

Speaking Points

What does the March of Dimes mean to you?

What do you say when talking about the March of Dimes and March for Babies? For many of us, asking for donations is something new. It helps to be prepared when asking people for money. Telling a short story about why preventing premature birth is important to you is a great way to tell people our mission and why you're involved. Practice saying it so you're ready to share it with people anytime, anywhere.

Messaging about the March of Dimes

- About 4 million babies were born in the United States last year, and the March of Dimes helped each and every one through research, education, vaccines and breakthroughs.
- The March of Dimes is inspired by all babies — those born healthy and those who need our help to survive and thrive. They are the millions of reasons behind our urgent mission and why, every day, we:
 - **Fight for health insurance** for all pregnant women, babies and children;
 - **Provide comfort and information** to families with a baby in intensive care;
 - **Support lifesaving research** to find treatments and preventions for the serious problems that threaten our babies.

Messaging about March for Babies

- Every baby deserves a healthy start in life. Being born too soon can lead to a lifetime of challenges. People like you and me can change all that. So let's work together for a great cause! [or.... So let's work together for the March of Dimes! Or..... So let's work together for the next generation!]
- Need a reason to walk with us? How about nearly half a million reasons: that's how many babies are born too soon every year in the United States!
- Walking in **March for Babies®** is a great way to raise awareness about the hundreds of thousands of babies born prematurely or with birth defects. But to make a real impact on improving babies' health, we need to first raise money.
- Right now, thousands of babies are struggling with birth defects or severe illness because they were born too soon. Thanks to you, we're helping support research to find answers and develop preventions for premature birth so more families can avoid this terrible experience.

Share local statistics about prematurity

The March of Dimes helps babies across the country. Visit marchofdimes.org/peristats to find out how babies are doing in your state, and how it compares to others. Share this information with your team and potential donors.