

# social media & recruiting for team captains



When it comes to recruiting, social media is a powerful tool.  
Growing your team can be as easy as ABC!

Like us on [Facebook](#) to receive great fundraising tips. To get you started, here are a few ideas:



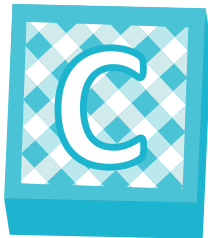
## Apps

Download the [March of Dimes March for Babies apps](#) for [iPhone®](#) and [Android](#) to recruit fundraisers and manage your team. No matter where you go, the app is a team captain's go-to tool that lets you check team progress and see how much each team member has raised!



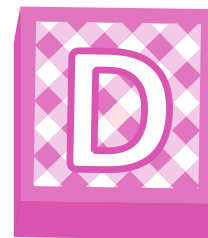
## Be interactive

Try using Facebook, Twitter and other social media outlets at least once a week to bring in new recruits and help with fundraising. Be sure to post a direct link to your team page — and have each team member do the same. Remind them of the many advantages of social media like tagging donors or posting videos or photos of their children as a fun and personal way to spread the word and raise money.



## Commitment takes many forms

Friends and family can't walk with your team on March for Babies day? Not a problem. Reach out to people who may not physically be able to join you and ask them to raise funds, make a donation or simply help spread the word about your efforts.



## Don't delay

Be sure to say thank you right away to your team members and remind them to also thank their donors. Posting a photo on Facebook and tweeting thank-you on Twitter are effective — and immediate — ways to show appreciation for being part of the mission!



## Every recruit counts

The more members you recruit, the more people you have to fundraise. You can easily expand your network through social media by inviting family, friends and everyone you know to walk and raise money with your team. Connect to Facebook, Twitter, Google, LinkedIn, Instagram and more from your March for Babies team page to share your participation!