



**MARCH
FOR BABIES**

LET'S CELEBRATE VIRTUALLY!

While everyone's health and safety is our top priority, our fight for healthy moms & strong babies can't slow down. COVID-19 is only compounding the current maternal and infant health crisis facing our nation. While much remains unknown about the virus and its effects on pregnant women, unfortunately, we know from past public health emergencies that pregnant and lactating women are often overlooked as interventions to prevent or treat the disease are developed and distributed. **As we face this public health emergency together, it is more important than ever before that we continue to fundraise and rally to fight for the health of all moms and babies. We need your help now more than ever!**

OUR 50TH ANNIVERSARY STILL NEEDS YOUR SUPPORT!

Have you ever missed a loved one's birthday celebration, but have told them you'll celebrate them in spirit? That is exactly what we are going to do this year as we celebrate our **50TH MARCH FOR BABIES ANNIVERSARY**. We will continue to **HOPE** for the day when all moms and babies are healthy, and every step you take makes a difference. We **REMEMBER** those babies we lost and honor them with special tributes throughout the day. We **CELEBRATE** with fun activities for your whole family and ours, including NICU graduates. See below for some fun ideas you can incorporate virtually to participate!

LET YOUR COMMUNITY KNOW WHY

Sharing your personal testimony and connection to the March of Dimes inspires so many. We know that seeing your Why I Walk Sign along our route is one of the highlights of March for Babies. This year, we want to continue our tradition and even grow it! Make a digital version of your sign that you can share online. Print a copy out for your family to color a version themselves. We want to see why you walk each year. As a celebration for our 50th Anniversary we will be capturing each of your signs and featuring them throughout our community efforts. See our attached template!

WHY I WALK

TAKING ACTION IN YOUR NEIGHBORHOOD, WE NEED YOUR HELP!



- Did you know MOD is providing food and snacks to hospital staff and NICU families?
- Did you know MOD is starting a series this week to help answer questions from moms and families in this time of COVID. The first one is April 1st, on things you need to know if you are expecting a baby during the COVID pandemic.
- Did you know we are taking our group prenatal education virtual and providing a way for pregnant women to connect during this time through facilitated sessions.
- Did you know we are taking our care at the NICU bedside virtual (via Zoom) and continuing to support families even when we can't be there in person.
- Did you know we are encouraging people to stay active during this time and have launched an activity Tracker that not only encourages you to take steps but allows people to sponsor your steps to help us Continue to implement all these programs and more!
- Did you know it's our 50th anniversary of March for Babies and Eli Manning issues us a challenge to get 50 donors each to celebrate our 50th birthday. Will you join our challenge?



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STEP UP! WITH MARCH FOR BABIES!

Are you looking for new ways to spark your fundraising, help the community and share an activity for others to participate in while at home? See our ideas below! Three things you can do first to StepUp! and show your support.

Register to March! Sign up at www.marchforbabies.org

Commit to Fundraise! Make a donation and ask your family and friends to do the same. Work toward a goal of 50 new donors to honor our 50th march anniversary.

Share Your Story and use the hashtag #MFBStepUp to spread the word!

Step Up! — Ask family and friends to sponsor you for every step you take towards healthy moms and strong babies. Download the Step Up app to keep track of your steps.

Give 20 – Get 20 – Raise 20 — Supporters give 20 steps, get 20 steps and raise \$20 to help moms and babies. Start off by taping a short video of you taking 20 steps and tag 20 friends on social media to do the same. Encourage those friends to help you raise \$20 on your March for Babies page.

Baby Picture Bonanza — Show off some of your old school baby photos on social media for every fundraising milestone you hit. Feel free to get your family members, coworkers or even your boss in on the fun.

Coffee Talk with Senior Staff — Looking for extra 1:1 time with a boss or employee? Offer this idea to your coworkers to help your fundraising!

Greetings of Gratitude — Everyone likes to receive mail! Have your children draw a picture or thank you note for every person that gives \$10 or more to your fundraiser.

Social Media Challenges — Challenge your followers to help you raise \$500 or more. Get them to donate by promising to complete a crazy task once this goal is reached. This can include a pie in the face from your kids, eating baby food or dying your hair purple.

Virtual Silent Auction — Have you already been gathering donated items for March for Babies? Set up a virtual silent auction by using biddingowl.com

Why I Walk — Your WHY is so important to our mission, share photos of your journey to educate, create awareness and tell your story for others to hear. You can even post a sign in your yard for neighbors to read if they are out for a walk.

Virtual Work Out — Get your friends to donate to your page and lead a group work out (this is also a great to ask a friend that coaches to lead the class!)

Squares Fundraising — \$5 increments in each square ask people to donate in the particular box they connect with. See our attached document!

Virtual Play Dates — Set up a virtual play date via Zoom or Google Meet for donations. Recruit friends or family who are teachers to read a story or lead an activity such as kiddie yoga, music class, etc.

Have other awesome ideas to help spread our mission? Share them with us using the hashtag #MFBStepUp

Thank you to all of our 2020 sponsors

Every dollar counts in the fight to lead the health of all moms and babies.

Please support my March for Babies Step Up fundraising efforts! Every dollar helps to advance research, education and advocacy efforts for March of Dimes.



<div>\$5</div> <div>For healthy moms</div>	<div>\$10</div> <div>For strong babies</div>	<div>\$100</div> <div>For baby items for moms that complete prenatal education</div>
<div>\$17</div> <div>For the \$16.9 Billion that is spent on medical and health care costs for baby</div>	<div>\$75</div> <div>For a newborn screening for a baby in the hospital</div>	<div>\$26</div> <div>For the 266 Unspoken Stories that families shared with us</div>
<div>\$40</div> <div>For the 40 Supportive Pregnancy Care Sites</div>	<div>\$20</div> <div>A Self donation to kick off fundraising!</div>	<div>\$61</div> <div>For the \$611 million spent on early intervention services for those with delays</div>
<div>\$38</div> <div>For the 380,000 babies born premature</div>	<div>\$50</div> <div>For a box of diapers for a family</div>	<div>\$15</div> <div>For the 150+ legislative bills we advocated for</div>
<div>\$80</div> <div>For over 80 years of March of Dimes</div>	<div>\$10</div> <div>For the preterm birth rate of the US, which is 10%</div>	<div>\$200</div> <div>To Support a NICU Family and help them navigate their new normal</div>