



march of dimes®  
march for babies®

youth toolkit

raise funds at [marchforbabies.org](https://marchforbabies.org)



## March for Babies Youth Toolkit

We're so glad you've decided to join us in walking together for stronger, healthier babies. March for Babies is America's favorite walking fundraiser. As a youth team captain, you help us make the event a success. It's a big job, and we're here to help!

At [marchforbabies.org](http://marchforbabies.org), you'll find everything you need for a successful fundraiser. You'll be able to create a personal fundraising page and use e-mail to invite your friends and family to support your personal efforts to help advance the March of Dimes mission.

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### Your March for Babies resources

- March for Babies registration: Sign up online at [marchforbabies.org](http://marchforbabies.org) and create your own fundraising page.
- Team Youth web site: [marchofdimes.com/youth](http://marchofdimes.com/youth)
- Your local March of Dimes chapter: [marchofdimes.com/youth](http://marchofdimes.com/youth) and sign up or sign in for information about upcoming events in your area.
- March of Dimes National Youth Leadership staff: [teamyouth@marchofdimes.com](mailto:teamyouth@marchofdimes.com)

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## Your Support Helps Babies

The March of Dimes is one of the best-known charities in the country. With chapters nationwide and with our signature event, March for Babies, we work to improve babies' health.

### How does the money we raise help?

The March of Dimes spends 75.4 percent of the money raised in March for Babies on research and programs that promote the health of babies. By walking and raising money, you help us:

- Support all-important research offering preventions and solutions for babies born too soon or with birth defects
- Fund programs in your community that give moms-to-be the best chance of having a healthy baby
- Provide comfort and information to families with a baby in intensive care
- Advocate for newborn screening, and health insurance for all pregnant women and children

Visit [marchofdimes.com](http://marchofdimes.com) to learn more.

Here are some of the ways you've already helped:



## your support helps babies

The money you raise in March for Babies funds important research and programs that help babies begin healthy lives.

Here are some of the ways you've already helped:



**brain:**

We're fighting premature birth — baby's brain needs 9 months to fully develop.



**eyes:**

We're developing treatments to cure vision defects.



**smile:**

We've identified a gene responsible for oral cleft and are working on preventions.



**heart:**

New treatments mean better survival rates for the tiniest heart patients.



**spine:**

Folic acid education means fewer babies are born with neural tube defects.



**lungs:**

Surfactant and nitric oxide therapies save the lives of many premature babies.



**heel:**

Newborn screening — a drop of blood from baby's heel could save her life.



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## Youth Team Captain

A great team needs a great captain. Serving as a team captain and rallying your fellow students, as well as faculty and staff, around the cause of healthy babies is an important job and a great leadership experience.

As a team captain, your job is to inspire teammates. You are responsible for recruiting and motivating your team. Establish a timeline and set goals. Delegate tasks and responsibilities to team members so everyone understands how they will contribute to the team and assist in reaching your school or organization's fundraising goal.

### What to do

- Recruit as many walkers as possible to participate on the team.
- Set a goal for the number of people you need on the team and the amount you plan to raise together.
- Coach each walker on your team on how to register and fundraise at [marchforbabies.org](http://marchforbabies.org).
- Motivate team members and create team spirit by holding a team kick-off (i.e., a breakfast or backyard barbeque).
- Assist team members with signing up online and using the online fundraising tool.
- Share sample e-mails or letters with team members and encourage them to contact all their friends to ask them to join the team or make their donation.
- Communicate often. Keep everyone informed of the team's fundraising progress. Keeping the entire team updated makes for a more successful team overall.
- Create friendly competition among team members. Reward those who send out the most e-mails, recruit the most walkers and raise the most money.
- Recognize and highlight team members' successful efforts.
- Thank team members for their efforts and participation and encourage them to thank all their sponsors. A thank-you party after the event is a great opportunity to lay the groundwork for 2012.

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## March for Babies Recruitment

**School Teams** — Boost school spirit while helping America's babies! Ask your friends, teachers, school administrators, service organizations, social groups and athletic teams to walk with you in March for Babies.

**Club Teams** — Team Youth has a strong partnership with national and international organizations. Some of our partners include:

- America's Promise
- Builders Club
- Circle K International
- Delta Sigma Phi Fraternity
- Delta Psi Sigma Sorority
- Family, Career and Community Leaders of America
- Future Business Leaders of America - Phi Beta Lambda
- Gamma Sigma Sigma National Service Sorority
- Key Club International
- Pi Delta Psi Fraternity
- Pi Lambda Phi Fraternity
- Top Ladies of Distinction - Top Teens of America
- Youth Service America

If you belong to one of our partner groups, ask your teacher or advisor if you can form a March for Babies team. Organize an event to raise funds and awareness for the March of Dimes. Invite these members to join March for Babies or volunteer at the event.

Do you have other clubs and groups on your campus? Invite them to be a part of the event, too! Issue a challenge to see which campus group can raise the most money and recruit the most walkers.

**Individual walker** — Every year, individual youth walkers raise hundreds of thousands -of dollars on their own. If you choose not to join or start a team, you can sign up as an individual walker.

## Step-by-Step to a Great Campaign

Start early, finish strong. This 6-step program takes you from planning your campaign to recruiting walkers, to raising money and, finally, to thanking your team!

### Step 1: Get Organized

#### 3 months out

- ☐ Gather your strongest supporters! Find a few people to help you at school, in your family and throughout your community. See page 4 on more ideas for recruitment. These people can encourage their family, friends and co-workers to participate.
- ☐ Set two goals: how many walkers do you want to recruit, and what is the fundraising goal for the team? \$300 per walker is a good guideline.
- ☐ Think of incentives for people to raise money. A free lunch donated by a local restaurant or an ice cream social for the top fundraising class will get people motivated.
- ☐ Sign up your team at [marchforbabies.org](http://marchforbabies.org) and create your team page. Help is available at [ofthelpdesk@marchofdimes.com](mailto:ofthelpdesk@marchofdimes.com) or by calling (888) 274-3711.
- ☐ Become a fan of [facebook.com/marchofdimesyouth](https://facebook.com/marchofdimesyouth) and follow us at [twitter.com/teamyouth](https://twitter.com/teamyouth) to receive up-to-date resources and tools about the March of Dimes and March for Babies.

### Step 2: Recruit Team Members

#### 2 months out

- ☐ Ask everyone you know to join your team by registering online at [marchforbabies.org](http://marchforbabies.org). Use e-mail, voicemail, social networking sites such as Facebook or just plain word-of-mouth to reach more people.
- ☐ Ensure that every walker on your team is registered and encourage them to set a personal fundraising goal that is \$300 or more.

## Step 3: Raise Money

### 1 month out

- ☐ Host a kick-off party and invite all your team members. See page 7 for more information on hosting a kickoff event. Ask everyone to bring someone who may not have signed up yet.
- ☐ Make sure every team member joins the team online.
- ☐ Encourage everyone on your team to set a fundraising goal of \$300 or more.
- ☐ Set a goal to have at least three Top Walkers on your team raise \$1,000 or more.
- ☐ Share chapter incentives and any incentives of your own to encourage fundraising.
- ☐ Remind team members to ask sponsors if their company offers [matching gifts](#).
- ☐ Track the team's progress online and communicate weekly.
- ☐ Give a shout out to team members who are doing well!

## Step 4: The Home Stretch

### 2 weeks to go

- ☐ Ask your local March of Dimes chapter when bank days are held and schedule an appointment to drop off the team's cash and check donations.
- ☐ Ask your local March of Dimes chapter what to do with last-minute cash and check donations. Some chapters collect these funds at the event.
- ☐ Ask your local March of Dimes chapter about youth team activities on March for Babies day or plan your own for your team, like a picnic.
- ☐ Distribute team T-shirts for your team members to wear on March for Babies day.
- ☐ Send out a reminder with the date, time and location and include directions.



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## Step 5: March for Babies

### Day-of

- ☐ Arrange for a time and place to meet before the walk so you can start together.
- ☐ Take pictures or assign a photographer. Don't forget to get a good group shot.

## Step 6: Thank You

### After your walk

- ☐ Share photos of March for Babies day. Send your photos and success stories to [teamyouth@marchofdimes.com](mailto:teamyouth@marchofdimes.com) so we can highlight you on our website, blog and Facebook page!
- ☐ Send thank-yous to your team members.
- ☐ Remind everyone to thank his or her sponsors.
- ☐ Organize a thank-you party and express your hope for people to join the team again next year.

## March for Babies Kick-off

A kick-off is a great way to recruit youth teams and walkers in your local area and gear up together for March for Babies!

### Initial steps:

- Meet with a March of Dimes staff person before, during and after the kick-off. Go to [marchofdimes.com/youth](http://marchofdimes.com/youth) and click "local chapters" at the bottom of the page to find your local March of Dimes chapter.
- Secure a location, such as a school gym, park, church or recreation center.
- Find an emcee/host – this could be a local celebrity or a leader at your school.
- Invite past youth March for Babies teams, March of Dimes staff members, local youth club advisors and members, local schools and local press to attend.

#### To inspire walkers:

- Feature a mission moment. Invite someone in your school or on your campus who has a connection to the March of Dimes mission — someone who was born prematurely, for example.
- Include entertainment. Showcase youth talent. Ask a radio station to broadcast from your event.
- Secure food donations from local restaurants or other sources.
- Ask local stores for goody bags with donations. Include March of Dimes information, such as our [teen2teen](#) flyers on healthy lifestyles.

#### To support walkers:

- Build in time for youth teams, old and new, to meet, network and share ideas.
- Provide all team captains with support materials. Share this toolkit with them!
- Make sure all participants know how to raise money online at [marchforbabies.org](http://marchforbabies.org).

## Online Fundraising

Signing up, managing your team and monitoring your team's progress — it's easy online. At [marchforbabies.org](http://marchforbabies.org) you'll find everything you need to help your team succeed.

#### Sign up your team

Go to [marchforbabies.org](http://marchforbabies.org). If you have an account from last year, log on with the same username and password. Forgot either one? Enter your e-mail address, and we'll send you your information. New this year? Click [start a team](#) and follow the prompts.

#### Team captain dashboard

From your team captain dashboard, you can manage the team and track your progress. These are some of the key features:

The screenshot shows a user's personal dashboard for the March of Dimes March for Babies. The dashboard includes a progress bar at the top showing 20 days left until the walk and a goal of \$5,800. The main content area is divided into several sections: a 'PERSONAL DASHBOARD' with a welcome message and a link to the user's personal page; a 'Fundraising Toolbox' with links to email potential sponsors, make personal donations, get custom fundraising badges, print sponsor forms, send animated e-cards, and view the blog; a 'Latest Donations' table; a 'Sponsor Messages' section; and a 'Your Event' section with details about the walk. Annotations with arrows point to various features: 'See your team's progress at a glance.' points to the progress bar; 'Click to edit your page. To create your team vanity URL, click "Edit Address."' points to the 'Edit My Personal Page' link; 'See how much everyone on your team raised.' points to the 'View the Blog' link; 'See other funds raised by the team.' points to the 'View All Messages' link; 'E-mail your team members or contacts.' points to the 'Email Potential Sponsors' link; and 'CAST A WIDER FUNDRAISING NET' points to the 'Get Custom Fundraising Badges' link.

See your team's progress at a glance.

Click to edit your page. To create your team vanity URL, click "Edit Address."

See how much everyone on your team raised.

See other funds raised by the team.

E-mail your team members or contacts.

## Personalize your team page

Tell the world why you are participating in March for Babies and/or how you became involved with the March of Dimes. If walking for a specific child or baby, add a photo and include the child's story. Making a personal connection will motivate more people to participate or support your team. You also can add your own baby photo or a photo of your team showing their support for the March of Dimes!

## Spread the word

Create an easy-to-remember URL for your team page by clicking on "edit page" on your dashboard. Click "edit address" and scroll down to enter your school, club or team name under "team vanity URL." Copy the link and include on your flyers and posters and in e-mails to make it easy for people to sign up or make their donation.



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### Communicate, communicate, communicate

From your team dashboard, it's easy to import and manage e-mail lists and send e-mails to the team. Send invitations to your kick-off, updates on the team's progress and instructions for the big event.

### Help the team raise money

Having your team members register and raise money online makes your job easier. It also improves results. Here are some things you can do from your dashboard to help your team succeed.

- Set a goal and post it. Teams raise more money when a goal is promoted.
- Ask people who cannot or don't want to walk to support the team with a donation and to use e-mail signature and printable badges to spread the word farther.
- You have access to real-time progress reports. Share how many people have joined, how much has been raised, who the top fundraisers are, etc.

### Online Fundraising Help

For help, contact the Help Desk at [ofthelp@marchofdimes.com](mailto:ofthelp@marchofdimes.com) or call (888) 274-3711.

## More on March for Babies Fundraising

Check out these great ideas on raising money for your March for Babies team! Your sponsors can be anyone from family and friends to people at your school, your parents' workplaces, local businesses or civic leaders in the community. Don't be afraid to ask – you're helping a great cause!

For more ideas and resources, visit [marchofdimes.com/youth](http://marchofdimes.com/youth). To receive daily updates on new ideas, visit us at [facebook.com/marchofdimesyouth](https://facebook.com/marchofdimesyouth) and [twitter.com/teamyouth](https://twitter.com/teamyouth).



### Baby steps

**March of Dimes cut-outs:** Contact your local chapter for paper cut-outs and sell them for \$1 or \$2 at your school, at your parents' workplaces or in a central location on your campus.

**E-mail campaign:** Sign up online at [marchforbabies.org](http://marchforbabies.org) and start sending e-mails! Check out the animated e-cards to make a fundraising splash with your friends and family.

**Facebook application:** Get the March for Babies Facebook app to display your fundraising goal on your Facebook page and give people a chance to donate to you. Visit [apps.facebook.com/modfacebookapp](https://apps.facebook.com/modfacebookapp) (you must have a Facebook account).

**Campaign poster:** Put this up in your classroom or meeting area to show your team's progress! You can find this resource and many more in the SCHOOL Teams section on [marchforbabies.org](http://marchforbabies.org).

### Big steps

**Bowling for Babies:** Ask your local bowling alley if they'll participate in a night where all proceeds will go to the March of Dimes. Advertise the night around your school or campus, inviting students and faculty to attend.

**Club March of Dimes:** Ask your local ice skating or roller skating rink to donate their facility for one night to your March for Babies team. Plan activities like dancing, games and contests. Ask local businesses to donate fun items for a raffle at the event. You can advertise at local schools, sports clubs, dance studios, karate classes, etc. Club March of Dimes will become *the* social event of the year.

### March for Babies day:

Ask the owner of your local grocery store to help you spread awareness for March for Babies. Invite your school band, cheerleaders, athletic teams and other school clubs and



organizations to come and help get the shoppers excited. Have information available about the March of Dimes and bring coin buckets to collect change and dollar bills. Arrange for music and snacks and create March of Dimes posters and banners to get the attention of shoppers.

## Did You Know...?

- ☐ School teams raised more than \$3 million in 2010.
- ☐ The top school district raised more than \$130,000 in 2010.
- ☐ The #1 youth walker raised more than \$70,000 in 2010.

## How to Raise \$300

The average team walker raises \$300. Here are some great examples to show each of your walkers how to accomplish this.

• Start with your own \$25 donation	\$25
• Ask four family members for \$25	\$100
• Ask four friends for \$10	\$40
• Ask a grandparent for \$25	\$25
• Ask four teachers for \$10	\$40
• Ask three neighbors for \$10	\$30
• Ask your doctor for \$25	\$25
• Ask a local merchant for \$15	\$15
Total raised	\$300



## Sample E-mail Message

Send out e-mail messages to invite people to join your team, ask for team donations and encourage team members to keep up their fundraising efforts. Personalize your e-mail message with photos of your team or a special child you are walking for.

### E-mail to recruit walkers/request donations

Dear (Name),

Our team is walking in March for Babies on (month/day) at (location). We're proud to be helping the March of Dimes by walking together for stronger, healthier babies.

Team (name) is walking in (celebration/honor/memory) of (name child), who was born (too soon/very sick) OR We're walking with {name of school/organization} to show our support. The March of Dimes works to understand and prevent the problems that threaten our babies and supports local programs that help women have full-term pregnancies and healthy babies.

We want to help, and I'm asking you to help, too. Together we can do so much more. When you sponsor me in March for Babies, you make a difference in the lives of babies and their families — right here in (area) and across the country.

You can make a donation to our team at [marchforbabies.org/team/\(name\)](http://marchforbabies.org/team/(name)). Use your credit card — it's easy and secure. Or you can send me a check in the mail. Make it out to the March of Dimes and use my address below. Any amount you can give will mean a lot.

I also want to invite you to walk with me on March for Babies day. You can join the team on our fundraising page or from [marchforbabies.org](http://marchforbabies.org).

If you want to learn more about March for Babies and the March of Dimes, there's great information on [marchforbabies.org](http://marchforbabies.org) and [marchofdimes.com](http://marchofdimes.com).

Thank you so much!

(name)

(address)

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## Materials

Materials designed to help you motivate, educate and recruit walkers and donors can be found at [marchforbabies.org](http://marchforbabies.org).

Social networking tools can be found on the spread the word tab. Use these to spread the word and motivate your team and donors using e-mail, Facebook and Twitter. There are fun, animated e-cards to send and Web banners, badges and logos to use on your online pages.

### Your Support Helps Babies poster

This is a PDF file that you can [download](#) and print. Use it as an easy way to show team members and donors how their contribution helps babies.

### Fundraising badge

Put a badge in your e-mail signature or on your blog or social networking page. Personalize it with your own picture.

### Printable badges

These are easy-to-use Microsoft Word templates. Each member of your team can personalize them to hand out or display to remind people to join your team or make their donation.

## Youth Team Goal-Setting Worksheet

On the following page is a goal-setting worksheet to help you to establish a fundraising goal for your youth team. A March for Babies fundraising specialist is also available to help you plan and reach your fundraising goal. Contact your local March of Dimes office for more information.

## Youth Team Goal-Setting Work Sheet

Team Name \_\_\_\_\_

Walk Site \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Number of Walkers \_\_\_\_\_

Team Captain \_\_\_\_\_ Phone \_\_\_\_\_

Co-Captain \_\_\_\_\_ Phone \_\_\_\_\_

### Goal-Setting Worksheet

	2009 Total	2010 Total	2011 Goal	Sample
Walker Goals (7 @ \$300 each)				\$2,100
Top Walkers (3 @ \$1,000 each)				\$3,000
Matching Gifts				\$250
Special Event: Bowling for Babies				\$500
Special Event: Club March of Dimes				\$200
Other Revenue				\$150
Total Team Dollars				\$5,500.00

To update the total, right click on the box and select "update field."