



**MARCH
FOR BABIES**

MARCH OF DIMES

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 will find helpful resources to sign up your team and engage them in fundraising. You can find additional resources on marchforbabies.org and by reaching out to your local staff partner.

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

Marisa Hull

Vice President, March for Babies

MOMS AND BABIES ARE FACING AN URGENT HEALTH CRISIS

The U.S. has one of the
WORST RATES

of maternal death in the developed world. Black women have a rate over **THREE TIMES** higher than all other women.

1 IN 7

women are treated for depression some time between the year before and after pregnancy. Over half of the cases of postpartum depression go undiagnosed.

Women of color are up to
50 PERCENT

more likely to give birth prematurely. Their children can face a 130 percent higher infant death rate.

Premature birth and its complications are the largest contributors to

INFANT DEATH

in the U.S. and globally.

MARCH OF DIMES LEADS THE FIGHT

Pioneered vaccine research leading to the eradication of

POLIO

in the U.S., one of the great scientific achievements of the 20th century. (MOD)

Launched the nation's first
PREMATURITY RESEARCH

Centers dedicated to solving the mysteries of premature birth.

Led the advocating for state implementation of universal

NEWBORN SCREENING

for rare but serious conditions, leading to earlier life-saving treatment and intervention for at least 3,400 additional newborns each year. (CDC)

Advocated for folic acid fortification in the U.S. and leader of a

FOLIC ACID

public education campaign, contributing to a reduction of neural tube defects in newborns of 30%. (MOD)



MARCH FOR BABIES IN 4 SIMPLE STEPS

STEP 1: SIGN UP

Go to marchforbabies.org now to register your team.

STEP 2: RECRUIT

Invite your friends, family and coworkers to join your team and go to marchforbabies.org to sign up.

STEP 3: FUNDRAISE

Ask others to donate to your team. Set a goal and utilize the March for Babies fundraising tools, including social memes and videos to boost your fundraising.

STEP 4: CELEBRATE

Walk with the tens of thousands of March for Babies supporters across the country! Thank everyone who helped, and highlight how much you raised as a team.

STEP 1: SIGN UP

We believe that every baby deserves the best possible start. Unfortunately, not all babies get one. In this country 1 in 10 babies is born prematurely each year. When you March for Babies, you make a statement about the world you want to live in—one in which healthy moms and strong babies are a priority for us all.

The screenshot shows the March for Babies website homepage. At the top left is the March of Dimes logo, which includes a stylized 'M' and 'D' with a baby icon, and the text 'MARCH OF DIMES' and 'MARCH FOR BABIES'. To the right of the logo is a navigation menu with links: 'WHY MARCH', 'EVENTS', 'TEAMS', 'TOOLS' (with a dropdown arrow), 'FAQS', and 'CONTACT US'. The main visual is a large photograph of a family—a man, a woman, and two young boys—all wearing purple March for Babies t-shirts. The man is holding one boy, and the woman is holding the other. They are all smiling. Overlaid on the left side of the photo is the text 'MARCH WITH US' in large white letters, followed by 'We're leading the fight for the health of all moms and babies.' in smaller white text. Below this is a purple button with the text 'SIGN UP' in white. At the bottom of the page, there are two purple rectangular buttons. The left one says 'HERE'S A WALK NEAR YOU' in white, with 'FAIRFIELD' in smaller white text below it. The right one says 'DONATE TODAY' in white.

Here's how:

Go to **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: RECRUIT

When you join March for Babies, you stand with 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 help tackle the biggest health threats to moms and babies. And empowering moms with programs, information and tools to have healthier pregnancies and families. Because of you, we're able to help millions of families in communities like yours and across the country. 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 your 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 helping moms, babies and families. Visit **marchforbabies.org** for more information.
- Use fundraising tools on **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 are 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 to become a Champion for Babies. These passionate Champions for Babies belong to an elite group called the Circle of Champions.
- To ensure that every member of your team has raised money, share helpful tools and tips from **marchforbabies.org**.

STEP 4: CELEBRATE

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 are 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.

THIS YEAR WE GAVE NEARLY 4 MILLION BABIES A BRIGHTER START.

We lead the fight for the health of all moms and babies by:



ADVOCATING

for policies to protect them



SUPPORTING

radical improvements to the
health care they receive



PIONEERING

research to find solutions



EMPOWERING

families with tools to have
healthier pregnancies



UNITING

communities to build a
brighter future for us all