



ONLINE FUNDRAISING/ SOCIAL MEDIA

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**MARCH
FOR BABIES**

A close-up photograph of a woman with long brown hair, wearing a light-colored cable-knit sweater, holding a baby. The woman is looking down at the baby with a gentle expression. The baby is wearing a patterned onesie and looking towards the camera with a curious expression. The background is a solid dark purple.


SETTING UP YOUR PROFILE

ONLINE FUNDRAISING / SOCIAL MEDIA

SETTING UP YOUR PROFILE -

STEP 1: Click "SIGN UP | SIGN IN" to log in.

[SIGN UP | SIGN IN](#)



[WHY MARCH](#) [EVENTS](#) [TEAMS](#) [TOOLS](#) [FAQS](#) [CONTACT US](#)

FUNDRAISING IS EASIER THAN EVER

March for Babies Facebook fundraisers raise on average \$250. Set up yours now.

[SIGN IN](#)

- 1 Sign in to your personal fundraising page.
- 2 Select "Connect with Facebook."
- 3 Invite friends, share updates and collect donations on Facebook.

HERE'S A WALK NEAR YOU

FORT WORTH
April 18, 2020, Ft. Worth, TX


[JOIN](#) [See more events](#)

DONATE TODAY

Search for a fundraiser or team that you'd like to support with a donation today!

[FIND A PERSON OR TEAM](#)

STEP 2: Enter your email address. If you already have an account, it will automatically redirect you to your account page. If you do not have an account, it will allow you to make one.



SIGN IN OR SIGN UP

If you've participated in March for Babies before, enter your email address or username to sign in to your account. If you haven't participated before, enter your email address to sign up today!

Email address or username

marketing@pelotonland.com


[Forgot username?](#)


☐ Keep me signed in

[CONTINUE](#)

OR

Sign in or sign up using your Facebook or Google account

 Start now with Facebook

 Start now with Google

STEP 3: Type in your personal information to create your account.



CREATE YOUR ACCOUNT

We just need a few details to create your account

First name*

Jane

Last name*

Doe

Email address*

marketing@pelotonland.com

TIP: Your account username is also your March for Babies web address. You can send this link to anyone and they will be able to see your personal fundraising page.

Username*

www.marchforbabies.org/ jane-peloton



Password*



Address 1*

9800 Hillwood Parkway



Address 2

Suite 250

ZIP code*

76177

City*

Fort Worth

State*

Texas



Country

United States



Mobile phone

(817) 562-3350



☐ By signing this registration form, which by reference expressly incorporates the Waiver, Consent, and Release of Liability (the Waiver), with my electronic signature (via checking this box), I hereby acknowledge that I have completely read, fully understand, and agree to the terms of the Waiver.

START OVER

CREATE ACCOUNT

STEP 4: After creating an account, the March for Babies website will automatically select an event for you based on your location. Make sure that the suggested event is the one you would like to attend with your company.

REVIEW YOUR EVENT

Jane, please review your event and team for 2020 by selecting continue. Or change your location or select our virtual walk instead.

Event details

April 18, 2020

FORT WORTH

Panther Island Pavilion

395 Purcey St

Ft. Worth, TX 76102

[Change location](#)

Can't make this event?

VIRTUAL WALK

CONTINUE

STEP 5: Click “Join a team” to link up with other people at your company.

FUNDRAISE WITH A TEAM OR ON YOUR OWN

Get started by choosing one of the options below. You can change your selection at a later time if you'd like.

Join a team
Join an existing company, school, club or family team.

CONTINUE

Start a team
Start a team and become a captain.

CONTINUE

Individual
Start now on your own. You can always join or start a team later.

CONTINUE

STEP 6: To find your team, type your company name in the search bar. Click “JOIN”.

FIND A TEAM

Use the drop down menu and type in what you're looking for.

Team name

[Change location](#)

50 mi

of 76177

Advanced search:

Applied filters:

Company/School/Org

Epiroc Drilling Solutions

Teams

Team results (4 results):

Team Name	Location	Team Captain	Raised	Registration	
Peloton Land Solutions	Ft. Worth, TX	Bria Fox	\$0	JOIN	DONATE
Wabtec Manufacturing Solutions	Ft. Worth, TX		\$0	JOIN	DONATE

STEP 7: Review your selected event and team information, then click “CONTINUE” to move on to the next step.

virtual walk instead.

Event and team details

April 18, 2020

FORT WORTH

Panther Island Pavilion

395 Purcey St

Ft. Worth, TX 76102

Change location

Team name

Peloton Land Solutions

Change team

My team captain

Bria Fox

Can't make this event?

VIRTUAL WALK

CONTINUE

STEP 8: Type in an amount that you would like to set as your personal fundraising goal.

ENTER YOUR PERSONAL FUNDRAISING GOAL

\$ USD

\$350

CONTINUE

The average individual raises \$350 in support of healthy moms and strong babies.

X

STEP 9: Donate money to your own fundraiser to get a head start on your set goal.

JANE, GET THE FUNDRAISING BALL ROLLING WITH YOUR OWN DONATION

Raised: \$0

My goal: \$350

Fundraising tip: Seeing your progress inspires others to donate to you as well.

Select an amount to start fundraising

\$30

\$60

\$90

\$250

Other

\$ USD

DONATE

STEP 10: Select any personal connections that you have to March for Babies.

DO YOU HAVE A PERSONAL CONNECTION TO ANY OF THE FOLLOWING?

Select all that apply

PREMATURITY

BIRTH DEFECTS

LOSS

HEALTHY MOMS AND BABIES

OTHER



**MARCH
FOR BABIES**

A close-up photograph of a man with dark skin and short hair, wearing a grey button-down shirt, gently kissing the forehead of a baby. The baby is looking towards the camera with a tearful expression. The background is a solid dark purple.

UPDATING YOUR PAGE

ONLINE FUNDRAISING / SOCIAL MEDIA

UPDATING YOUR PERSONAL PAGE -

Once your account has been created, you should receive a pop up on how to complete your profile. There is a percentage checklist that you can follow.

STEP 1: Add an avatar as your profile picture.

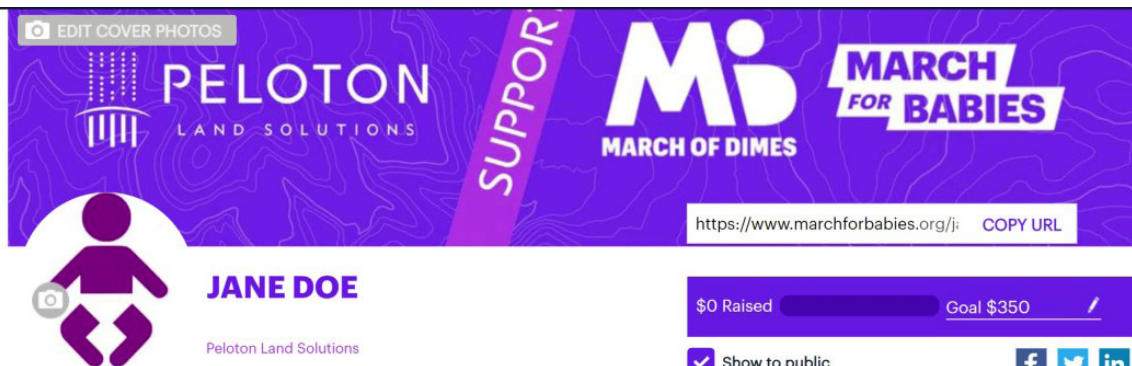
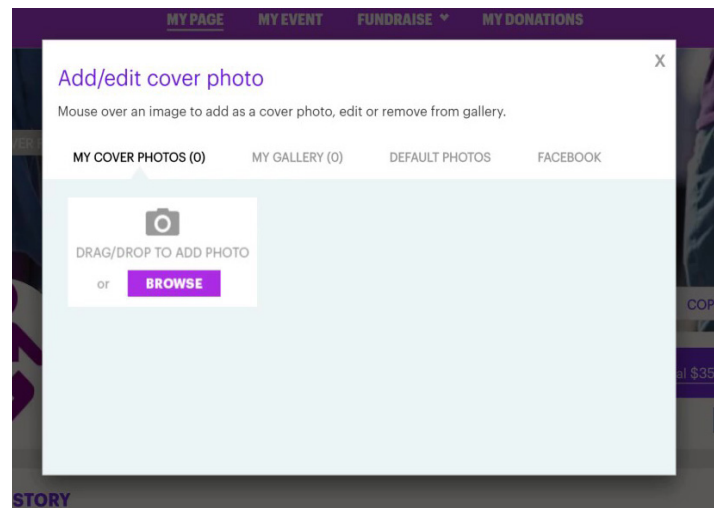
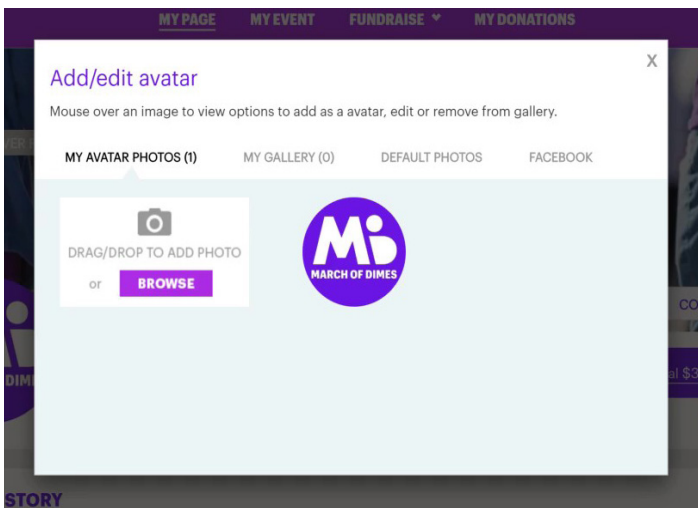
STEP 2: Add or edit your cover photo.

STEP 3: Write a story in the provided area to explain your ties to March for Babies. There is a template in place to use as an example.

THANKS FOR JOINING MARCH FOR BABIES!

You haven't added a photo to your fundraising page yet.

UPLOAD PHOTO



EDIT MY STORY

Jane Supports March for Babies

B I [text formatting icons] Normal [font size icons]

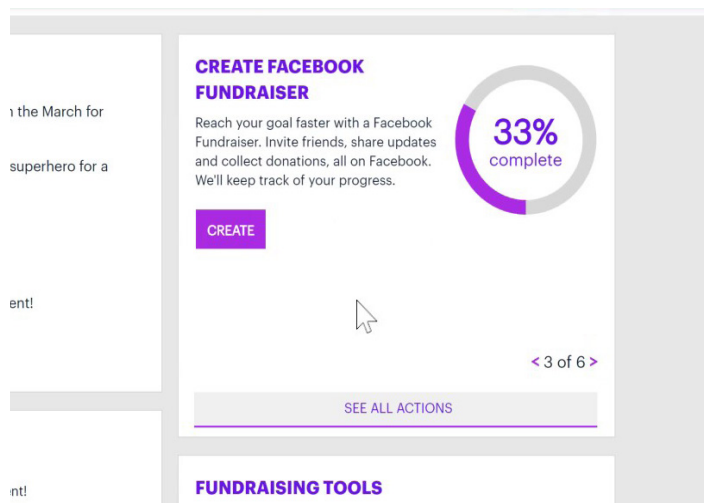
I participate to help all moms and families experience the joy of a healthy baby. With nearly 4 million babies born each year, we have a lot of work to do to help them all. The funds I raise enable March of Dimes to support research, lead programs and provide education and advocacy that truly makes a difference to families in our community and across the country. If you believe, like I do, that every baby deserves the best possible start, please march with me or make a donation to support this community effort. Together we can fight for the health of all moms and babies.

ADDING A FACEBOOK PAGE -

There is an option to link your Facebook account to March for Babies. This will allow you to create posts from their website and upload it to your personal Facebook account.

- PLEASE NOTE THAT ANY MONEY RAISED THROUGH A FACEBOOK FUNDRAISER WILL NOT REFLECT ON YOUR PERSONAL OR COMPANY GOAL. -

If you would like to raise money for your company on Facebook, create a post with the web link for your personal account.



Directing donors to your personal page is the most effective way to get them to contribute. But if you have individuals that want to donate offline, there is a way to track it through the “My Donations” tab on the March for Babies website. Follow the on site checklist to make sure that you get credit for cash/check donations.

Don't forget to double check that all of your donations have been entered into the bottom “Add Offline Donations” field.

Current year Export donations

GRAND TOTAL DONATION ?

Donation type	Donation amount
Online/offline donations	\$0.00
Total online/offline matching gifts	-
Grand total contributions	\$0.00
Grand total*	\$0.00

*This amount will be added to the fundraising progress bar on your team's page. Click [here](#) to download a blank donor form for offline fundraising.

ALL DONATIONS

Enter offline donations (checks or cash) here. Once you've physically received the donation, slide the button to "yes". Send checks and the list of your donors, which you can get by using the print form button above, to the March of Dimes.

ADD OFFLINE DONATIONS ?

Date	Name	Email address	Donation	Type	Rec'd	Anticipated matching gift
			Subtotal: \$0.00			

Offline Donation Checklist

Send your offline donations to the March of Dimes Donation Processing Center. Here are some things to remember:

- ✓ Checks or money orders are preferred.
- ✓ Make checks payable to **March of Dimes**.
- ✓ Do not send coins.
- ✓ Enter donor information in the "add offline donations" section. We can't send them a tax receipt without that step.
- ✓ To ensure that your donations are credited to the appropriate walker or team, please print your donation form and send it with your offline donations to:

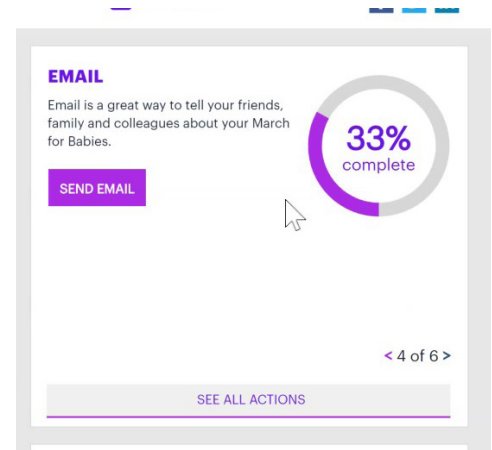
March of Dimes
PO Box 3153
Harlan, IA 51593 -0344

PRINT FORM

SENDING EMAILS -

The next step in completing your profile is sending an email to your contacts to request donations. It's a great way to raise money and it's easy to do each year after setting up a March for Babies Address book.

To send an email, click the link for it under "Send". Select a template to match the message you would like to portray. You can edit the verbiage on the next step to sound more personal. Then once you're done, you can input names and email addresses by hand into the address book. Your inputs will save and can be used in the future for more emails.



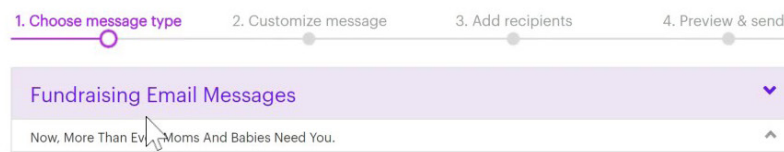
GREAT WAYS TO FUNDRAISE

Ask Friends And Family To Support You By Sending An Email Or ECard, Or Posting For Help On Social Media.



SEND AN EMAIL

Send a message to ask friends and family to support you in March for Babies.



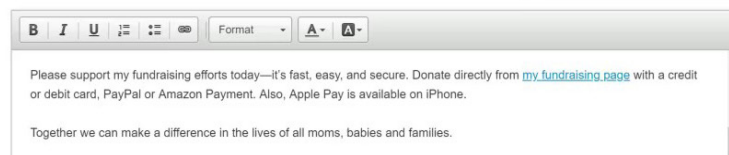
Subject line:

Please help me fight for healthy moms and strong babies.

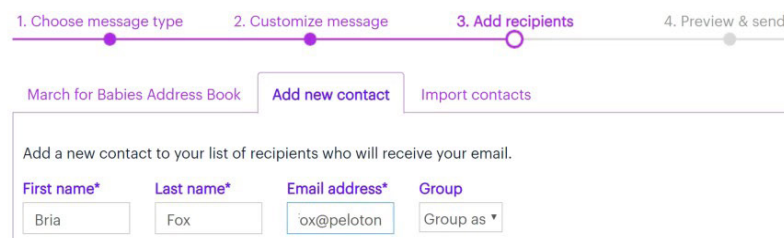
Message:

Dear [Friend's name],

CHOOSE A DIFFERENT MESSAGE



Send a message to ask friends and family to support you in March for Babies.

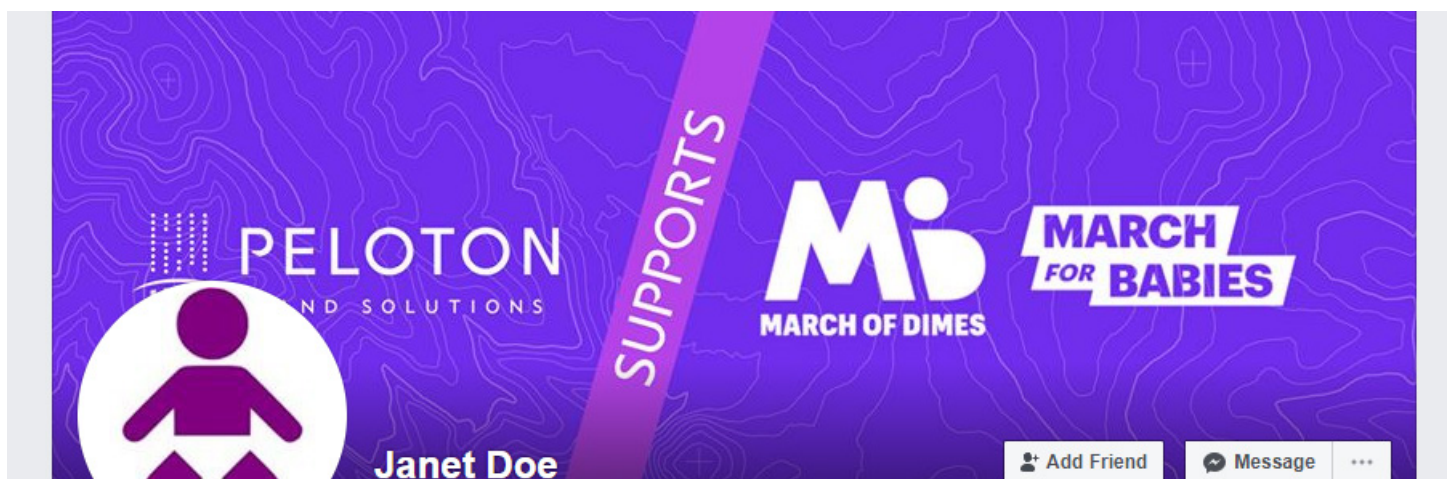
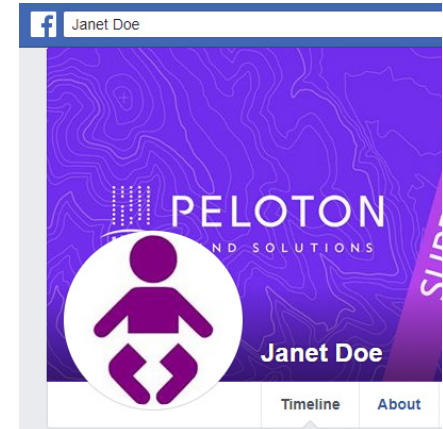
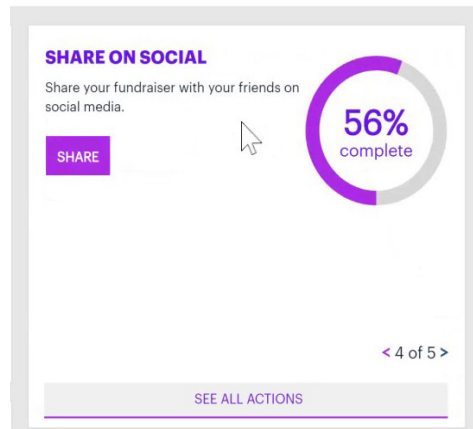
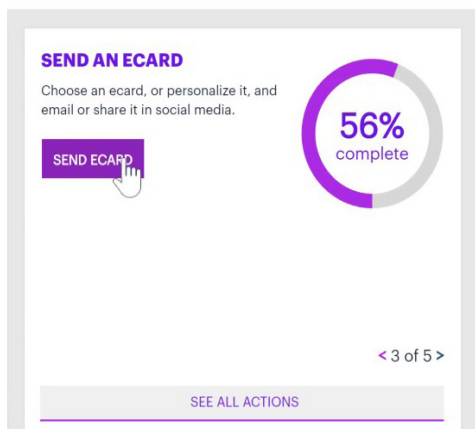
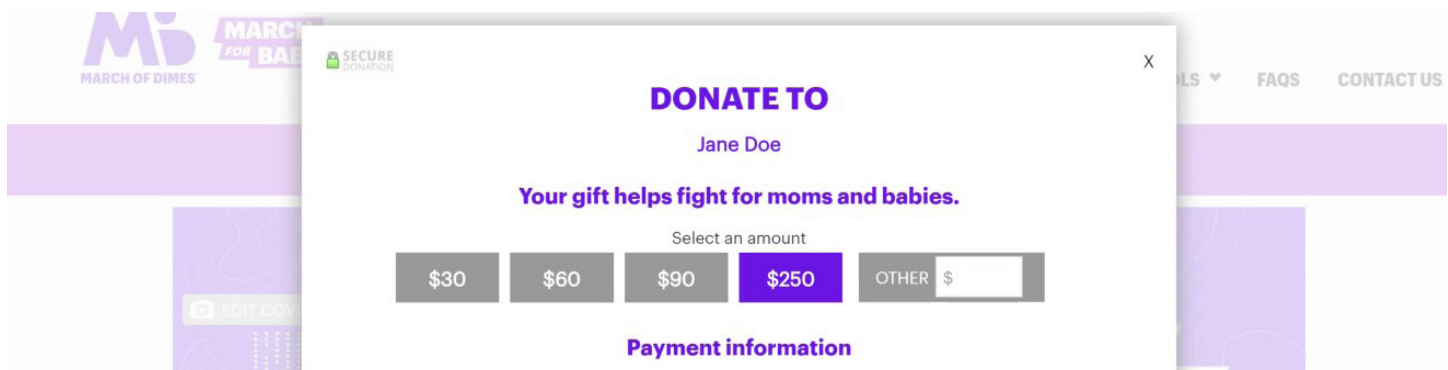
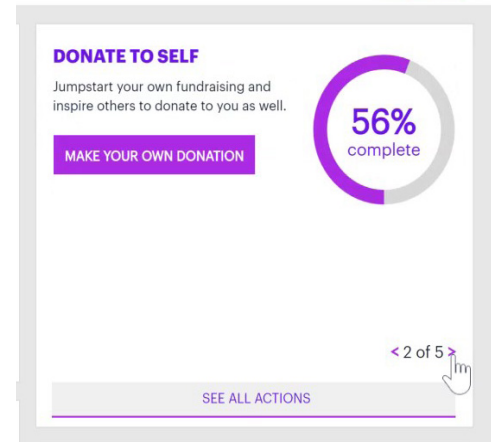


COMPLETING PROFILE -

If you didn't donate to yourself in earlier steps, the website gives you another reminder to donate again through the five step checklist.

There is also an option to send an ecard, which is similar to sending an email. It contains graphics to engage viewers.

Don't forget to share your fundraising page on social media. We also encourage changing your Facebook profile picture and cover photo to promote March for Babies! The more awareness, the better.



MARCH FOR BABIES TOOLS -



[WHY MARCH](#) [EVENTS](#) [TEAMS](#) [TOOLS ▾](#) [FAQS](#) [CONTACT US](#)

[MY PAGE](#) [MY EVENT](#) [FUNDRAISE ▾](#) [MY DONATIONS](#)

If you haven't already, be sure to explore the "Tools" tab on the website. It contains many helpful resources for successfully raising money and awareness for March for Babies.

There are ecards, social media tools, printables, web banners, and downloadable logos for you to use. There is also a link to the March For Babies app! Check it out for yourself!

FUNDRAISING TOOLS

The tools below can help you increase your reach and let everyone know you're raising money to fight premature birth.



Ecards

Celebrate babies, support your fundraising or just send a smile with a free ecard.

[Send now](#)



Social Media Tools

Use these memes and cover images on Facebook and Twitter and anywhere you post to inspire and thank supporters.

[Download](#)



March For Babies App

Download to fundraise on the go, reach out to donors, share your progress and more.

[iPhone](#) | [Android](#)



Printables

Put your fundraising page's URL to postcards and business cards, then print and share.

[Download](#)



March For Babies Logo

Add the official March for Babies logo to your website, newsletters or team T-shirts.

[Download](#)



Web Banners

Feature your fundraising with a banner on your website, blog or Facebook page.

[Download](#)

SEND A FREE ECARD

They're free and fun, yours to share. Send one to invite people to support your team or just to send a smile.

FEATURED

PERSONALIZED



MEMES

Why I Walk



RESOURCES AND TOOLS FOR YOUR TEAM

Use the tools below to inspire your team to raise funds that empower families and make the future.



TEAM CAPTAIN TOOLS

- Fundraising guide and toolkit, PDF (803KB)
- Grow your team flyer, PDF (382KB)
- Team fundraising ideas, PDF (91KB)
- Fundraising from anywhere, PDF (56KB)
- Bottle wrapper art, PDF (990KB)
- Team t-shirts, PDF (179KB)
- Volunteer-led Community Walk FAQ, PDF (63KB)



RECOGNITION

- 2025 Fundraising rewards flyer, PDF (1.53KB)



**MARCH
FOR BABIES**

A close-up, high-resolution photograph of a baby's face, looking directly at the camera with large, light-colored eyes. The image is overlaid with a semi-transparent purple gradient, which is darker at the top and bottom and lighter in the center where the baby's face is. The baby's skin is fair, and their expression is neutral.

SOCIAL MEDIA TACTICS

ONLINE FUNDRAISING / SOCIAL MEDIA

FACEBOOK PROFILE -

Using your company's online presence can significantly improve the outcome of your March for Babies fundraising. Learn the easy steps to take to make an impact on your community.

1. SWITCH OUT YOUR PROFILE PICTURE

Switching your profile photo out temporarily is the first thing to do when trying to raise awareness for March for Babies.

Design changes for a company's profile picture could be switch the logo or background to purple, adding a March for Babies photo, or a combination of both.

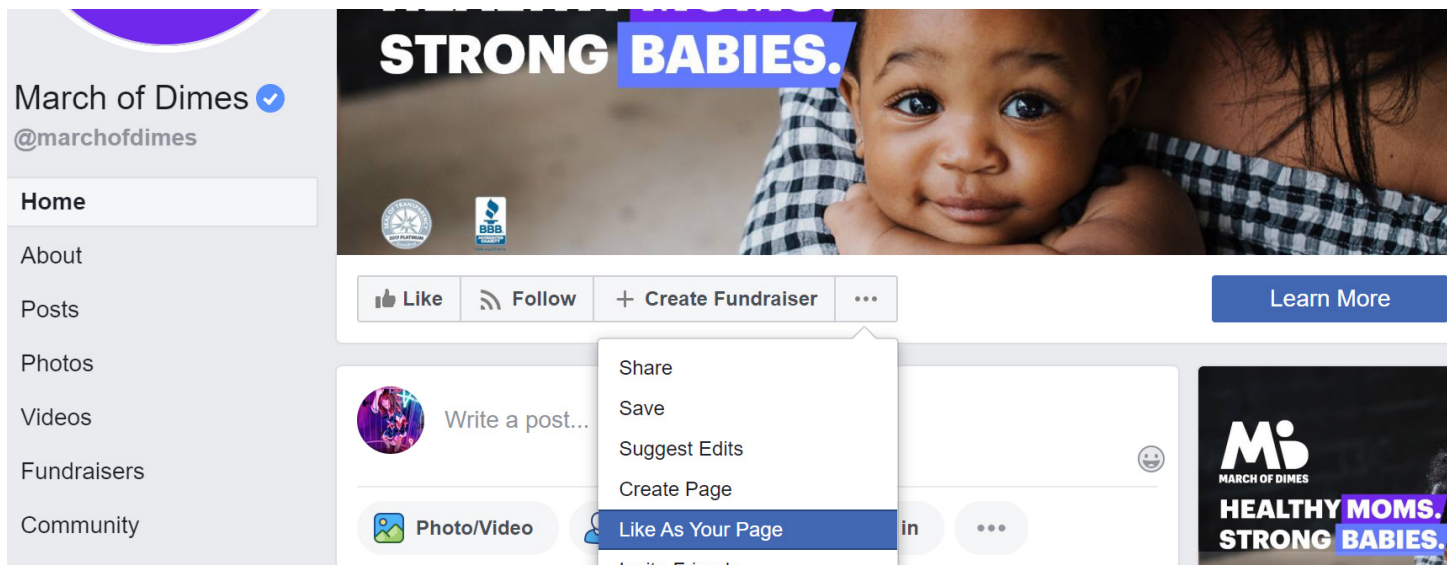
2. SWITCH OUT YOUR COMPANY SOCIAL BANNERS

Switch your banner to a premade image or an image including the March of Dimes branding.

Don't forget to include links in the description and comments section on Facebook!

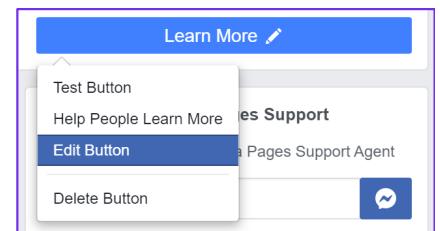
3. "LIKE" AS YOUR COMPANY PAGE

To like a page as your company page, visit facebook.com/marchofdimes and click the "... " under the banner image. Click "Like As Your Page" and then select the page of your choice.



4. REDIRECT BUTTON TO YOUR CUSTOM DONATION PAGE

All social media profiles give the option to add/change the link to redirect your viewers. This is a simple way to get more people to donate to your company's March for Babies page.

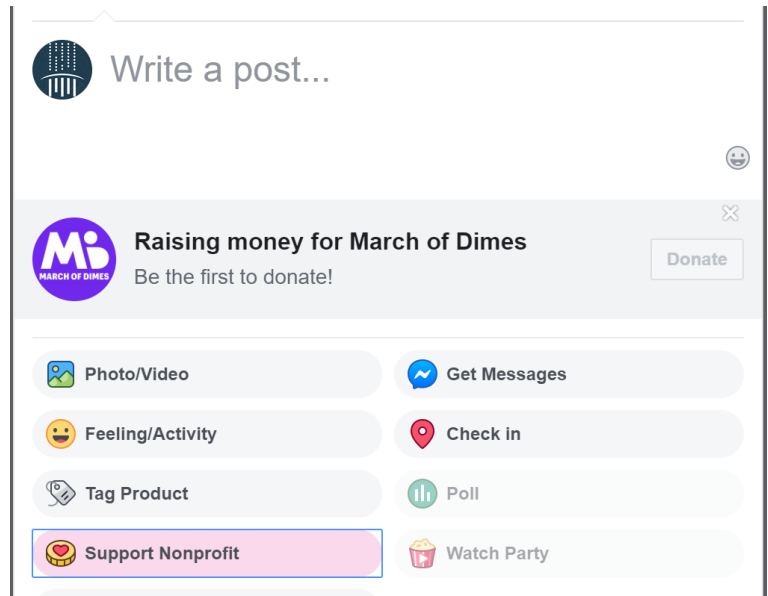


FACEBOOK POSTS -

WHY NOT TO EMBED DONATIONS

Though it might seem like adding a donation link through Facebook might be a good idea, but it does not benefit the Tarrant County March for Babies donation goal.

Currently, there is only an option to donate to the general nonprofit. We do appreciate all donations, but it would help Tarrant County's goal if you linked back to your company or your team's personal page.



WHAT YOU CAN POST ON SOCIAL MEDIA

Posting on your company's social media is easier than you think. Try asking your employees to share their stories or highlight fundraising activities.

It's also a great idea to share any posts from any of the @MarchofDimes social media pages. They do a great job with raising awareness for mothers and babies.

HASHTAGS TO USE

**#MarchofDimes #MarchforBabies
#Babies #Preterm #Premature
#BirthDefects #HealthyMoms
#StrongBabies #MODwontstop
#MODAdvocacy #BlanketChange**

Hashtags are the easiest way for people to organize and promote similar social media posts. It is a great way to engage with people that relate with your message for March for Babies without them having to know about your company.



SOCIAL MEDIA SCHEDULING -

Unsure of where to start? Scheduling content is as easy as 4-1-1. Learn about what each one means and try implementing it into your March for Babies social media plan!

4-1-1 SCHEDULING

4 posts with relevant and original content from others. Create these with a quick self-written snippet before the link and be sure to include a powerful image.

1 post that's a retweet/share relevant posts from March of Dimes. This involves some research, but following MoD on social media makes it easier.

1 post that is self-promoting content. This is where you can ask your followers to donate to the cause or join our march.

BEST TIMES TO POST ON SOCIAL MEDIA

The time that you post on social media affects how many people are able to see your post. With the new algorithms in place, this is very important to consider with scheduling content.



FACEBOOK POSTING TIMES

1:30 PM or 3-4 PM MON-FRI



TWITTER POSTING TIMES

11 AM MON/FRI

12 PM TUE/WED/THURS



LINKEDIN POSTING TIMES

12-3 PM MON-FRI