



## March for Babies Loyalty and Recognition program 2026

### NEW! March for Babies Loyalty and Recognition points

Earn points for the funds you raise and the actions you take for moms and babies.

### Every step counts

The March for Babies Loyalty and Recognition Program is our way of thanking you and recognizing your dedication to the March of Dimes mission to fight for the health of all moms and babies and the steps you take to raise vital funds to support it through March for Babies.

### How points work

Earn a point for every dollar you raise and extra points for completing special actions or challenges along the way that help lead to more fundraising.

Accumulate points to redeem toward great gear to show your support of March for Babies and March of Dimes. For example, if you have earned 1,000 points, you can redeem all 1,000 points on one item, or choose two 500-point items. Items will be mailed directly to you at the address you provide.

For more information, please visit <https://www.marchforbabies.org/Loyalty>

### Take steps to earn points

- Register for March for Babies 2026 at [marchforbabies.org](https://www.marchforbabies.org) = 15 points
- First online self-donation = 15 points for your self-donation, plus points for the amount of donation. For example, a \$10 self-donation would = 25 points
- Set up your Facebook fundraiser through your personal fundraising dashboard, My Fundraising Page = 15 points
- Customize your My Fundraising Page = 15 points
- Send one email to your circle through your My Fundraising Page (under Fundraising Tools/Ask Others) = 15 points
- Set your fundraising goal through your My Fundraising Page = 15 points
- Start a team = 15 points

**And there's more!** Check your email for more opportunities to earn points through special challenges throughout the year!

### How to check your points balance

Access your Merch of Dimes Marketplace <https://www.marchforbabies.org/Loyalty> to check your points total using the same login as your March for Babies fundraising page. You can also browse the cool gear and March of Dimes-and March for Babies-branded merchandise that lets you show your support, as well as inspire others to join you.



If you have a balance of at least 100 points, you will receive a monthly email with your rewards point total.

Please note: It may take 2-4 days for the information to be reflected in your points total. Points earned reflect donations received by March of Dimes; please allow extra time for funds that are mailed to the March of Dimes donation processing center to be reflected in your points total.

### Expiration

If you register for the 2027 March for Babies by Dec. 31, 2026, your points will rollover. If you do not register for 2027 March for Babies by Dec. 31, 2026, your points will expire.

The best way to keep your well-earned points is to register for March for Babies 2027 when registrations opens in November 2026!