



A MOTHER OF A MOVEMENT

TEAM CAPTAIN TOOLKIT

2022

TODAY WE NEED YOUR HELP
MORE THAN EVER!

TOGETHER, LET'S BE A PART
OF SOMETHING BIG.



MARCH FOR BABIES: A MOTHER OF A MOVEMENT

It is more than a march, it's a brand new experience. It's America's larger call to action to ensure that all families get the healthy start they deserve! It's no small feat – it's **A MOTHER OF A MOVEMENT!** Be a part of the movement no matter where you live—in person, virtually or both.

- **You're lifting up** communities for health equity, opening the door for all moms to have access to care and protecting the health of families by pushing for their rights.
- **You're creating connections** in a year-round campaign through customized challenges and team building activities that engage employees, families and friends.
- **You're coming together** to stay active and create change to honor motherhood, babies and those who care about them.
- **You're taking action** for all families throughout their pregnancy journey by raising critical funds to help March of Dimes continue research, programs, support and advocacy so families get the best possible start.

Mask Up and March where you are on (insert date)

Together, let's be a part of something big.



MEET OUR CHAIR AND AMBASSADOR FAMILY

Thank you for being part of **A MOTHER OF A MOVEMENT** - a larger movement for change, with unstoppable momentum to make America a more equitable place and ensure that every family is healthy.

Meet our Chair and Ambassador Family.

Insert photo of
Ambassador Family

Insert Ambassador Family
story

Insert photo of MFB Chair

Insert quote from MFB
Chair

SET YOUR TEAM UP TO GIVE EVERY FAMILY A FAIR SHOT

SET CLEAR AND MEANINGFUL TEAM AND INDIVIDUAL FUNDRAISING GOALS

- We recommend \$2,500 for Teams and \$250 for individuals

TAKE THESE THREE STEPS TO TRIPLE YOUR IMPACT

- **Start with your own donation to your page!** Lead by example. People are more likely to donate to you if you made a donation first.
- **Update your personal story**, so you can share why you participate in March for Babies. A personal story with a photo or video will show others your conviction and will prompt them to join, spread the word and support our cause.
- **Use the March of Dimes: Charity Cloud app to make fundraising easier and join the Step Up Challenge.** Simply search for "March of Dimes: Charity Cloud" in the Apple store or Google Play Store to download and you are on your way!

WORK WITH YOU TEAM MEMBERS AND MAKE A LIST OF WHOM THEY SHOULD ASK FOR SUPPORT

- Who cannot say NO to them... make sure those people are on their list!

CREATE A FACEBOOK FUNDRAISER FROM YOUR FUNDRAISING PAGE.

- People who connect their fundraising to Facebook raise more!

KEEP IT SIMPLE

- Recruit 9 team members and ask them each to raise \$250 – you have reached your team goal!
- Have them ask 10 friends for \$25 each - and they reached their goal!



[MARCHFORBABIES.ORG/\(LOCAL MARKET NAME\)](https://marchforbabies.org/(LOCAL MARKET NAME))

MARCH FOR BABIES CHECKLIST

✓ PRE-MARCH FOR BABIES EXPERIENCE

- REGISTER AT [\[insert local mfb.org site\]](#) Create a team or register as an individual. Once you register, be sure to check out your digital resources hub.
- DOWNLOAD the March for Babies app & invite your friends and family to do the same.
- INVOLVE your family and friends. See ideas on the TEAMS PAGE on Marchforbabies.org
- FOLLOW along on Facebook @_____ to stay in the loop.

✓ DAY OF MARCH FOR BABIES VIRTUAL EXPERIENCE

- COME together with your team, just like you would at March for Babies to mask up and march where you are...around your office building, in your neighborhood, at a local park etc.
- CELEBRATE with us as we come together for the 2022 March for Babies Experience at [TIME](#) on [DATE](#)
- Go social! use [#\[insert local hashtag\]](#)

✓ POST MARCH FOR BABIES VIRTUAL EXPERIENCE

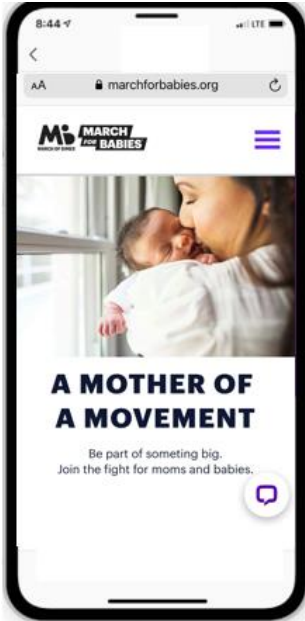
- POST your photo and [#marchforbabies](#)
- ASK your network for more donations!



THINGS TO KNOW

SIGN UP

Sign up today at [\[insert local mfb.org site\]](#) . You can sign up as a team captain or you can join an existing team. Don't hesitate to email [\[INSERT LOCAL MARKET CONTACT INFO\]](#) if you have any questions



GO MOBILE! LOTS OF DIGITAL TOOLS TO HELP

Be sure to download the March of Dimes: Charity Cloud App to get the latest updates and join the Step Up Challenge. Search for "March of Dimes: Charity Cloud" in your Apple App Store or Google Play store.

Digital Resources are available on the website or the app!

CREATE A FACEBOOK FUNDRAISER

Sign in to your personal fundraising page. There you will find a "Create Facebook Fundraiser" tool – just follow the prompts and your March for Babies page will be connected to Facebook. From there you can easily share your fundraiser with your followers!.

INVITE YOUR FAMILY AND FRIENDS TO MARCH WITH YOU!

Amplify your spirit! Make sure to use our hash tags on social: [#\[insert local hashtag\]](#)

- Mask up and take a walk outside. Be sure to adhere to social distance guidelines.
- Get the whole family involved! Have an indoor dance party or a push-up challenge!
- Host your own Superhero Sprint!



[MARCHFORBABIES.ORG/\(LOCAL MARKET NAME\)](#)

THINGS TO KNOW - ANNUAL STEP UP CHALLENGE

STEP UP INTO SUCCESS

Take part in our annual National Step Up Challenge!

- Invite your teammates and fellow companies to challenge each other in a physical activity competition.
- Details coming in March!

Be sure to download the March of Dimes: Charity Cloud App to get the latest updates and join the Step Up Challenge. Search for "March of Dimes: Charity Cloud" in your Apple App Store or Google Play store.



[**MARCHFORBABIES.ORG/\(LOCAL MARKET NAME\)**](https://marchforbabies.org/(LOCAL MARKET NAME))

FUNDRAISING TIPS!

Below are fundraising tips to help reach your goals in creative ways!

VIDEO FREE DAY

Instead of a traditional Jeans Day, where staff pay to wear jeans, make it a day with no video during meetings where 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.

KARAOKE BREAK

Host an online competition using a free karaoke website or YouTube. Charge an entry fee to compete, request a donation for each vote cast or make donations to choose a song for someone else to sing.

AUCTIONS

Many teams are putting together live or silent auctions. Teams can make a whole event out of it – work with an auctioneer who will donate his/her 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 WITH

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.

VIDEO GAME TOURNAMENT

Create your own league and compete to see who really is the greatest! Ask for a small donation to enter, with the winner getting a prize and bragging rights.

WORKOUT WITH Host a virtual workout (could ask local instructor), charge an "entrance" fee and invite all your family and friends to participate.

A MOTHER OF A HAIRSTYLE

Let friends and family determine your next hair cut! Select 3 styles you are willing to don for the foreseeable future, post on social media and let others "vote" for a hairstyle through their donations. Whichever receives the most votes wins!

[MARCHFORBABIES.ORG/](https://marchforbabies.org/)(LOCAL MARKET NAME)

YOUR MARCH FOR BABIES TIMELINE



MONTH

- Sign up at [[LOCAL mfb.ORG](#)]
- Join your Pep Up Rally
- Your March for Babies Team will work with you to individualize a plan.
- Be sure to participate in the **Step Up Challenge** on **(DATE)** to **(DATE)**. Download the March of Dimes: Charity Cloud app from your App store or Google Play store to track your steps and participate!



MONTH

- [insert local info]



MONTH

- April 28 is Superhero Day. Take pictures of your superhero and share on Facebook and Instagram with #marchforbabies
- Join us for the 2022 [[insert city/name](#)] March for Babies Experience on [[DATE AND TIME](#)]



MONTH

- [insert local info]

[MARCHFORBABIES.ORG/\(LOCAL MARKET NAME\)](#)

YOUR MARCH FOR BABIES TIMELINE

MONTH

☐ [insert local info]

MONTH

☐ [insert local info]



NATIONAL CELEBRATION DAY DATE TO BE ANNOUNCED

[MARCHFORBABIES.ORG/\(LOCAL MARKET NAME\)](https://marchforbabies.org/(LOCAL MARKET NAME))

TOOLS AND RESOURCES

The **Tools and Resources** below will be available to promote your participation in March for Babies.

- When you visit the [March for Babies Tools](#) web page you have access to the following:
 - Why I March social tiles
 - March for Babies eCards
 - Facebook & Twitter Covers
 - Fundraising Memes
 - Instagram Stickers
 - Web Banners
 - Ad



[MARCHFORBABIES.ORG/\(LOCAL MARKET NAME\)](#)

FREQUENTLY ASKED QUESTIONS

• WHEN IS THE MARCH FOR BABIES EXPERIENCE?

- The **MARCH FOR BABIES: MOTHER OF A MOVEMENT** Experience is on _____, Be sure to follow us on Facebook @insert local fb for activities and events in the weeks leading up to the march!

• WHERE IS THE MARCH FOR BABIES EXPERIENCE?

- Visit your local MFB.org page for details.

• HOW DO I SHOW THAT I'M PARTICIPATING?

- Share your photos and videos using the hashtag #marchforbabies. Be sure to follow us on Facebook @insertstatepage. We will have fun activities and challenges throughout the campaign including the experience day! Reach out to your MOD staff partner with any questions at _____

• HOW DO I PARTICIPATE IN THE ANNUAL STEP UP CHALLENGE?

- The step challenge is available through the March of Dimes: Charity Cloud app. You can download the free app by searching "March of Dimes: Charity Cloud" in your Apple App Store or Google Play store.

• IF MY EXPERIENCE IS VIRTUAL SHOULD I STILL SIGN UP?

- Yes! When you sign up for March for Babies, we are able to let you know about updates and day-of activities! You can sign up at www.marchforbabies.org.

• WHERE SHOULD I SEND DONATIONS?

- Please donate online at <insert MFB webpage> If you are unable to donate online, you can mail your donation to your local March for Babies office: (input address). Please include the participant's name you would like to credit.

• DO I STILL GET A T-SHIRT IF MY EXPERIENCE IS VIRTUAL?

- Registered participants that raise more than \$100 are eligible to receive a **MARCH FOR BABIES: A MOTHER OF A MOVEMENT** T-shirt.

THANK YOU TO OUR SPONSORS

MARCHFORBABIES.ORG/(LOCAL MARKET NAME)