



A MOTHER OF A MOVEMENT

**2024 TEAM
CAPTAIN TOOLKIT**

March for Babies: A Mother of a Movement

When you join March for Babies, you're joining the movement to improve health outcomes for families because our country is facing a maternal and infant health crisis. It's unacceptable. Each year, one woman dies every 12 hours from pregnancy and childbirth complications, two babies die every hour, and 1 in 10 babies is born too soon.

As a March for Babies community, we're better together. Whether individually or on teams, we're all over the country becoming a part of an even larger movement to help March of Dimes work to close the health equity gap and end preventable maternal and infant risks and death.

By joining us in this movement:



YOU'RE UNITING

for health equity, opening the door for all moms to have access to care and protecting the health of families by advocating for their rights.



YOU'RE CONNECTING

year-round through customized challenges and team building activities that engage employees, families and friends who want moms and babies to be healthy and strong.



YOU'RE HONORING

motherhood, babies and those who've experienced loss by staying active and creating change.



YOU'RE CARING

for all families throughout their pregnancy—whether it goes as planned or has unexpected challenges —by raising critical funds, so moms and babies get the best possible start.

Together at **March for Babies: A Mother of a Movement™** we will UNITE, CONNECT, HONOR, and CARE for every family to improve maternal and infant health. We'll support every family with health education and resources. We'll help fund research to change the future of our children—and our children's children. We'll push for policy changes that protect moms and moms-to-be.

Join our community. Fundraise for families.

March for Babies: Mother of a Movement.

Take 3 simple steps:

Sign up!

1

Visit Marchforbabies.org to log your profile. Customize your page, find mission information and fundraising tools, and even send emails to your network.



2

Set your goal

Set your personal goal based on a number that's meaningful to you—maybe even a birthday or milestone.

Grow your team

3

We recommend trying to recruit 10 people that will join your team's to fight for the health of moms and babies.



Reach out to your March of Dimes staff partner for support and ideas on how to maximize your team's efforts for 2024: Ashley Edmunds (803) 707-4560 or aedmunds@marchofdimes.org.

Building MY team

Team details

Team name

Team goal amount

Personal fundraising goal



My team members:

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Captain's notes:



Utilize email templates to reach out to co-workers, family, and friends.

Days of movement

Join us this year for Days of Movement—moments in time to rally people to support March of Dimes’ fight for the health of all families through your March for Babies team and individual activities. **Days of Movement can be any day that’s important to your team and/or community.**

As a team leader, Days of Movement are great opportunities to inspire your team—share your story with them and ask them to share theirs, get together and create camaraderie, celebrate each other’s milestones, and rally support from friends, family, and community.

We’re grateful that you’re part of our community and larger movement to help close the health equity gap and end preventable maternal and infant risks and death.

We couldn’t do this without you!

Team celebration

- Host a fun event: bowling, paint night
- Throw a company picnic/BBQ
- Celebrate with a family reunion



Volunteer Day

- Host a book drive
- Create “Going Home” packages
- Notes of Hope/Gratitude
- Assemble nurses care packages

Fundraising ideas

Video free day

Instead of a traditional Jeans Day, where staff pay to wear jeans, make it a day with no video during virtual meetings so attendees can feel free to dress down.

Game break

Have a game night virtually or in person to play board games, charades, bingo, trivia, or have a scavenger hunt. Charge an "entrance" fee.

Auctions

Many teams put together live or silent auctions. Teams can make a whole event out of it. Work with an auctioneer who will donate their time and hold a live auction in person or online.

Name that baby

Ask friends or coworkers to send you their baby pictures and compile all photos into a PowerPoint. Host a video call and ask for donations per guess. If the guess is wrong, they have to make a donation to your team.

Breakfast

Put together a breakfast with a high-level executive at your company. This can happen at the office or in the comfort of your own home via Zoom.

A mother of a hairstyle

Let friends and family determine your next hair cut! Select three styles you're willing to have for the foreseeable future, post on social media, and let others "vote" for a hairstyle through their donations. Whichever receives the most votes wins.



Tools and resources

When you visit **Tools and Resources** on the [March for Babies](https://marchforbabies.org) website, you have access to the following to promote your participation in March for Babies.

- Why I March social tiles
- March for Babies eCards
- Facebook and X (Twitter) covers
- Fundraising memes
- Instagram stickers
- Web banners



Frequently asked questions

When and where is the March for Babies experience?

- Visit [Marchforbabies.org](https://marchforbabies.org) for details.

How do I show that I'm participating?

- Share your photos and videos using [#marchforbabies](https://twitter.com/marchforbabies). Be sure to follow us on Facebook [@marchofdimes](https://www.facebook.com/marchofdimes).

Where should I send donations?

- Please donate at marchforbabies.org. If you're unable to donate online, mail your donation to:
March of Dimes
PO Box 3153
Harlan, IA 51593 -0344



Thank you!

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