

executive champion guide

Setting up your campaign and recruiting
team captains and fundraisers



start your team at marchforbabies.org

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march  of dimes®
march for babies®

Your involvement and fundraising makes our mission possible.

Why March for Babies?

- Every year, thousands of babies are born too soon and often very sick.
- Premature birth is the leading cause of death during the first month of life.
- Premature birth places a multibillion-dollar burden on businesses.

When your company participates in March for Babies, you're helping real families in your community while partnering with the March of Dimes to combat one of the largest threats in children's health today.

Last year, you helped more women have full-term pregnancies and healthy babies. And you helped bring comfort and information to families with a newborn in intensive care. With your support, we invested more than \$167 million in educational programs, scientific research and community outreach initiatives.

get started

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everyone wins

Taking part in March for Babies to improve the health of babies and help families is a good feeling. But March for Babies is much more than a fundraising activity. In addition to raising money for lifesaving research and programs, the event provides these direct benefits to your company and co-workers:

- **Pride**
Surveys show that more than 90 percent of employees feel proud to work for a company that supports an important cause.
- **Leadership**
By taking on a leading role in March for Babies, employees develop and enhance skills that benefit them on the job and at home. These skills include goal setting, decision making, problem solving, time management and team building.
- **Teamwork**
Participating in March for Babies gives employees the opportunity to interact and work together in a way they might not usually be able to. This builds morale and spirit that spills over into the workplace. Many companies participate year after year and turn March for Babies day into their annual company outing.



team roles

As the company leader, you have the opportunity to build a team of energized and motivated team captains and employees who rally around the cause of improving the health of babies. Your March of Dimes staff partner is there to help. He or she will be the constant support and companion in your success. Who else is on the team?



- **Executive champion**
An executive champion is appointed by the CEO or a top-level executive. With c-suite visibility and the ability to channel resources to support the campaign, he or she is vital in helping you get things done. The executive champion can let managers know that March for Babies is important, and everyone's support is appreciated. Work with your champion to set a goal, to secure incentives and to schedule executive appearances at the company kickoff and on March for Babies day.
- **Team captains**
Multiple team captains should be appointed either by department or one captain for every 50 to 100 employees, depending on the size of your company. Your captains can share in the responsibilities, from recruiting a set number of fundraisers to keeping the energy up by fostering friendly competition between departments.
- **Fundraisers**
You and your fellow co-workers make the difference in the success of March for Babies. It is important for team members to understand that March for Babies is not just a walking event and that raising money is an important part of their commitment.
- **Top walkers**
These are individuals who raise more than \$1,000 through their fundraising efforts. The average fundraiser raises between \$200 and \$300, so focusing your team captains on top walkers will add to your total quickly and be more meaningful in helping babies be born healthy.

action plan

Success starts with good preparation. The instructions and strategies in this document will help you plan for and execute a successful March for Babies campaign for your company.

- Meet with your executive champion and your March of Dimes staff partner to develop an **action plan**. Work together to:
 - ❑ Set your company goals: fundraising; number of team captains; number of fundraisers
 - ❑ Plan company activities, including your team captain kickoff and company kickoff
 - ❑ Develop a timeline
- Attend a **March of Dimes kickoff event** to hear from people who have benefitted from our work and from those who have successfully led companies like yours. These kickoffs are a great crash course to what the event is all about and what you need to do to get your team going.
- Set up **follow-up meetings** with your executive champion and March of Dimes staff partner during your campaign to evaluate progress and outline key action items necessary to achieve your goals.





recruiting and motivating team captains

Your team captains are a big part of your success in March for Babies. Here's how to identify the right people and keep them engaged.

Identify candidates

Take just 10 minutes to come up with a list of potential team captains. List at least twice as many people as you will need. You may find it helpful to work with your human resources department. These people make for good team captains:

- **Leaders** – Planning, motivating, activating... these business skills are good indicators your pick will be a great team captain, too.
- **Well connected, well respected** – Look for colleagues with a strong network they can call on.
- **Doers** – Don't be afraid to ask busy people; they get things done.
- **Ambassadors** – Are there people in your company who are affected by the mission of the March of Dimes? Think parents, grandparents, former preemies, etc.

Recruit team captains

Ask potential candidates face-to-face to serve as team captain. Most people respond best when approached in a personal way. It also is a great opportunity to talk about the power of people and their ability to rally and be engaged in an important activity. Doing this adds more meaning and impact as to why you want to recruit team captains. Here are some other tips:

- Include the executive champion or senior management in your ask; they can help underscore how important March for Babies is to the company.
- Your March of Dimes staff partner also is available to join you in talking to potential team captains. They can help convey the importance of the March of Dimes mission.
- Hold a brief **team captain training**. Your March of Dimes staff partner can help you plan a great meeting.

Motivate team captains

Make yourself available to your team captains during the campaign. Let them know you are there to answer any questions.

- Help employees understand the March of Dimes mission; if possible, ask a parent or grandparent of a premature or sick baby to tell their story.
- Check in with your captains weekly to make sure they are on track to meet their goal and have what they need.
- Thank your captains for their progress and a job well done.
- After the event is over, highlight those captains whose teams met or exceeded their goal.

Materials

Share the **team captain plan** following page 9 with your captains to help them get started.



vendor support

Ask your vendors and business partners to join your company in supporting March for Babies by making a corporate contribution toward your company's fundraising efforts.

These contacts can be a major part of helping you achieve your fundraising goal. Follow these steps and work with your March of Dimes staff partner to implement a successful vendor campaign.

- Meet with your executive champion, senior management and your team captains to make a list of your company's vendors.
- Who has the best relationship with each vendor? Have him or her reach out for a more personal request.
- Rather than a blanket or open-ended ask, approach each vendor with a specific request that is appropriate to the relationship.
- Make your request in writing and follow up 2 weeks later with a phone call. People are busy, and just like with any business transaction, follow-up is key.



Materials

Ask your March of Dimes staff partner for sample letters to use or customize.

strategies for success

Top-level support

Management's support can have a significant impact on the success of your campaign. Ask your CEO or executive champion to set the tone and communicate why March for Babies and the problem of premature birth is a priority.

- Ask the executive champion to send key messages as needed throughout the campaign. These messages can reinforce responsibilities, communicate fun incentives and recognize top-performing volunteers.
- Ask the executive champion to **set a challenge**. For example, the executive champion can set a fundraising goal of \$5,000 and challenge other executives to each raise \$5,000.

Incentives

Fundraising incentives keep people motivated and working toward their goal. Examples include:

- Prime parking for team captains with at least 15 active fundraisers
- A company team T-shirt for everyone who started fundraising
- A breakfast or lunch voucher for fundraisers who hit the \$100 level
- A half day off for fundraisers who hit the \$500 level
- A CEO-hosted lunch for top walkers

Mission

Make the campaign passionate and personal. Share stories of employees, friends or family members affected by premature birth or birth defects. Ask one family to serve as your team ambassadors. Invite them to share their story at the company kickoff and other events.

to share!

tools for captains and fundraisers

Share the following pages with your team captains to help them recruit fundraisers and lead a successful team. More tools for team captains, including sample emails and messages, are available on marchforbabies.org/company.

Ask your team captains to share the **5 ways to raise money** and online fundraising instructions at the end of this document with every member on their team.



team captain plan

Thank you for serving as a March for Babies team captain! Your role is to recruit co-workers, and their friends and family members, to join the team and raise money for the March of Dimes. Your department's fundraising will count towards your company goal. Remember that you and your team are helping a whole new generation of babies to be born healthier and stronger.

Plan your campaign

- Attend your company's **team captain training**.
- Set your fundraising goals.
- Sign up your team at marchforbabies.org customize your team page so it's ready for people to sign up.
- Touch base regularly with your company's March for Babies leader and don't be shy to ask questions.

Recruit team members

- Take just 10 minutes to come up with a list of potential team members. List at least twice as many people as you will need. Make sure you get these people on the team:
 - ❑ **Doers** – Busy people get things done.
 - ❑ **Ambassadors** – Who in the department is affected by the mission of the March of Dimes? Think parents, grandparents, former preemies, etc.
- Ask each potential team member in person.
- Ask at least one team member to commit to raising \$1,000 or more and ask all fundraisers to set a goal of \$200 to \$300 or more.
- Help team members register online and join the team at marchforbabies.org.



Motivate fundraisers

- Share stories of employees, friends or family members affected by premature birth or birth defects.
- Make copies of the **5 ways to raise money** document and share them with the team.
- Send weekly updates to keep everyone engaged and informed.
- Hold brief team rallies to keep the momentum up.
- Make sure everyone on the team knows about the company incentives.
- Highlight top fundraisers to encourage others.
- After the campaign is over, highlight fundraisers who've met or exceeded their goal.
- Don't forget to thank all team members for a job well done!



5 ways to raise money

When you participate in March for Babies, you raise money to help babies and families in your community. Many participants raise \$200 to \$300 — top walkers raise \$1,000 or more. The secret to their success? There isn't one method. The most successful fundraisers use a multi-channel approach. No matter which ways work best for you and your donors, please know that 76 cents of every dollar you raise is spent on programs that help moms and babies.

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: thanking donors 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

It's easy to ignore an email, but harder to say no in person. Many people ask for support from the local merchants they frequent and even their service providers!

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 Vendors

Vendors can be a major part in helping our team achieve its fundraising goal. If you work with any vendors, don't be shy to ask them for support.

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.

Personalizing your webpage will increase your donations. Please share these simple steps with your walkers and watch as they increase their dollars.

The screenshot shows the March of Dimes team dashboard for Jane Smith's team. At the top, there is a navigation bar with links for 'OUR MISSION', 'COMPANY TEAMS', 'FAMILY TEAMS', 'BLOG', 'SPREAD THE WORD', and 'ECARDS'. Below this is a sub-navigation bar with 'TEAM DASHBOARD' selected, along with 'MY TEAMS', 'MY TEAM REPORTS', 'MY TEAM DONATIONS', and 'SEND TEAM E-MAILS'. The main content area includes a 'Team dashboard' section with a dropdown menu for 'JANE SMITH'S TEAM' and a video player. A progress bar shows fundraising progress towards a goal of \$5000, with 102 days left until the event. A red oval highlights the 'Build my team' and 'Manage my team' sections. Below this is a 'Spread the word' section with social media icons for Facebook, Twitter, Google+, and LinkedIn. At the bottom, there is a 'My team's fundraising' section with a table showing team reports and donations.

Build my team:

- Recruit walkers
- Get team donations

Manage my team:

- View team report
- Track team donations
- Download tools

Spread the word

My team's fundraising

Team reports	Team donations
Registered participant: 1	There is no donation
Paid participant: 0	
Team goal: \$5000	

Log in to your account at marchforbabies.org and you will see your team dashboard.

From here you can customize your page and then use the tools provided to manage your team and raise money for babies.

Team dashboard

JANE SMITH'S TEAM

This is the link to your team fundraising page: <http://www.marchforbabies.org/team/janesmi>

Fundraising progress

My team has \$0.



Build my team:



Recruit walkers



Get team donations

Manage my team:



View team report



Track team donations



Download tools

Use your **Team dashboard** page to

- Send emails to build your team
- Send emails to ask for donations
- Track your team's progress with easy to use reports
- Download helpful tools to maximize your team captain success

FUNDRAISE ONLINE BY SENDING E-MAILS TO YOUR POTENTIAL SPONSORS. YOU HAVE TWO OPTIONS

Use your own e-mail software:

Make sure to include this URL: <http://www.marchforbabies.org/team/janesmithtea>

For your convenience, we have already e-mailed this to the address you provided.

OR

Send e-mails through this site:

It's easy! We'll show you how, just follow the instructions below.

1. Choose the people you'd like to send an email to from the list below:

- Current Team Members
- Past Team Members
- Team Sponsors
- Team Contacts

Have e-mail addresses to import? [Click here to import them.](#)

Use your own email system or the March for Babies Online Fundraising Tool. If you are a returning team, your address book is already here from last time.

Remember to check back often and log on to use the dashboard tools — the action place for your team!

My fundraising progress \$0.

Welcome back, Bob Aglione!

AglioneTEST

Your personal page is located at: <http://www.marchforbabies.org/BobAglione>

Message Center ►

Fundraising tools & tips



Make your own donation



Send emails



Personalize your page



Get a Badge



Grab the apps



eCard

Your **Personal dashboard** page is where you can

- Add a personal photo
- Share your own personal reason for raising money for stronger, healthier babies
- Track your personal fundraising total
- Encourage others to add supportive comments to your page when they donate