



## **Ambassador Program**

### **Overview of the Program**

The Ambassador plays a vital role in promoting the Foundation's mission of improving the health of babies by preventing birth defects, premature birth, and infant mortality. The Ambassador is a child who was helped by March of Dimes-funded research, programs, advocacy, or educational campaigns. The Ambassador Family wants to share their experience and raise money to help other families. The Ambassador also leads by example and promotes our annual fundraising events March for Babies, Signature Chefs and other events. The March of Dimes is a diverse organization and we strive to make sure the Ambassador program represents the communities we serve.

Throughout the year, the Ambassador and at least one parent should commit to attending corporate meetings, special events, conferences, and fundraising activities, to share their compelling story with audiences. Participation in these activities will help to increase public, sponsor, volunteer, and media awareness of the March of Dimes mission.

Ambassador Families are recruited and chosen annually and serve a term of one event cycle (March for Babies, Signature Chefs Auction, Night Moves, etc). During a given cycle, more than one Ambassador is often chosen based on needs. Perhaps, one Ambassador is chosen to highlight efforts related to the Prematurity Campaign, while other Ambassador Families participate in an event.

### **Qualifications for candidates**

The following guidelines should be used to qualify candidates as an Ambassador:

- The March of Dimes must have played some role (through research, community service, advocacy, public education, etc.) in the family's personal story.
- The child and his or her parent(s) must be able to well represent the March of Dimes at local events and activities, as well as with all types of media outlets.
- The Ambassador Family should be comfortable to serve as a visible leader in fundraising and work to generate revenue by growing their Family Team, reaching out to their own network of contacts or raising funds for our other events.
- The child's school schedule and the parent's work schedule(s) should be flexible enough to accommodate related appearances without jeopardizing the parent's employment or the child's schoolwork.

## **Orientation**

Training will be provided on March of Dimes mission and history, public speaking, interacting with the media and sponsors.

## **The Role of the Ambassador Family**

The Ambassador Family is a valuable asset and there are many ways to maximize the role. They can:

- Attend chapter and division fundraising events to tell their story.
- Participate in team recruitment visits to put a face on the March of Dimes mission when trying to encourage new companies or families to become involved.
- Participate in interviews for radio, television, and print media.
- Appear in public service announcements on radio, television, and in print.
- Be included in March of Dimes communications, i.e., newsletters, Web sites, email updates to supporters, direct mail, etc.
- Participate in telephone conference calls with corporate sponsors and teams or March of Dimes volunteers to share their story and encourage support.
- And much, much more.

## **March for Babies Expectations**

- March for Babies season is particularly busy. The Ambassador Family will be asked to attend approximately 5-10 meetings during the campaign. Meetings could include a media interview, a March for Babies Kick-off, corporate sales meetings, internal corporate kick-off or a special 'thank you' meeting with our corporate partners.
- Attend and speak at event.
- As a visible leader in fundraising, the Local Ambassador Family should set a significant goal appropriate for them and work to achieve their goal - \$3,000, \$5,000, \$10,000, \$15,000 or \$20,000 level. March of Dimes will provide suggestions and ideas to help achieve their goal.

## Ambassador Nomination Form

### Candidate (Child's) information

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Name

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Age

Date of birth

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Home address

City

State

Zip

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Home phone

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City of Birth

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Name of School

Grade level

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School address

City

State

Zip

**Please tell us a little bit about your child including interests and activities.**

## Family Information

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Mother's Name

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Date of Birth	Age	Occupation
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Business address	City	State	Zip
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Business phone	Business fax	Primary email address
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Education

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Father's Name

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Date of Birth	Age	Occupation
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Business address	City	State	Zip
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Business phone	Business fax	Primary email address
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Education

Other family/household members

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Name	Relation	Age
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Name	Relation	Age
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Name	Relation	Age
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**Please tell us a little bit about your family's interests and activities.**

## Candidate Medical Information

Physician's name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Other \_\_\_\_\_

Delivering physician \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Other \_\_\_\_\_

**At or soon after birth the child was diagnosed with (please check all that apply):**

- ☐ Premature birth (*If yes, please give number of weeks at birth.*) \_\_\_\_\_
- ☐ Low birthweight (*If yes, please give the child's birthweight.*) \_\_\_\_\_
- ☐ Thyroid hormone deficiency, hearing impairment, or any other condition found through newborn screening (*If yes, please specify.*) \_\_\_\_\_
- ☐ Persistent pulmonary hypertension of newborns (PPHN, a heart-lung malfunction)
- ☐ Anemia of prematurity
- ☐ Jaundice
- ☐ Patent ductus arteriosus (PDA, a malfunction of blood flow from the heart)
- ☐ Respiratory distress syndrome (RDS, a lung malfunction)
- ☐ Necrotizing enterocolitis (NEC, a deterioration of the intestines)
- ☐ Malformation of the heart, spine, or other organ or structure of the body
- ☐ Other (*please describe*) \_\_\_\_\_

**Diagnostic methods, preventative measures, and/or treatment used to improve the child's health (please check all that apply):**

- ☐ Fetal surgery
- ☐ Non-surgical fetal therapy (*If yes, please specify.*) \_\_\_\_\_
- ☐ Fetal echocardiogram (sonogram of the fetal heart)
- ☐ NICU technology
- ☐ Nitric oxide to treat PPHN
- ☐ Prenatal care
- ☐ Surfactant to prevent or treat RDS
- ☐ Intravenous feeding (also called total parenteral nutrition, or TPN)
- ☐ Medication (erythropoietin, or EPO) to treat anemia
- ☐ Medication, such as indomethacin or ibuprofen, to correct PDA
- ☐ Medication (prostaglandin) to preserve PDA until surgical repair of the heart malformation
- ☐ Genetic counseling
- ☐ Other (*please describe*)

**Was premature delivery expected? If yes, was steroid treatment administered?**

**Was the pregnancy, birth and other health care received and needed by the child covered by insurance? (please explain)**

**Please use the space below to tell the story of your child's birth. Please describe the role March of Dimes played in your family's story.**

## Volunteer History

How long has your family been March of Dimes volunteers? Please list volunteer involvement activities.

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Why are you interested in becoming an ambassador family for the March of Dimes?

Has the candidate and/or family done media interviews?	yes	no
If so, please specify ( <i>circle one or more</i> )	print	TV radio

The child (*please circle appropriate responses*):

- |   |     |    |
|---|-----|----|
| <input type="checkbox"/> enjoys meeting people                  | yes | no |
| <input type="checkbox"/> is talkative                           | yes | no |
| <input type="checkbox"/> likes to have his or her picture taken | yes | no |
| <input type="checkbox"/> follows directions well                | yes | no |
| <input type="checkbox"/> is well-mannered                       | yes | no |
| <input type="checkbox"/> is shy with strangers                  | yes | no |
| <input type="checkbox"/> other ( <i>please describe</i> )       |     |    |