

## ***March for Babies Top Fundraising Tips***

*As a Top Fundraiser, you may be using some of these ideas, but others may be new.  
Add something new this year to be a Champion for Babies!*

- **Set a goal** — Your donors will want to help you achieve your goal, so put it out there. Consider challenging yourself to achieve a higher level of the **Circle of Champions**. This means raising more than you ever have before. If you're trying to raise \$2,500, your donors may consider donating \$100 toward a large goal rather than \$25 toward a smaller effort. If you reach your goal online, move it up for future donors to take part.
- **Personalize your home page** — Donors give in part because of the person asking and in part because of the participant's passion for the cause. Tell your story and include a picture on your March for Babies page. Your passion and commitment will motivate donors to give.
- **Donate to yourself** — Your own donation will kick off your fundraising and show your commitment to the cause.
- **The ask** — Try to make your ask of each person for a specific amount if you're comfortable with aiming high. Explain the urgency of the March of Dimes mission and how an increased donation can make a difference. Also, ask for your largest donation first (after your own). It can help set the pace. If you're walking for a specific baby, make your ask symbolic, such as \$75 for 75 days in the NICU. Finally, make sure you ask a few times and follow up. People need reminders and may be meaning to donate. Give them every chance.
- **Vendors** — Most every company has money set aside for charitable giving. It makes sense for them to spend it where their customers are most interested. At work, think of all of the external companies from which you purchase goods or services. Depending on the amount of business, you could see donations of \$100, \$1,000, \$5,000 or even more. At home, consider donations from your auto dealer, your mortgage lender, your hairdresser, etc.
- **Thank you/recognition gifts** — Offer some kind of incentive to your largest donors. For \$250 donors, give them one of your team T-shirts or for \$500, offer to bake them a cake or other nice favor.
- **Matching gifts** — Target friends who work for companies that will match their gifts. Most matches are 1:1, but a few are even more generous. Be sure to fill out the forms and note it on your sponsor envelope. Find information about matching gift companies here:  
<http://www.marchofdimes.org/giving/hep.aspx>
- **Letter writing/mix it up** — Online fundraising has proven to be the best tool to raise money for March for Babies. You also might want to ask some people for a donation in person or send a letter to others. Use tools here to customize your letter:  
<https://www.marchforbabies.org/march/files/mfb-sample-emails-voicemails.pdf>