

## River Region March for Babies



### Chief Executive Officer of Baptist Medical Center East Leads March of Dimes Effort to Improve Health of the Central Alabama Babies

With your help, we are making significant improvements and advances in Alabama and in the United States when it comes to improving the health of the babies. In 2015, the March of Dimes was able to report that Alabama has seen a decrease in the number of babies born prematurely in our state. One in 7 babies in Alabama is born prematurely which has improved from 1 in 6 in 2014. Alabama has still received an F on our annual report card but we are making improvements and making a difference in the lives of our communities but we aren't stopping now....



PRESENTED BY:



More than 10,000 Alabama babies will be born premature this year, and Jeff Rains is working again with the March of Dimes to change the statistics.

As the Chief Executive Officer of Baptist Medical Center East, he knows how important the March of Dimes mission is to families in the Central Alabama area

and all over the state. As a father of three, he has once again accepted the role of 2016 March for Babies Chairman to raise awareness and important funding to help give all babies a fighting chance. Rains has made the commitment to lead the efforts within the community to raise \$319,000 for the overall River Region March for Babies campaign.

March for Babies, the March of Dimes' largest fundraiser, helps fund lifesaving research and educational programs aimed at helping moms have healthy babies. Last year in the River Region, more than \$260,000 was raised through March for Babies and the fall Blue Jeans for Babies campaigns. This year, Rains and his Executive Leadership Team will focus on recruiting new companies to participate and lead the community in making a difference for the health of moms and babies.

**"As a father, a healthcare professional and a local business leader, this campaign gives Baptist Health and myself a wonderful opportunity to give all babies a fighting chance," said Rains. "Our community is seeing an improvement in the number of babies who are born too soon but we are still seeing too many babies come into our NICU's every day and prematurity continues to be the #1 killer of babies. Giving our babies the best start to life, gives our future the best start, as those born today are our future leaders of tomorrow. I am asking local businesses and individuals to stand up in 2016 and get involved in making a difference for those that can't fight for themselves. Join Baptist Health as well as 20,000 companies nationwide by partnering with the March of Dimes to reduce the premature birth rate across the country and improve the health of babies by raising critical funds and joining us at the 2016 March for Babies on June 4th!"**

We are inviting everyone to sign up today at [www.marchforbabies.org](http://www.marchforbabies.org). You can join an existing team or start a new team with your co-workers, family or friends. Last year, more than 800 people attended the event and we want you to join and help make a difference. The River Region March for Babies will be held this year on Saturday, June 4 at the Baptist Health DeBoer Building, beginning at 8 a.m. There will be lots of family-friendly activities, snacks and a brief ceremony before we begin our March. We will also be honoring those babies who were born too soon and remembering those little loves that aren't with us.

"We're so excited to have Jeff Rains serve as the 2016 River Region March for Babies Chairman once again," said Ashley Gorum, Division Director for the March of Dimes Alabama Chapter Central Division. "His passion for the cause and commitment to helping our babies and families will be a huge driving factor in our success. We are grateful for his dedication to give every baby a fighting chance."

## 2016 Returning Teams

If you don't see your name on this list, you haven't signed into your team March for Babies page yet this year!

Alpha Phi Alpha—  
Alpha Upsilon Lambda  
Baptist East NICU Family  
Baptist Health  
Beasley Allen 4 Babies  
Carter's Crowd  
Champions for Cain  
E & I Camacho  
Gorum's Marchers  
Griff Twins  
Pike County DHR  
TAM II  
Team Aaron Hagen  
Team Amber & Friends  
Team Chayton  
Team Hailey 11  
Warriors for Ethan  
Zeta Phi Beta—Alpha Rho Zeta

Don't let your name be left off the April Newsletter, sign in today and begin your fundraising now!  
Only 80 days until WALK DAY!



## 2016 Top Teams to Date

Baptist Health	\$16,511
Capitol Chevrolet & Classic GMC Cadillac Buick	\$5,000
GKN Aerospace	\$5,000
FBLA—Enterprise High School	\$874
Alpha Phi Alpha—Bet Upsilon	\$500
Walmart	\$500
FBLA—Geneva High School	\$326
Gorum's Marchers	\$165
FBLA—Francis Marion High School	\$100
Rheem Manufacturing	\$95
BeasleyAllen4Babies	\$57
Team Amber & Friends	\$52
Five Star Credit Union	\$40
Blazing Zetas	\$5

## Become a member of the March for Babies Circle of Champions!

When you raise \$1,000 or more, you become a Circle of Champion.

### 2016—\$1,000+ Goal Setters:

Chris Hagen  
Alisha Jones  
James Jones  
Heidi Leszczynski  
Brandy Lucio  
Hayden Johnson McDonald  
Jennifer Pierce  
Angie Sampson  
Elizabeth Williams  
Yvonne Willis  
Heather Woollard

Set your goal TODAY to be a 2016 Circle of Champion!



## SUPPLIES

If you missed the kickoff and need some supplies, please email Ashley Gorum at [agorum@marchofdimes.org](mailto:agorum@marchofdimes.org).

We have flyers, cutouts, banners, buckets and coin boxes ready for you! Just let us know you need them!

Talk to you soon!



## March of Dimes Videos

Here are some amazing videos about the March of Dimes, our mission and March for Babies! Please feel free to share these videos on social media and with your team mates!

March for Babies 2016  
<https://www.youtube.com/watch?v=1HU5g3tr7mY>

History of the March of Dimes  
<https://www.youtube.com/watch?v=gxCjow3rpnQ>

Fight Video  
<https://marchofdimes.sharefile.com/share#/view/s274dc27107c46d3b?k=r2fi74>

# SECRETS TO SUCCESS

Do you know the **number one reason why people give**? Because they were asked.

**Last year I raised over \$7,500** through a combination of different sources and channels, and you better believe that I used techniques we use in direct response every day to drive that money! Whether you are new to March of Dimes and it is your first time participating in March for Babies or you've been doing it awhile, **we ALL have the power to raise MORE!**

**Leverage social media.** Through Facebook, I regularly share content from the March of Dimes page to include important accomplishments and news which helps educate my circle of friends about the mission. It helps build an important case for support. Then, I post my March for Babies online fundraising page and link and always tell a few lines of my story. But don't tell too much. Use those few lines as a "teaser" so your friends want to read more and will click through to your page.

**You DO need to post your online fundraising page to Facebook multiple times.** People will miss it if you only post it once or twice. It's a numbers game. Also, ask your family and friends to share on their Facebook wall, too, or retweet you on Twitter.

When you do get a donation via a Facebook ask, it's so important to **post the donor's name PUBLICLY** with a big **THANK YOU**. We ALL want to be recognized; to be called out by name. I try to make it personal too by posting directly to their page *"BIG Thanks to my smart and talented college friend Sue for your generous donation to the March of Dimes....."* or even doing a custom meme. Download free apps like **mematic** or **meme generator** (they are free) and make it personal, clever and funny.

**Try a public challenge.** I had great success when I was "called out" by another TEAM MEMBER and we each had our friends help make donations to "beat" one another. It was friendly competition and it worked.

**Try a small INCENTIVE.** If you get stuck at a fundraising total, an **incentive can help spur a donation or two**. We all have something lying around that we can use as an incentive. Post to Facebook a challenge: *"Anyone who donates \$X amount or more will get their name in a drawing for \_\_\_\_\_."* You'll be surprised how many people will make a donation.

I also **send a lot of emails**. Again, it's a numbers game. And I always do a minimum of two follow-ups. You can't expect someone to donate from a one-off email ask. When I send emails I try to use a vague, teaser subject line as well. Don't use *"March for Babies is Here!"* Try *"I could really use your help"* instead. Watch excessive punctuation so you don't get caught in SPAM filters.

For your prior donors to your walk: make sure you personalize the ask amount within your email. If you know they gave you \$50 before, you need to call out their previous giving: *"Last year, you were so generous to give me \$50; would you be so kind to support me again at that level or even \$75?"* Explain why that amount matters and will make a difference this year. At a minimum, you want to retain the previous donation amount and try to upgrade the gift. **Upgrading existing donors is the fastest way to increase your overall fundraising totals.**

Continued on Page



I know it's been said before but it's so important to personalize your OFT page with a picture and a story about WHY you're walking and fundraising for March of Dimes. It's OK to use some of the pre-written copy supplied (I like to do this in the end as part of the close) but it's very important to personalize it. We ALL have a story. Make yours personal and compelling. Funny and endearing works too. Or feature a friend's story - and they will share it too on their Facebook page.

Think about making a **payroll deduction**. A big chunk of my fundraising is my own personal payroll deduction. It's an quick, easy, painless way to make your own donation and show your donors that you support the cause too. And it all counts towards your personal fundraising total. **Even \$5 per pay period adds up.** And while you're at it: encourage the fundraisers for YOUR walk events to make a personal donation, too. A study we did showed that MFB fundraisers who make a personal donation have much great value and are retained at a 1.5-2X higher rate than those who don't. So, look for ways to communicate that message of a personal donation.



**FREE EVENT FREE EVENT FREE EVENT**

We encourage everyone to bring a donation to support the March of Dimes

**March 26, 2016 • 11AM to 1PM**

# Easter Egg Hunt

**Special appearance from the Easter Bunny**

**Face Painting • Golden Egg  
Special Treats • Radio Remotes**



Visit our websites at  
[www.capitolchevrolet.com](http://www.capitolchevrolet.com) &  
[www.classicmontgomery.net](http://www.classicmontgomery.net)

**For more details about the Easter Egg Hunt.**

Also - remember to **collect your "free money!"** Many of your donors work at companies that will match your gift - some even do a 2:1 or 3:1 match at certain times during the year.

Lastly, don't forget about the power of face to face asks. A few weeks before the walk last year I announced at my fitness class that I was walking and raising money for March of Dimes and I really needed their support. Five people donated to me on the spot.

We ALL have the power to be a top fundraiser for March for Babies this year. I wish you much success as you work on your own fundraising!

~ Email from Kim Haywood, National March of Dimes Staff Member





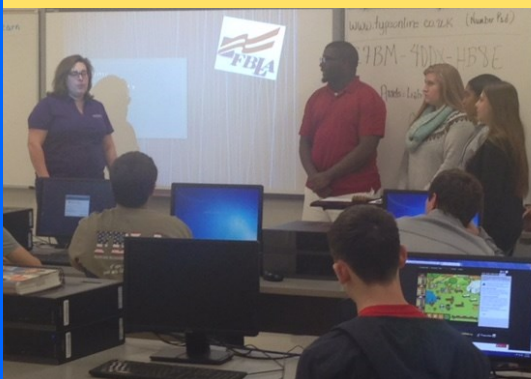
# MAKE IT FUN



Every year, students across Alabama participate in a lot of amazing and different fundraising events, all to support the March of Dimes. One organization, the Future Business Leaders of America, has been partnered with the March of Dimes for several years now and prides itself in being the top National Youth Partner in the United States. That is right, when you combine all of the FBLA chapters across Alabama that are raising money for the March of Dimes, Alabama has been in the top 5 states nationally for the past 6 years but has been in the NUMBER ONE spot in 2014 & 2015!!! In 2015, FBLA—Alabama raised over \$65,000 and has been goaled with reaching \$70,000 in 2016! These students are truly amazing!

I recently had the privilege to go visit with Geneva High School FBLA as well as Enterprise High School FBLA back in January! They shared with me that they had held a Zombie Run in October together to fundraise for the March of Dimes and it was a huge success. I asked them to share some pictures with me so that I could share with all of you!

The key is with fundraising, is make it fun!!! Think outside the box and if you are trying to engage others, think of something you would want to go to and participate in as well!





## Family Teams

### MISSION SIGN INCENTIVE

For every family team that raises **\$200** or more by **May 15, 2016** online AND sends us your baby's 'then & now' pictures with birth weight, gestation details, length and NICU stay information will have a **MISSION SIGN** made in honor of your baby and placed alongside the walk route at the **River Region March for Babies** on **Saturday, June 4, 2016!**



## march for babies®



Start or activate your team TODAY: [marchforbabies.org](http://marchforbabies.org)

### Your reward for helping babies...

Your real reward is knowing that you're helping to save babies' lives; but these incentives are our way to say "THANK YOU" for your efforts and are all NEW levels this year!

\$100	March for Babies T-shirt
\$250	March for Babies T-shirt and a MOD branded item (hat or tank top)
\$500	March for Babies T-shirt and a MOD branded item (tote bag or long sleeve shirt)
\$1,000	March for Babies T-shirt, a Polo shirt and a \$25 gift card
\$2,500	March for Babies T-shirt, a Polo shirt, a \$75 gift card and entry into the Disney vacation drawing
\$5,000	March for Babies T-shirt, a Polo, a \$150 gift card and an entry into Disney vacation drawing
\$10,000+	March for Babies T-shirt, a Polo, a \$250 gift card and an entry into Disney vacation drawing

## KIDS CAPE INCENTIVE

For every child under 10 that raises **\$100** or more by **April 30, 2016** online, we will have a **SUPERHERO CAPE** available for pickup at **BANK DAY** for your child to wear at the **River Region March for Babies** on **Saturday, June 4, 2016!**

## march for babies®



## march for babies®

Start or activate your team TODAY: [marchforbabies.org](http://marchforbabies.org)

Family teams are the heart of our event. Made up of family members and friends, they walk to celebrate, honor or remember the little ones who have touched their lives. Everyone has their own story, but each shares the same goal — stronger, healthier babies. Last year, nearly 4 million babies were born, and each and every one was helped by March of Dimes research, vaccines, education and breakthroughs. Thanks to dedicated people like you, every dollar we raise in March for Babies helps more babies begin healthy lives. Communities come alive with joy and hope when thousands of families join March for Babies.

We look forward to walking with you!



## Local Sponsors



working together for stronger, healthier babies



## National Sponsors