

march for babies®

2016 TEAM CAPTAIN HANDBOOK
Charleston March for Babies

Saturday, April 30th, 2016
Capitol Complex, Charleston, WV
Registration and activities open at 9am
Walks starts at 10am



marchforbabies.org/event/charlestonwv

Welcome

Congratulations and thank you for serving as a March for Babies team captain! The March of Dimes helps moms have full-term pregnancies and healthy babies. We research the problems that threaten our babies, like premature birth, the #1 killer of babies. The money you and your team raise also helps us bring information and comfort to parents with a baby in the NICU and helps more women and children in our community get access to health care. This is your guide to organizing and executing a successful campaign.

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Online fundraising

Raising money online is the most effective way to quickly reach your goal.

Set up your team fundraising page at

marchforbabies.org/event/charlestonwv.

Check out our online fundraising guide to get started.

marchforbabies.org/event/charlestonwv

We remember you!

If you've participated before, click "sign in" from the top right-hand corner on marchforbabies.org/event/charlestonwv and you're ready to join your team.



The screenshot shows the March of Dimes website for the Charleston WV event. At the top left is the March of Dimes logo with the tagline "A FIGHTING CHANCE FOR EVERY BABY". The main header features the "march for babies" logo in purple and pink. To the right are "SIGN UP" and "SIGN IN" buttons. A purple navigation bar contains links for "WHY MARCH", "TEAMS", "TOOLS", "FAQs", and "CONTACT US". Below this is a white banner with the text "Walk with us to raise money for babies!". The main content area features a large photo of a crowd of people in blue t-shirts. To the right of the photo, the event details are listed: "Charleston", "Raised to date: \$6,525", and a progress bar showing the goal of \$150,000. Below the progress bar are the event date (Saturday, April 30, 2016), registration and start times (9:00 AM and 10:00 AM), walk distance (3 miles), and location (State Capitol Complex, 1900 Kanawha Boulevard, Charleston, WV 25304). Contact information (304) 720-2229 and WV484@marchofdimes.org is provided. At the bottom are "JOIN EVENT" and "DONATE" buttons.

If you forgot your *username*, please contact Joanna McNurlin at 304-932-0358 or jmcnurlin@marchofdimes.org

If you have forgotten your *password*, please visit <https://www.marchforbabies.org/Account/Forgot>

Need help? Contact your local March of Dimes Staff Partner!



Joanna McNurlin
Community Director
304-932-0358 direct
jmcnurlin@marchofdimes.org

Quick start

Your March for Babies campaign follows these four stages. The pages ahead offer step-by-step instructions for what needs to happen when.

Step 1 organize

- Set up the team page at marchforbabies.org/event/charlestonwv
- Assemble your core team (*Send in your Team Captain's Report Form by March 4th*)

Step 2 recruit

- Get the word out about March for Babies
- Grow the team, ask fundraisers to sign up online

Step 3 fundraise

- Encourage online fundraising
- Share the goal and give updates on progress

Step 4 walk

- Get out there on March for Babies day
- Don't forget to say thank you!

Step-by-step to a great campaign

The lists on the following pages help keep you on track and on target during each phase of your March for Babies campaign. Pull them out, post them and check off your progress.

Organize

JANUARY/FEBRUARY

Work with your local March of Dimes representative to scope out exactly what needs to happen. Get your core team together. March for Babies day is a time to celebrate your team’s success and honor a baby you love, all while raising money to fight premature birth. The first step is to come up with a list of potential donors to your team.

- Meet with your March of Dimes representative and develop a plan that includes fundraising targets and day-of needs.
- Have a face-to-face meeting with your CEO if you are a company team. Establish the support of leadership and managers.
- Set up your team fundraising page on marchforbabies.org/event/charlestonwv. Customize your team page so it’s ready for people to sign up.
- Aim high by setting a meaningful goal. For example, \$2,400 team goal in honor of a 24-weeker. For returning teams, raise your goals to beat your previous best.
- Recruit a team ambassador and discuss their involvement.
- Network — ask company suppliers and local businesses to support the team or walk with you.
- _____

Recruit

FEBRUARY

Kick off March for Babies and build momentum.

- The most successful teams have 10 or more individual fundraisers. Ask in person.
- Don't shy away from busy people – they are the greatest achievers!
- Specifically focus on recruiting last year's fundraisers.
- Share your story with everyone. We all have a reason for walking!
- Help team members register online and join the team.
- Send updates every few weeks to celebrate the team's progress and encourage team members to do even more.

If you are a company team...

- Contact your public relations or marketing team for help promoting the event.
- Promote March for Babies on your company's Facebook page. Share a team photo, your goal and give instructions for people to sign up or support the team.
- Follow up with a company-wide email from the CEO encouraging employees to sign up online and start fundraising.
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- _____
- _____
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Fundraise

MARCH/APRIL

Encourage fundraising — you can ask in person, through email or letter, or by using the March for Babies online fundraising tool. Keep in mind that it take an average of three asks to one person to get a donation. Be sure to add your personal story so that all your potential donors understand why March for Babies is important to you.

- Make copies of the 5 Ways To Raise Money document at the end of this guide and share them with all team members.
- Hold a March for Babies Kick Off rally or Lunch and Learn in your main location. Ask March of Dimes staff for more information on how to host these events.
- Meet with your team members to help them start fundraising. Have them list friends, neighbors and local organizations that they can reach out to.
- Send weekly updates to keep everyone engaged and informed.
- Arrange incentives to motivate the team, like a free lunch or an extra vacation day for top fundraisers.
- Highlight top fundraisers to encourage others to keep going and send updates to let everyone know about fundraisers and who reached or surpassed their goal.
- Find resources to help you at every step of the way at marchforbabies.org/familyteams or marchforbabies.org/companyteams

Fundraising Ideas...

- Create a team T-shirt and sell them for a profit
- Conduct a Blue Jeans for Babies day, with employees “buying” the right to wear jeans at work on a specific day by contributing to your March for Babies team.
- Ask other professionals you know for a donation, such as your child’s teacher, your doctor, area restaurants, haircutters or place of worship.
- Pick a theme and ask co-workers to bring a lunch item to work. Charge a typical lunch cost fee (\$5-7) for those who partake in the lunch.
- Hold a themed dinner party for at least 10 of your friends and charge a \$50 entrance fee.

\$200 is an achievable goal for each team member. Here is one way your fundraisers can raise \$200 or more:

- \$75 – ask three family members for \$25
- \$25 – ask a local business for a donation of \$25
- \$100 – ask five co-workers to sponsor you for \$20 each

It all adds up! The more people you ask, the better!

Don't forget to thank all team members and donors! Consider sending thank-you notes with kids' drawings or other personalized elements.

Walk

The day before March for Babies

- Bring all team money to Bank Day! We will be at
Check the weather and let team members know if they should pack a raincoat or bring sunscreen.
- Pack extra team T-shirts, water, sunscreen and Band-Aids®.
- Charge your cell phone.
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- _____
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Online fundraising

Signing up your team, communicating with team members and monitoring the team's progress is easy to do online. At marchforbabies.org you'll find everything you need to help your team succeed.

When it comes to raising money, online fundraising is the hands-down winner. People who raise money online raise 3 times more than those who ask in person or only collect cash or check donations.

Online fundraising is part of working smarter. Some activities may seem like they are a good idea to try to raise extra money. Just make sure they are worth the time you put into them. Below is a comparison of online fundraising versus other activities. See how quickly those online fundraising dollars add up.



Tools for fundraisers

The most successful fundraisers use a combination of the five channels below. You can feel proud of the work you're doing by reminding all your supporters that 76 cents of every dollar the March of Dimes receives is spent on programs that help moms and babies.

Useful materials

Download guides, posters and other resources from the team captain toolkit at marchforbabies.org/familyteams or marchforbabies.org/companyteams. You also will find a team T-shirt order form to purchase customized T-shirts for your team.

- 1 Online**
Join your team at marchforbabies.org and use the online tools to send emails, follow-up messages and thank-yous. Keep track of your donations in real time with the March for Babies app for your iPhone® or Android™ device.
- 2 Social media**
Reach out to your Facebook friends, Twitter followers and LinkedIn connections for support and for help spreading the word. Another smart strategy: thank donors by tagging them publicly on social media. It's the right thing to do, and a great reminder to those who haven't donated yet.
- 3 In person**
Not everyone reads email. You may have more success asking for donations from local merchants and service providers in person! For family teams, get your children involved, too. Most people are happy to donate to kids.
- 4 Letters**
A letter shows you've made an effort and also serves as a physical reminder. Ask for a check donation when reaching out to people who may not be comfortable making an online donation.
- 5 Supporters**
Be sure to include your dry cleaner, dentist, haircutter and auto mechanic, too. These service providers are often glad to support a great cause and help your team achieve its fundraising goal. Think of all the people you do business with and ask them to support your team.

Matching gifts

Many companies will match donations given to the March of Dimes by employees. Check with your donors to see if their company offers matching gifts.