



A MOTHER OF A MOVEMENT

TEAM CAPTAIN TOOLKIT

2021

TODAY WE NEED YOUR HELP
MORE THAN EVER!

TOGETHER, LET'S BE A PART
OF SOMETHING BIG.



BOLD NEW VISION...MARCH FOR BABIES: A MOTHER OF A MOVEMENT

It is more than a walk. More than a fundraising campaign. It's America's larger call to action to ensure that all moms, babies and families get the healthy start they deserve! It's no small feat – it's A Mother of a Movement!

- **You're lifting up** communities for health equity, opening the door for all moms to have access to care and protecting the health of families by pushing for their rights.
- **You're creating connections** in a year-round campaign through customized challenges and team building activities that engage employees, families and friends.
- **You're coming together** to stay active and create change to honor motherhood, babies and those who care about them.
- **You're taking action** for all families throughout their pregnancy journey by raising critical funds to help March of Dimes continue research, programs, support and advocacy so moms and babies get the best possible start.

Mask Up and **March** where you are on **(insert date)**

Together, let's be a part of something big.



MEET OUR CHAIR AND AMBASSADOR FAMILY

Thank you for being part of **A Mother of a Movement** - a larger movement for change, with unstoppable momentum to make America a more equitable place and ensure that every mom and baby is healthy. [Meet our Chair and Ambassador Family.](#)



In October of 2015, McKynlie was delivered via c-section, weighing in at 1lb., 14oz. at just 29 weeks gestation. For 107 days, McKynlie and the Scott Family had a very eventful stay in the Neonatal Intensive Care Unit (NICU). To assist with breathing, McKynlie was ventilated for a week, and then moved onto the cpap for a month, followed by high flow oxygen due to chronic lung disease. McKynlie also had liver and kidney issues. She even experienced heart failure, and contracted a MRSA staph infection twice leading her to being in isolation for a month. In February of 2016 after 107 days in the hospital, she came home. McKynlie continues to struggle with challenges due to prematurity, but she overcomes them all. As of today, McKynlie is 5 years old and full of life. We are all so thankful for our Miracle Ladybug.



To me, there are few, if any, greater responsibilities than protecting the lives and health of innocent, precious babies and their self-sacrificing mothers – *all* of them. Through March of Dimes' good work, I'm hopeful that we can continue to see an improving trend in what are very disappointing statistics on premature birth, infant death, and maternal death rates in our city, county, state, and country, many of which have a strong element of inequality in access to healthcare.

[MARCHFORBABIES.ORG/EVENT/BIRMINGHAMAL](https://marchforbabies.org/event/birminghamal)

SET YOUR TEAM UP TO GIVE EVERY FAMILY A FAIR SHOT

Set clear and meaningful team and individual fundraising goals

- We recommend \$2,500 for Teams and \$250 for individuals

Take these three steps to TRIPLE your impact

- **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.
- **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.
- **Use the March for Babies mobile app to make fundraising easier.** Simply search for “March for Babies” in the Apple store or Google Play Store to download and you are on your way!

Work with you team members and make a list of whom they should ask for support

- Who cannot say NO to them... make sure those people are on their list!

Create a Facebook Fundraiser from your fundraising page.

- People who connect their fundraising to Facebook raise more!

Keep it Simple

- Recruit 9 team members and ask them each to raise \$250 – you have reached your team goal!
- Have them ask 10 friends for \$25 each - and they reached their goal!



[MARCHFORBABIES.ORG/EVENT/BIRMINGHAMAL](https://marchforbabies.org/event/birminghamal)

MARCH FOR BABIES CHECKLIST

✓ PRE-MARCH FOR BABIES EXPERIENCE

- ☐ REGISTER AT marchforbabies.org/event/birminghamal, Create a team or register as an individual. Once you register, be sure to check out your digital resources hub.
- ☐ DOWNLOAD the March for Babies app & invite your friends and family to do the same.
- ☐ INVOLVE your family and friends. See ideas in the **Virtual Fundraising Tips**
- ☐ FOLLOW along on Facebook @MODAlabama 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.
- ☐ CELEBRATE with us as we come together for the 2021 March for Babies Virtual Experience at on [May 8th, 2021](#)
- ☐ Go social!

✓ POST MARCH FOR BABIES VIRTUAL EXPERIENCE

- ☐ POST your photo and #marchforbabies
- ☐ ASK your network for more donations!



THINGS TO KNOW

SIGN UP

Sign up today at www.marchforbabies.org/event/birminghamal. You can sign up as a team captain or you can join an existing team. Don't hesitate to email **Ashley Toms** (atoms@marchofdimes.org) if you have any questions



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!

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!.

INVITE YOUR FAMILY AND FRIENDS TO MARCH WITH YOU!

Amplify your spirit!

- Mask up and take a walk outside. Be sure to adhere to social distance guidelines.
- Get the whole family involved! Have an indoor dance party or a push-up challenge!
- Host your own Superhero Sprint!



MARCHFORBABIES.ORG/EVENT/BIRMINGHAMAL

THINGS TO KNOW --- 2ND ANNUAL STEP UP CHALLENGE COMING IN APRIL!

STEP UP INTO SUCCESS

Coming This April! New App! More great fun.

Take part in our 2nd annual National Step Up Challenge!

- Invite your teammates and fellow companies to challenge each other in a physical activity competition.
- Details coming in March!

Be sure to download the March for Babies App to get the latest updates. Search for “march for Babies” in your Apple App Store or Google Play store.



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!

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.



KARAOKE BREAK

Host an online competition using a free karaoke website or YouTube. Charge an entry fee to compete, request a donation for each vote cast or make donations to choose a song for someone else to sing.

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.

NAME THAT BABY

Ask friends or coworkers to send you their baby pictures and compile all photos into a PowerPoint. Host a video call and ask for donations per guess. If the guess is wrong, they have to make a donation to your team.



BREAKFAST WITH

Put together a breakfast with a high-level executive at your company. This can happen at the office or in the comfort of your own home 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!



[MARCHFORBABIES.ORG/EVENT/BIRMINGHAMAL](https://marchforbabies.org/event/birminghamal)

YOUR MARCH FOR BABIES TIMELINE

February

- ❑ Your March for Babies Team will work with you to individualize a plan. This will include VIRTUAL ways you and your company can engage.
- ❑ Sign up at www.marchforbabies.org/event/birminghamal

March

- ❑ Attend our Kickoff Off & Pep Up Rally on March 4th at 12 p.m. to get excited for another campaign year.

April

- ❑ Mark your calendars to participate in the **Step Challenge** . Be sure to download the March for Babies app from your App store or Google Play store to track your steps and participate!
- ❑ 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
- ❑ The 2021 Greater Birmingham 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 May 8th followed by an invitation to grab your family, coworkers and friends to walk where you are!

MARCHFORBABIES.ORG/EVENT/BIRMINGHAMAL

YOUR MARCH FOR BABIES **TIMELINE**

May

- ☐ Mother's Day is May 9
- ☐ It Starts with Mom – a national presentation **COMING SOON!**
- ☐ Share your Unspoken Stories
- ☐ May is Maternal Mental health month

June

- ☐ PriJuneteenth is June 19
- ☐ Father's Day is June 20



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

[MARCHFORBABIES.ORG/EVENT/BIRMINGHAMAL](https://marchforbabies.org/event/birminghamal)

TOOLS & RESOURCES

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

FREQUENTLY ASKED QUESTIONS

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

The **MARCH FOR BABIES: MOTHER OF A MOVEMENT** Experience is on May 8th, 2021 followed by an invitation to walk where you are that afternoon (or later that week!) Be sure to follow us on Facebook @[MODAlabama](#) for activities and events 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 @[insertstatepage](#) and Instagram @[insertstatepage](#). We will have fun activities and challenges throughout the campaign including the experience day! Reach out to your MOD staff partner with any questions at atoms@marchofdimes.org.

- **HOW DO I PARTICIPATE IN THE 2ND ANNUAL STEP CHALLENGE?**

The step challenge will be launched through the app in April. You can download the free app by searching "March for Babies" in your Apple App Store or Google Play store.

- **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 www.marchforbabies.org.

- **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 are counting on us to continue our lifesaving research, advocacy, and programs. Your ongoing commitment to our mission is making a difference for generations to come.

MARCHFORBABIES.ORG/EVENT/BIRMINGHAMAL

FREQUENTLY ASKED QUESTIONS

- **WHERE SHOULD I SEND DONATIONS?**

Please donate online at www.marchforbabies.org/event/birminghamal. If you are unable to donate online, you can mail your donation to your local March for Babies office: (3500 Blue Lake Dr., Ste 198, Birmingham, AL 35243) . Please include the participant's name you would like to credit.

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

Registered participants that raise more than \$100 are eligible to receive a **March for Babies: A Mother of A Movement** T-shirt.

THANK YOU TO OUR SPONSORS

SIGNATURE SPONSORS



PLATINUM SPONSORS



GOLD SPONSORS



MEDIA SPONSOR



SILVER SPONSORS

ABC Coke
Altec, Inc.
Ascension St. Vincent's
Birmingham Airport Authority
Bradley LLP
Brasfield & Gorrie
Charity Steel
Coca-Cola Bottling Co. United, Inc.
Harris Doyle Homes
Stewart Lubricants

[MARCHFORBABIES.ORG/EVENT/BIRMINGHAMAL](https://marchforbabies.org/event/birminghamal)