



**MARCH  
FOR BABIES®**

# FUNDRAISING GUIDE





**Dear team captain,**

Thank you for your leadership in March for Babies. As a team captain, you work tirelessly to inspire your team to raise funds for March for Babies. The critical work of March of Dimes is not possible without leaders like you. Together we fight for the health of all moms and babies.

In this guide you'll find helpful resources to sign up your team and engage them in fundraising. You can find additional resources on [marchforbabies.org](https://marchforbabies.org) and by reaching out to your local staff partner.

We can't wait to see you at March for Babies!

**The March for Babies Team**

# MOMS AND BABIES ARE FACING AN URGENT HEALTH CRISIS

**700 WOMEN**

in the U.S. die from causes related to pregnancy each year. More than 60% of these deaths are preventable.

**22,000 BABIES**

die in the U.S. every year—that's 2 babies every hour.

**OVER 50,000 WOMEN**

in the U.S. suffer life-threatening complications during pregnancy.

Every year in the U.S., approximately  
**380,000 BABIES**  
are born too soon.

## BY FUNDRAISING FOR MARCH FOR BABIES YOU:

**SUPPORT RESEARCH**

to find solutions so every family gets the best possible start

**ADVOCATE FOR POLICIES**

that prioritize the health of moms and babies

**PROVIDE RESOURCES AND PROGRAMS**

to help moms throughout their pregnancies

**EDUCATE**

health professionals to improve mom and baby care



# MARCH FOR BABIES IN 4 SIMPLE STEPS

## STEP 1 TAKE A STAND

**SIGN UP at [MarchforBabies.org](https://marchforbabies.org).** Join March of Dimes and fight for the health of all moms and babies by tackling the biggest issues head on.

## STEP 2 SPREAD THE WORD

Share your reason for walking. Personalize your fundraising page—add a photo and story, and share through text, email and social media.

## STEP 3 FUNDRAISE

Ask others for donations and support. At [marchforbabies.org](https://marchforbabies.org) you'll find email templates, Facebook fundraising links and other tools to help you fundraise. Download the March for Babies App to make it even easier.

## STEP 4 MARCH WITH US

Join hundreds of thousands of people across the country at March for Babies and march alongside others who have made the health of moms and babies a priority.

# STEP 1 TAKE A STAND

Two babies die every hour in the U.S. And about every 12 hours a woman dies as a result of complications from pregnancy. When you March for Babies, you're making a statement that it's not fine that the U.S. is among the most dangerous developed nations for childbirth. You're making the health of moms and babies a priority.

The screenshot shows the March for Babies website homepage. At the top right, there are links for "SIGN UP | SIGN IN". The main navigation menu includes "WHY MARCH", "EVENTS", "TEAMS", "TOOLS", "FAQS", and "CONTACT US". The main banner features a woman holding a baby, with the text "MARCH WITH US FOR HEALTHY MOMS AND STRONG BABIES" and a "REGISTER TODAY" button. Below the banner, there are two columns: "FIND A MARCH" with a search bar for ZIP codes, and "DONATE TODAY" with a "FIND A PERSON OR TEAM" button. At the bottom, there is a "TAKE A STAND" section with two steps: "STEP 1 SIGN UP at Marchforbabies.org" and "STEP 2 SPREAD THE WORD".

## Here's how:

Go to [marchforbabies.org](https://marchforbabies.org) to:

- **SIGN IN** if you're a returning team captain OR
- **SIGN UP** if you're a new team captain.
- This officially registers your team, so you can:
  - Customize your team's page, adding your story and photos.
  - Use our **online resources** to boost your support and fundraising. We offer team captain tools, and you can always reach out to your March of Dimes local contact for help.

# STEP 2 SPREAD THE WORD

When you join March for Babies, you join tens of thousands of people across the country who share your commitment to making a difference in the lives of all families. Recruitment will help you reach your team's fundraising goal and tell the world why you care about March for Babies.



## Here's how:

- Encourage others to join your team. The most successful teams recruit 10 or more teammates.
- Inspire people to join your team by sharing your story—it helps people understand why March for Babies is so important.
- There are several ways to send fundraising and recruitment messages to support your March for Babies team, including utilizing the tools from your personal fundraising page.
- Use social media to share your messages. Post on Facebook, Twitter and Instagram—and any platforms you use. Don't forget to tag **@marchofdimes** and **@marchforbabies** and use **#marchforbabies** in your posts!

# STEP 3 FUNDRAISE

You're raising critical funds to empower moms with programs, information and tools to have healthy pregnancies and strong babies. Together we're making the future brighter for today's families and generations to come. And being part of a team is a great way to raise more funds!



## Here's how:

- Once you set a team goal and start fundraising, you can show your teammates how FUN it is! Encourage teammates to set individual goals. Celebrate their fundraising successes and recognize their hard work!
- Remind your teammates that hitting a fundraising milestone makes them eligible for fundraising rewards—it's their thank you for supporting moms, babies and families. Visit [marchforbabies.org](https://marchforbabies.org) for more information.
- Use fundraising tools on [marchforbabies.org](https://marchforbabies.org), including social media posts and eCards, to inspire supporters to give.
- Share your story! Update your personal fundraising page, utilize social media tools and start a Facebook Fundraiser to share why you're participating in March for Babies. Connect with potential donors both near and far, and with friends old and new!
- Identify at least one person on your team to raise \$1,000 or more. By doing that, they'll become a member of the Circle of Champions, an elite group of passionate fundraisers.
- To ensure that every member of your team has raised money, share helpful tools and tips from [marchforbabies.org](https://marchforbabies.org).

# STEP 4 MARCH WITH US

March for Babies is a day for everyone. You can celebrate, honor or remember babies with others who care as much as you do. Together we fight for the health of all moms and babies. It's because of you that we're helping so many moms, babies and families—thank you!



## Here's how:

- It's as simple as saying THANK YOU to your teammates, often and publicly.
- Highlight your team's wins throughout the campaign across social media. Tag your team photos in social media—don't forget to tag **@marchofdimes** **@marchforbabies** and use **#marchforbabies** in your posts!
- Fundraising badges will automatically appear on both team and individual walker pages when milestones are reached.
- Bring your team to a March for Babies event. Celebrate your hard work and join others who share your commitment to giving all babies the best possible start.

**THANK YOU  
FOR ALL  
YOU'RE DOING  
FOR MOMS  
AND BABIES!**



For helpful fundraising tools to engage your team,  
**visit [MARCHFORBABIES.ORG/TOOLS](https://marchforbabies.org/tools)**