

STEP UP & CHOOSE YOUR OWN ADVENTURE WITH MARCH OF DIMES



**MARCH
FOR BABIES®**



Every
Step
Counts

EVENTS

Student or teacher-led events
This adventure will include planning, fundraising and executing an event with a staff partner. (run/walk, dance-a-thon, etc.).

SERVICE

Student or teacher-led service projects
March of Dimes has created Days of Movement toolkits on start to finish for projects that benefit your local community.

IMPACT

Student or teacher-led events
This adventure will focus on fundraising and the impact it will lead to the health of moms, babies and families.



Lisa Koss



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lkoss@marchofdimes.org



**MARCH
FOR BABIES®**

1

Sign up: Create a school fundraising team: www.marchforbabies.org

2

Set a planning meeting with your March of Dimes staff partner, Lisa Koss, here: calendly.com/lkossmod

3

Create your plans and timeline

4

Have Fun!

Why be part of this adventure?

You can involve the whole school and all subjects!

EVENT CREATION



create activity and impact for your community

LEARNING THE HISTORY



learn about FDR, polio and March of Dimes history

HEALTH & WELLNESS



learn about how to create healthy outcomes for babies

MONEY MANAGEMENT



fundraising challenge nurtures compassion for others

ART CREATION



individuality & creativity through days of movement & event prep

CIVIC IMPACT



networking, sharing with others and seeing the cause and effect



**MARCH
FOR
BABIES**

AWARENESS CALENDAR 2025

January

- Birth Defects Awareness Month
- Martin Luther King Day, 16
- Franklin D. Roosevelt Birthday, 30

February

- Black History Month
- American Heart Month
- Congenital Heart Defect Awareness Week
- Nation Women's Heart Day / Wear Red Day, 3

March

- Women's History Month
- National Nutrition Month
- Trisomy Awareness Month
- World Birth Defects Day, 3
- International Women's Day, 8
- World Down Syndrome Day, 21
- National Doula Day, 22
- National Doula Week
- Int'l Doctor's Day, 30

April

- National Minority Health Month
- Cesarean Awareness Month
- National Volunteer Month
- Public Health Week
- World Health Day, 7
- Black Maternal Health Week, 11-17
- Anniversary of the Polio Vaccine, 12
- Earth Day, 22
- National Infertility Week, 23-29
- National Superhero Day, 28

May

- National Nurses Month
- Preeclampsia Awareness Month
- Maternal Mental Health Month
- Hypertension Awareness Month
- Asia American and Pacific Islander Heritage Month
- National Women's Health Week
- National Nurses Week
- Int'l Day of the Midwife, 5
- National Nurses Day, 6
- Mother's Day, 14
- Perinatal Awareness Day, 15
- International Kangaroo Care Day, 15

June

- PRIDE Month
- Men's Health Month
- CMV Awareness Month
- Father's Day, 18
- Juneteenth, 19
- Pride Day, 28

July

- National Cleft and Craniofacial Awareness Month
- Cord Blood Awareness Month
- Minority Mental Health Awareness Month
- Black Maternal Mental Health Week
- Fourth of July, 4
- Bump Day, 21
- Parents' Day, 23
- Aunt and Uncle Day, 26

August

- National Immunization Awareness Month
- Breastfeeding Awareness Month
- Breastfeeding Awareness Week
- Black Breastfeeding Week
- Native Breastfeeding Week
- American Family Day, 6
- National Rainbow Baby Day, 22
- Opioid Misuse Prevention Day, 31

September

- NICU Awareness Month
- Newborn Screening Awareness Month
- Infant Morality Awareness Month
- National Suicide Prevention Month
- Hispanic Heritage Month
- Neonatal Nurses Week
- National Suicide Prevention Week
- Labor Day, 4
- World Suicide Prevention Day, 10
- National Grandparents Day, 10
- Worldwide Day of Gratitude, 21

October

- Pregnancy and Infant Loss Month
- Down Syndrome Awareness Month
- SIDS Awareness Month
- Hispanic Heritage Month
- Mental Illness Awareness Week
- Midwifery Week
- Indigenous People's Day, 9
- World Mental Health Day, 10
- Pregnancy and Infant Loss Remembrance Day, 15
- World Make a Difference Day, 28

November

- Prematurity Awareness Month
- Diabetes Month
- Native American Heritage Month
- Diabetes Education Week
- Veteran's Day, 11
- World Diabetes Day, 14
- World Prematurity Day, 17
- National Family Volunteer Day, 18
- Giving Tuesday, 28

December

- National Influenza Vaccination Week

EVERY FAMILY DESERVES THE BEST POSSIBLE START.

Prematurity affects too many moms and babies and is significantly fueled by the health equity gap in our health care system, communities and institutions. Throughout November, Prematurity Awareness Month your school can raise awareness and funds to fight for full-term pregnancies for every mom and baby.

AWARENESS ACTIVITY

If students can wear it, make it purple! Invite students to wear purple to raise awareness, and to have their friends and family wear purple, too.

Post messages on Facebook, Twitter, Instagram and TikTok—be sure to tag [@marchofdimes](#) and use [#PrematurityAwarenessMonth](#) and [#WorldPrematurityDay](#) in your posts!

FUNDRAISING ACTIVITY

Encourage students to participate in [Purple Day on Friday, November 17](#) to raise funds to help March of Dimes improve the health of every mom and baby.

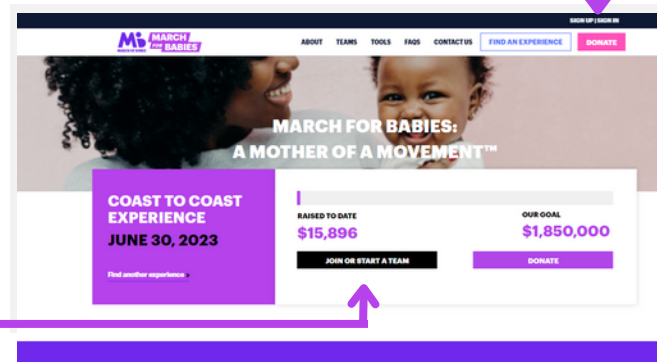
Each school who makes a donation to March of Dimes will receive a certificate of appreciation to proudly display on the bulletin board. Student may participate by wearing purple and posting on social media, whether they donate or not.



Wear any shade of purple to show your support!

JOIN OR START A MARCH FOR BABIES TEAM

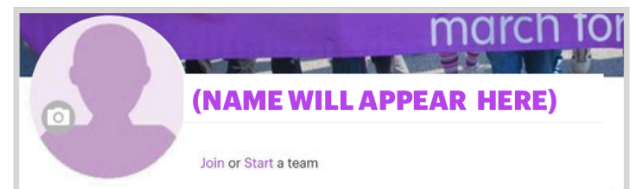
- 1 **Sign up** by clicking on **join event** at marchforbabies.org/event/virtualexperience. If you already have an account, click on **sign in**.



- 2 **Sign Up**
If you are a **new participant**, enter your email address to get started OR sign up with your social account and complete the form.

A screenshot of the 'GET STARTED' sign-up form. It prompts the user to 'Enter your email address or use your social account to get started'. There's a text input field for 'Email address' and a 'GET STARTED' button. Below this, there's an 'OR' section with social media login options: 'Sign in with Facebook' and 'Sign in with Google'.

- 2 **Returning participant/walker**
Sign in to your account with your username or social account. Then, under your name choose from the links to join or start a team.



Then, you will have the option to join a team, start a team, or sign up as an individual.

- 3 If you choose to **start a team**, fill out the information for your new team and click save.

A screenshot of the 'FUNDRAISE WITH A TEAM OR ON YOUR OWN' selection screen. It offers three options: 'Join a team' (with a description: 'Join an existing company, school, club or family team.'), 'Start a team' (with a description: 'Start a team and become a captain.'), and 'Individual' (with a description: 'Start now on your own. You can always join or start a team later.'). Each option has a 'CONTINUE' button.

- 3 If you choose to **join a team**, type the team name in the search bar or choose one of the teams listed in alphabetical order

A screenshot of the 'FIND A TEAM' search interface. It includes a search bar with a dropdown menu and a search button. Below the search bar, there's a 'Change location' section with a distance selector (50 mi) and a location code (85012). At the bottom, there's a section titled 'You can also select from our top March for Babies teams.' listing 'ALPHA PHI ALPHA FRATERNITY' and 'MACY'S INC. MARCH OF DIMES'.A screenshot of the 'START YOUR OWN TEAM' form. It includes a 'Team name*' field with a checkmark icon. Below this is a checkbox for 'This is a company team'. A 'Suggested team goal: \$2,000' is shown, followed by a field for 'Enter team fundraising goal' with a currency selector (\$ USD). At the bottom, there's a 'Type in your team page link' field with a pre-filled URL 'www.marchforbabies.org/team/' and a checkmark icon.

Fundraising Ideas



CHANGE/CASH DRIVE

Look at your local Dollar Tree for purple buckets or jars for change drives/challenges across your school, company or office.

PRODUCT FUNDRAISING

Shop in bulk for items that you could "sell" for a donation. Think sunglasses, wristbands, leis, lanyards, keychains... what do the people want?



YARD OR OFFICE ORNAMENTS

Look at websites like Oriental Trading for purple pinwheels or flamingos to "flock a yard/office" make it a fundraising war. Offer insurance for a donation to avoid being flocked.

BONFIRE.COM

Want to sell shirts to your friends, family and network? Create your design on a website like Canva and turn it into a fundraiser where you upfront NO costs. They handle everything.



STICKERS & MORE

- Have a Cricut or Silhouette? Create your own stickers to "sell" for a donation to your team
- stickermule.com - they feature weekly deals on stickers, decals, labels and more

Think about quotes, school or company logos (with permission)



NAME: _____

March of Dimes uses your gift to support research and programs, while leading the fight for the health of all moms and babies. Your funds are also used to bring comfort and information to the families whose babies are born too soon, too small or too sick. Thank you from March of Dimes and your Donors!

LET'S GET STARTED

Donation Asks

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____

- Keep the money and checks you receive safe in an envelope
- Help an adult count the money you collect
- Have an adult help you fill out the donation form and mail in your donations.
- Give everyone who gave you a donation a great big thank you for helping

Your March of Dimes Staff Partner

Lisa Koss



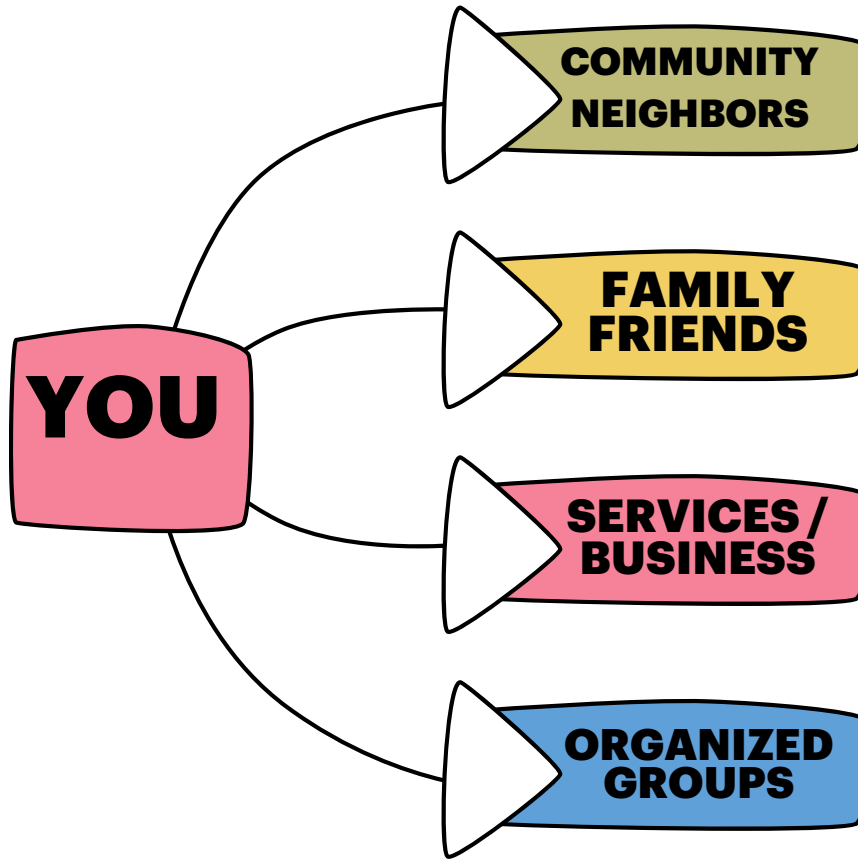
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FUNDRAISING EXERCISE



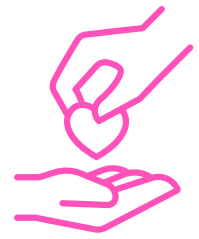
- Neighbors
- Coaches
- Teachers
- School Staff
- After School Activity Staff

- Church/Religious Group
- Networking Groups
- Organized Sports Groups

- Immediate Family
- Cousins, Uncles, Aunts
- Friends from school
- Friends from now
- Social media friends/connections

- Your doctor(s)
- Hairdresser
- Daycare
- Anyone you pay money

Fundraising Ideas



OK RACE

Instead of a traditional 5K or 10K race, add an extra spunk of "just show up and you win." Some have hosted these at business parking lots like a brewery, bookstore or restaurant that will participate in a give back to March of Dimes to encourage business.

FILL IN THE MAP

This is an amazing social media fundraiser. Using a site like mapchart.net you reach out to your network to help you color the map purple. Each donation from a new state will help color in the state. Setting a deadline will make it more urgent.

T-SHIRT FUNDRAISER

Places like [Bonfire](#) or [CustomInk](#) make it easy, you design and set the price and items then they print/ship them for you. Set your design, set your product and share the link -- it's that easy.

TRIVIA NIGHTS

Options to do it in person at a venue/restaurant or online via Zoom. Fun trivia like themed to Schitts Creek or something can attract a lot of interest. Teams pay to enter and there is a pot of money or gifts to win and money to donate.

GARAGE SALE

Everyone has stuff in their house, attics or garage that needs to go. Grab those goods and have a garage sale for the babies! Friends or family that can't donate money to your fundraiser? Ask them if they have stuff for your garage sale.

DANCE-A-THON / ZUMBA / GLOW PARTY

Create an event that will have everyone dancing for the cause. Grab your favorite instructor and ask if they would host a class for a fundraiser. Add glow sticks and a black light to take it up a notch!

RESTAURANT NIGHT

Everyone needs to eat. Connect with local restaurants for a March of Dimes night. Share the date with your network to get people to mention your event and usually the business will donate 5-20% of sales back to you.

EXAMPLE

PURPLE SAGE ELEMENTARY

and



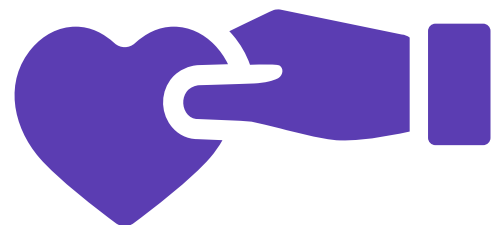
Families everywhere need our support. This is your chance to step up to make a real difference in your community now and for generations to come. The steps we take together are critical—every dollar you raise helps us ensure that all families have healthy pregnancies and strong babies.

HELP US TO REACH OUR GOAL

Scan to donate!



EXAMPLE



Donate to our March of Dimes fundraiser at:
www.webaddress.org

Prepared Resources

IMAGE & VIDEO LIBRARY

Looking for approved images or videos to use in a promotion?

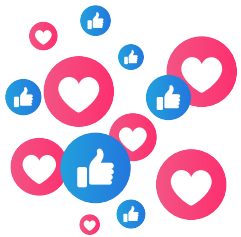


**Check out the library here:
videolibrary.marchofdimes.org**

**March of Dimes YouTube channel:
<https://www.youtube.com/marchofdimes>**

SOCIAL PRESS KIT

Want to make an impact on social media?



**Use pre-prepared posts and graphics from the social press kit linked here:
socialpresskit.com/march-of-dimes**

HEALTHY MOMS. STRONG BABIES.

The U.S. is among the most dangerous developed nations for childbirth. Together we can improve the health of families in our communities, especially those who need us most.

None of this rings true

Imagine a baby born so small that your ring can slip easily onto his wrist. You may not have thought that possible, but a preterm baby has smaller arms, legs, fingers and toes.



It's about making sure all ten fingers and toes are the right size

A preterm baby's foot is about the size of a paper clip.



The last straw

Breathing through a coffee straw is exactly how it feels for a baby born preterm with underdeveloped lungs.



Changing diapers

Preterm baby diapers are so small they fit a Beanie Baby. Can you image a baby so tiny?

Don't put a Band-Aid on a bigger problem

A Band-Aid is the same size as a blood pressure cuff for a preterm baby. Preterm babies have underdeveloped organs like eyes, lungs and kidneys, which need constant monitoring.



We won't spoon feed you the facts

Preterm babies often undergo blood transfusions during their early days of life. The blood required for that transfusion is about 1 teaspoon.



With your support, we can give every family the best possible start.

MARCHOFDIMES.ORG



MAIL IN DONATION FORM

We believe that every baby deserves the best possible start. Your donation helps us provide services, programs and support for moms and babies in communities like yours across the country.

PLEASE SEND FORM AND YOUR DONATION TO:

March of Dimes
Donation Processing Center
PO Box 3153
Harlan, IA 51593 -0344

Please complete this form so that we can appropriately allocate your donation to your market. Thank you for your support of March of Dimes!

CONTACT INFO

School Name: _____

Name: _____ Phone Number: _____

Email: _____ State & Zip Code: _____

DONATION INFORMATION

Total amount enclosed: \$ _____

Please do not mail cash. Make check(s) payable to "March of Dimes."

FUNDRAISER INFORMATION

March of Dimes Campaign: _____

Fundraiser Name: _____

Team Name (if applicable): _____

MARCH OF DIMES STAFF PARTNER: LISA KOSS

The March of Dimes is an IRS 501(c)(3) organization (tax identification number 13-1846366.)



YOUR STAFF PARTNER



LISA KOSS

lkoss@marchofdimes.org

404-476-2101

Take a look at my calendar to set a time to meet:
calendly.com/lkossmod

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WE ARE MARCH OF DIMES

