



Battle of the Banks

YOUR CHANGE CHANGES LIVES!

Together, let's turn compassion into action for Spartanburg families—one coin at a time.



 **SEPTEMBER**
NICU AWARENESS MONTH

In honor of NICU Awareness Month, we're inviting financial institutions across Spartanburg County to join Battle of the Banks—a friendly, four-week competition focused on education, awareness, and fundraising for the March of Dimes.

This new, impactful campaign is a fun and meaningful way for banks to engage their teams, support families with babies in the NICU, and compete for bragging rights, trophies, and prizes, all while giving back to a critical cause: ending the USA's Maternal and Infant health crisis!

CAMPAIGN HIGHLIGHTS

- A flexible, four-week campaign during NICU Awareness Month—participate all month or for a week or two.
- Focused on both fundraising and awareness—there are many ways to make an impact
- All campaign materials provided: coin boxes, QR codes, posters, mission information and more!
- Compete for awards like Top Team, Goal-Getter, Bank-fluencer, Community Champion, and more
- Win prizes ranging from swag and t-shirts to team lunches and trophies—with weekly leaderboards to keep the energy high

**WE'RE BANKING ON HOPE:
FOR EVERY MOM, EVERY BABY, EVERY FAMILY,
EVERY FUTURE**



JOIN US!



The March of Dimes:

Who We Are

The March of Dimes works tirelessly to improve the health of all moms and babies through research, education, advocacy, and community support. Here in South Carolina—where approximately 1 in 9 babies is born prematurely and 80% of our maternal deaths are preventable—this mission is especially urgent.

By joining the Spartanburg County Battle of the Banks, you are helping to fund critical programs that support NICU families, advance health equity, and ensure every mom and baby has the quality healthcare they deserve!

WHAT WE PROVIDE

Each participating branch will receive a free campaign kit to empower your team and encourage community engagement:

- Coin collection boxes and custom QR codes for easy donations
- Printed and digital posters, signage, and NICU education materials
- Weekly emails with tips, leaderboard updates, and recognition
- Support from local March of Dimes staff throughout the campaign
- Prizes and incentives for top-performing branches and individuals

CELEBRATING YOUR IMPACT

Customizable Prizes and Incentives

Every branch is different—and your prizes should be too. Campaign captains can select rewards that fit your workplace culture, motivation style, and team preferences. Some favorite options include:

For Teams/Branches:

- Battle of the Banks trophy
- Team breakfast or lunch delivery
- Coffee and snack bar baskets
- Social Media Shoutouts
- Gift cards or extra PTO (with employer approval)
- Weekly Golden Piggy Bank to recognize top team
- Community Service Opportunities such as assembling care kits for NICU families, bringing food to NICU staff, collecting books or blankets for the hospital, writing notes of hope to families and more!

For Individuals:

- March of Dimes T-shirts
- March of Dimes branded swag (sweatshirts, water bottles, lapel pins, travel mugs etc.)
- Social Media Recognition

COUNTY-WIDE CAMPAIGN AWARDS

There are so many ways to shine during Battle of the Banks—and we love recognizing the creativity, heart, and hustle each team brings to the campaign.

A few award categories include:

- Community Spirit – For outstanding mission education and outreach
- The Bank-fluencer – For the most creative use of social media and marketing
- The Goal-Getter – For surpassing your fundraising goal
- Top Branch – Highest-performing individual branch
- Top Team – Overall winning bank across the region

Winners will also be recognized as part of the 2026 campaign season during our End-of-Year Newsletter, County-Wide Kickoff Celebration in February 2027, and on social media



READY TO LEARN MORE? Contact Amber McDowell at amcdowell@marchofdimes.org or (864) 551-2652