



**MARCH**  
**FOR BABIES**

## Team Captain Toolkit







**March for Babies brings people together through events across the country and online while raising critical funds to tackle America's maternal and infant health crisis—one person, one community, and one step at a time.**





The US is the most dangerous high-income nation for childbirth. When you participate, you're helping to end preventable maternal and infant health risks, end preterm birth, and close the health equity gap by funding March of Dimes' vital resources such as:

- Providing programs like NICU Family Support® for families with a baby in the NICU, and promoting healthy pregnancies with Supportive Pregnancy Care®.
- Delivering prenatal care where it's needed most with March of Dimes Mom & Baby Mobile Health Centers®
- Funding research and innovation to address the most pressing maternal and infant health challenges.
- Educating healthcare professional and families with information such as our Low Dose, Big Benefits™ campaign to inform about how low dose aspirin can support cardiovascular health.
- Advocating for legislation that protects all moms, pregnant people, and babies.

At events both in-person and virtual, participants rally to improve health outcomes for every mom and baby. Find an event near you or participate virtually at [marchofdimes.org](https://marchofdimes.org).

#### **Start fundraising**

When it comes to giving families the best possible start, we all have the power to help. Here's what you can do:

-  **Step 1: Sign up**  
Visit [marchforbabies.org](https://marchforbabies.org) to log in if you're a returning walker, or sign up if this is your first March for Babies. Then you can customize your profile, find updates and fundraising tools, and even send custom communications to family, friends, and coworkers to help you reach your goal.
-  **Step 2: Set your goal**  
Set your personal goal based on a number that's meaningful to you, such as a birthday, in memory of someone, or a milestone. Your March of Dimes staff partner can help you set a team goal.
-  **Step 3: Recruit others to join your team**  
Much more than a walk, March for Babies is a community. We recommend you recruit 10 people that will join your team's efforts to protect the health of families.
-  **Step 4: Have fun!**

Join us to improve the health of all moms and babies. Because together, each step forward leads to a healthy future for us all. March for Babies. Every step counts.

**Sign up today at [marchforbabies.org](https://marchforbabies.org)**

National Partners



# March for Babies Team Captain Checklist



Register at  
[Marchforbabies.org](http://Marchforbabies.org)  
Create a team or register  
as an individual.



Start with a self donation  
on my March for Babies  
fundraising page.



Under **My Page** scroll  
down to **Edit My Story**  
and update your reason  
for participating in March  
for Babies this year.



Download the March for  
Babies app and invite  
your friends and family to  
do the same.



April 28 is Superhero Day.  
Take pictures of your  
superhero and share on  
Facebook and Instagram  
with [#marchforbabies](#)



Get social! Use  
[#marchforbabies](#)



Follow along on Facebook  
[@marchofdimes.org](#)



## Welcome aboard, team captain!

Get ready to take steps to inspire your team and together raise vital funds to tackle America's maternal and infant health crisis. Whether rallying your team during challenges or celebrating milestones, your energy, dedication, and leadership embody the power we all have to help and make a lasting impact for families everywhere. So have fun and remember—every step counts!

# Setting up my March for Babies team

## Team details

Team name

Team fundraising goal

Personal fundraising goal

## My team members:

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

## Team Captain's notes:



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

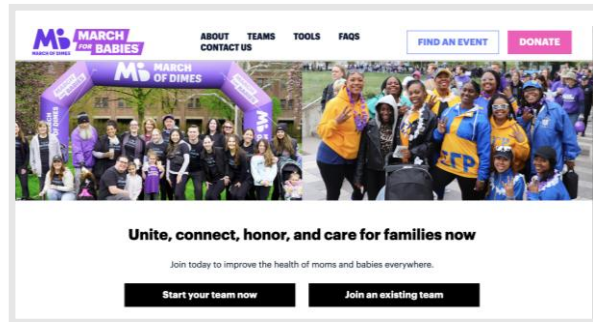


# Tips to getting started

1

## Join or start a team

Go to **marchforbabies.org** and click on the Teams tab in the menu.



2

## Sign in or sign up

If you're a **new participant**, enter your email address to get started **or** sign up with your social account and complete the form.

4

## Set your goal

Set your team's fundraising goal. If you are a new user, you will always be prompted to answer some general questions about why you are participating in March for Babies.

3

## Your event details

Review details of your March for Babies event.

5

## Personalize your dashboard

Set up your March for Babies dashboard by customizing your photos, story, and fundraising goal.



6

## Connect with your team

Add your contacts to your address book and send your team members emails. Explore tools on how to share on social!

**Can't make this event?**  
You can join the community of **virtual walkers**, and experience all the fun on your own terms without physically attending a specific event.

Email 1	Subject line	Can moms and babies count on your support today?
	Message	<p>I'm reaching out to you today because families need you. The US is the most dangerous high-income nation for childbirth. It's unacceptable. But together with your help, we can tackle America's maternal and infant health crisis—one person, one community, and one step at a time.</p> <p>The funds I raise for March of Dimes with <a href="#">March for Babies</a> support research, education, advocacy, and programs and services so moms and babies get the best possible start.</p> <p>Please make a donation to my March for Babies fundraiser today. It's fast, easy and secure from <a href="#">my fundraising page</a> (insert URL) with many options to pay.</p> <p>Thank you for making a difference! (Name)</p>
Email 2	Subject line	Join me in the fight to improve the health of all moms and babies.
	Message	<p>I need your help with a cause that's very important to me. I'm raising money for <a href="#">March for Babies</a> because families in our community and across the country are facing a serious health crisis.</p> <p>In the US, two babies die every hour, and one woman dies every 12 hours due to pregnancy and childbirth complications. And our country's preterm birth rate remains unacceptable, with 1 in 10 babies born too soon.</p> <p>Please support my March for Babies fundraising to improve the health of families everywhere today. it's fast, easy, and secure. Donate directly from <a href="#">my fundraising page</a> (insert URL) or via Apple Pay on iPhone.</p> <p>Thanks! (Name)</p>

## Participant and Team Captain Sample Fundraising Email messages 2025

Personal story email	Subject line	I've joined March for Babies to help moms and babies, and you can too!
	Message	<p>I'm asking for your help with a cause that's very important and personal to me. (insert personal story)</p> <p>I'm raising money for <a href="#">March for Babies</a> so other families don't have to go through what we went through.</p> <p>When it comes to giving families the best possible start, we all have the power to help. Join me by making a safe and secure donation, right from my fundraising page. (insert URL)</p> <p>Your donation will help March of Dimes support research, education, advocacy, and programs and services so moms and babies get the best possible start</p> <p>Together, we can improve health outcomes for families.</p> <p>Thank you! (Name)</p>

## Team Captain: Sample Fundraising Email message 2025

	Subject line	Join me to help moms and babies everywhere.
	Message	<p>I'm proud to say I'm a team captain and raising money for <a href="#">March for Babies</a>. My team (insert name) is fundraising to tackle the maternal and infant health crisis in the US, which is the most dangerous high-income nation for childbirth, especially for women and babies of color.</p> <p>Together we're taking steps for all families to improve health outcomes for moms and babies in your community and across the country. And every step counts!</p> <p>Please join me by making a donation to team or individual page. (insert URL)</p> <p>Your donation will make a big difference to help March of Dimes support research, education, advocacy, and programs and services so every family gets the best possible start</p> <p>Thanks for your help! (Name)</p>

# Tools and resources

Once you register, your personal fundraising dashboard has **Tools and resources** to promote your participation in March for Babies, including:

- Why I March social media tiles
- Fundraising graphics and GIFs
- Days of Movement Toolkit
- Community Walk Toolkit



## Frequently asked questions

### When and where is the March for Babies event?

Your March for Babies team is a virtual campaign.

Visit <http://www.marchforbabies.org/event/VirtualExperience>

To attend an in-person event, go to "Find an event" to search for a March for Babies event closest to you.

### How do I show that I'm participating?

Share your photos and videos using **#marchforbabies**.

Be sure to follow us on Facebook **@marchofdimes**.

You can also email photos to Lisa Koss at [Lkoss@marchofdimes.org](mailto:Lkoss@marchofdimes.org).

### How will I find out if there are changes/cancellations/updates with March for Babies experiences?

March of Dimes staff members will notify all registered participants via email and text if there have been any changes in their experience. Additional updates will be posted on [Marchforbabies.org](http://Marchforbabies.org) on each [experience page](#) (search by zip code). Participants may also call 888-663-4637 for any updates.

### Am I required to meet my fundraising goal?

No, but we ask that you make your best effort to meet your fundraising goal to help us improve the health of moms and babies.

For more FAQs, please visit [marchforbabies.org](http://marchforbabies.org).



# Every step counts. Your donation helps the health of every mom and baby.

**\$50,000**

Supports existing and further expansion of March of Dimes Mom & Baby Mobile Health Centers® to bring pregnancy and postpartum healthcare to women and children in underserved communities, regardless of ability to pay. Last year five centers brought care through more than 4,000 patient visits. This program is expanding with 5 more centers launching soon.

**\$25,000**

Can fund research to find the causes and preventions of preterm birth at our five Prematurity Research Centers in the US and London to address the multifaceted nature of the US maternal and infant health crisis. Funding can also provide researchers with awards like the March of Dimes Richard B. Johnston, JR., MD Prize, which has had six recipients go on to win Nobel Prizes.

**\$10,000**

Can support award-winning consumer education materials in Spanish and English under the It Starts With Mom campaign with over 770,000 webinar views.

**\$5,000**

Can increase public awareness and support maternal health efforts through comprehensive, up-to-date maternal and infant health-related data at our PeriStats website for health professionals, researchers, policymakers, the media, and more. Each year PeriStats garners 900,000 page views and it a trusted resource among maternal infant health professionals.

**\$1,000**

Can provide valuable funding for March of Dimes NICU Family Support, which serves more than 50,000 families nationwide each year. This vital program provides bedside support, resources, and education to families to help them navigate the NICU experience.

**\$500**

Supports our initiatives like professional education such as implicit bias training to address health equity and expose the impact systemic racism has on birth outcomes and maternal health. Last year March of Dimes trained over 25,000 healthcare and public health professionals thanks to our generous supporters.

**\$250**

Can support efforts like advocacy that push for legislation that protects moms and babies, like the annual reauthorization of the PREEMIE Act to expand research, education, and services to fight preterm birth. Federal legislation like the PREEMIE Act can impact all families across the country including the **XX** babies born too soon in our state each year. (dependent on market stats)

<https://www.marchofdimes.org/our-work/public-health-data-reports>

Team goal:

I did it!



MARCH OF DIMES

MARCH  
FOR BABIES

Team







# Thank you!

LISA KOSS  
Manager

T: 404-476-2101

E: [Lkoss@marchofdimes.org](mailto:Lkoss@marchofdimes.org)

Schedule a call or video meeting.  
[www.calendly.com/lkossmod](https://www.calendly.com/lkossmod)