑ **ASK** your network for more donations.



VIRTUAL FUNDRAISING TIPS

Even when we are apart, we can come together. Raising funds and awareness for March of Dimes may be different this year, but there is still so much that can be done to be part of something BIG. **Below are fundraising tips to take your fundraising virtual**, while continuing to reach your goals in new and creative ways!

BUSINESS CARDS FOR BABIES

Do you know an individual or business that could make a tax deductible donation to your team in exchange for putting their business card in an e-mail sent to over 1,500 participants? [Learn more about our business cards sponsorship here.](#)

FAMILY TEAM SPONSORS

Do you know a company or business that could make a tax deductible donation to your team in exchange for a social media post? [Learn more about our family team sponsorship here.](#)

VIDEO FREE DAY

Instead of a traditional Jeans Day, where staff pay to wear jeans, make it a day with no video during meetings where attendees can feel free to dress down.

GAME BREAK

Have a game night virtually or in person to play board games, charades, Bingo, Trivia or have a Scavenger Hunt. Charge an "entrance" fee.

PIE FACE

Set a goal for yourself and tell your friends and family if you reach your goal by X date you will video tape yourself getting pied in the face by your kids. This is a great fundraiser for Pi Day on 3/14.

AUCTIONS

Many teams are putting together live or silent auctions. Teams can make a whole event out of it – work with an auctioneer who will donate his/her time and hold a live auction in person or online.

CUSTOM TEAM T-SHIRTS

Create your own team t-shirts and post a picture collage of your team wearing your shirts together!

BREAKFAST WITH

Put together a breakfast with a high-level executive at your company in the office or via zoom.

VIDEO GAME TOURNAMENT

Create your own league and compete to see who really is the greatest!

Ask for a small donation to enter, with the winner getting a prize and bragging rights.

WORKOUT WITH

Host a virtual workout (could ask local instructor), charge an "entrance" fee and invite all your family and friends to participate.

A MOTHER OF A HAIRSTYLE

Let friends and family determine your next hair cut! Select 3 styles you are willing to don for the foreseeable future, post on social media and let others "vote" for a hairstyle through their donations. Whichever receives the most votes wins!

LAUGH AT YOURSELF

For every donation you receive from friends and family, post an embarrassing photo of yourself

YOUR MARCH FOR BABIES TIMELINE

MARCH

- ❑ **Friday, March 5** we will kickoff our fundraising campaign with a San Diego wide pep rally.

APRIL

- ❑ April 11-17 is Black Maternal Health week.
- ❑ April 28 is Superhero Day. Take pictures of your superhero and share on Facebook and Instagram with #marchforbabies

MAY

- ❑ Mother's Day is May 9.
- ❑ May is Maternal Mental health month.
- ❑ The 2021 San Diego March for Babies Experience will include a virtual celebration of the work being funded to improve the health of moms and babies. Join us and come together for a celebration on **Saturday, May 15** followed by an invitation to grab your family, coworkers and friends to walk where you are.

JUNE

- ❑ Pride Month starts June 1. We celebrate diverse families.
- ❑ Juneteenth is June 19.
- ❑ Father's Day is June 20.

**NATIONAL CELEBRATION DAY COMING IN JUNE OR
JULY DATE TO BE ANNOUNCED IN MARCH**



TOOLS & RESOURCES

SOCIAL MEDIA TOOLS

The **Tools & Resources** below will be available to promote your participation in March for Babies. When you visit the [March for Babies Tools](#) web page you have access to the following:

- Why I March social tiles
- March for Babies eCards
- Facebook & Twitter Covers
- Fundraising Memes
- Instagram Stickers
- Web Banners
- Ad

ARE YOU THE SOCIAL MEDIA COORDINATOR FOR YOUR TEAM?

You can visit our [social press kit](#) for easy to implement advocacy and awareness, copy and paste messages.

DON'T FORGET TO REACH OUT TO YOUR MARCH OF DIMES STAFF PARTNER FOR HELP

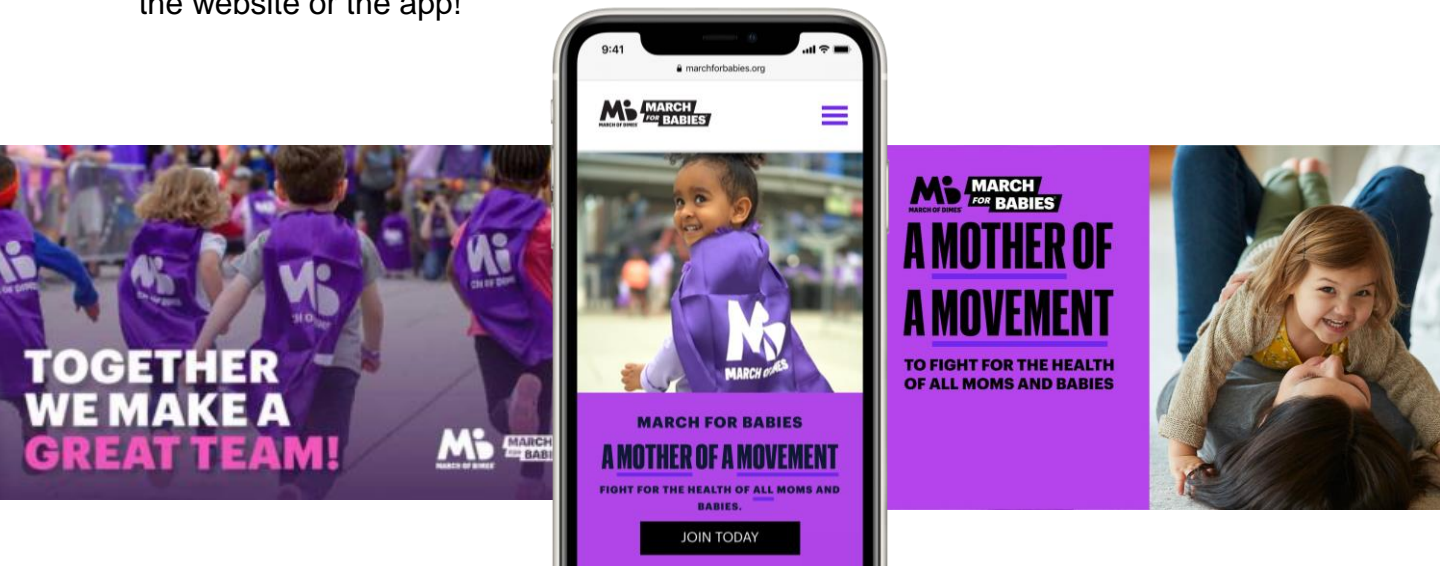
Don't hesitate to email [Jes Wade](#) if you have any questions

CREATE A WHY I WALK VIDEO

A great way to fundraise, educate, and share your story is by creating a video that shares your family's story. Aim to keep your video at the 1-2 minute length. Here is an example of a [video you can make from Team Pirate Power](#). If you need help creating your video feel free to reach out to [Jes Wade](#) for help.

GO MOBILE! LOTS OF DIGITAL TOOLS TO HELP

The March for Babies App is undergoing a MAJOR update with more functionality being added for Team Captains! Digital Resources are available on the website or the app!



FREQUENTLY ASKED QUESTIONS

- **WHEN IS THE MARCH FOR BABIES EXPERIENCE?**

The **MARCH FOR BABIES: MOTHER OF A MOVEMENT** experience is on Saturday, May 15, followed by an invitation to walk where you are that afternoon (or later that week!) Be sure to follow us on [Facebook](#) for activities in the weeks leading up to the walk!

- **WHERE IS THE MARCH FOR BABIES EXPERIENCE?**

Walk where you are! Do you have a favorite walking trail or one you would like to check out? This is a great opportunity to explore your neighborhood with your family and pets!

- **HOW DO I SHOW THAT I'M PARTICIPATING?**

Share your photos and videos using the hashtag #marchforbabies. Be sure to follow us on Facebook [@marchofdimesca](#) and Instagram [@marchofdimesca](#). We will have fun activities and challenges throughout the campaign including the experience day!

- **SHOULD I STILL SIGN UP EVEN THOUGH IT IS VIRTUAL?**

Yes! When you sign up for March for Babies, we are able to let you know about updates and day-of activities! You can sign up at <http://www.marchforbabies.org/>.

- **WHERE SHOULD I SEND DONATIONS?**

If you are unable to [donate online](#), you can mail your donation to your local office: 5173 Waring Rd. #133 San Diego, CA 92120. Please include the participant's name you would like to credit.

- **WHAT DO MY DONATIONS SUPPORT?**

Your donations support programs like [Supportive Pregnancy Care](#), [NICU Family Support](#), the [My NICU Baby App](#) and more.

- **DO I STILL GET A T-SHIRT?**

Participants that raise \$100+ are eligible to receive a **March for Babies** T-shirt.

- **SINCE THE EVENT IS VIRTUAL, ARE YOU STILL FUNDRAISING?**

Yes! Moms and babies need us. March for Babies raises critical funds to fight for the health of all moms and babies! They're counting on us to continue our lifesaving research, advocacy, and programs. Your commitment to our mission is making a difference for generations to come.



THANK YOU TO OUR SPONSORS

SIGNATURE



in the box®

SILVER



BRONZE



IF YOUR COMPANY IS INTERESTED IN SPONSORING:

Please reach out to [Jes Wade](#) for more information