

2009 Team Captain Handbook



march  of dimes[®]
march for babiesSM



One day we'll live in a world where every baby is born healthy. But we'll have to walk to get there.

Thank you for organizing a March for Babies Team!

Between now and your event, we're going to show you how to build a successful fundraising team, and together we're going to raise money to help every baby in Minnesota and throughout the U.S. get a healthy start in life.

In this kit you will find:

- Helpful fundraising tips
- Where your money goes
- March for Babies dates, incentives & awards info
- E-mail and voice mail recruitment/fundraising messages
- Order info for promo items
- Step-by-Step to Success
- Team Goal sheet
- FAQ's

The mission of the March of Dimes is to improve the health of babies by preventing birth defects, premature birth and infant mortality.



the walk starts at marchforbabies.org

CENTRAL DIVISION

2233 Roosevelt Rd, Suite 11
St. Cloud, MN 56301
Phone: (320) 252-1156
Fax: (320) 252-9647

St. Cloud	Saturday, April 25
Brainerd	Saturday, May 2
Monticello	Saturday, May 9

GREATER TWIN CITIES

5233 Edina Industrial Blvd
Edina, MN 55439
Phone: (952) 835-3033
Fax: (952) 835-8661

Stillwater	Saturday, April 25
Minneapolis	Sunday, April 26
St. Paul	Sunday, April 26

NORTHLAND DIVISION

130 W Superior St., Suite 100
Duluth, MN 55802
Phone: (218) 727-1318
Fax: (218) 727-7521

Bemidji	Saturday, April 18
Grand Rapids	Saturday, April 18
Duluth	Saturday, April 25
Virginia	Saturday, April 25

(Iron Range Quad Cities)

SOUTHWEST DIVISION

107 N. Second St. Suite 103
Mankato, MN 56001
Phone: (507) 388-6342
Fax: (507) 388-1543

Mankato	Sunday, April 26
Marshall	Saturday, May 2
New Ulm Area	Saturday, May 2
Fairmont	Saturday, May 9

SOUTHEAST DIVISION

121 23rd Ave SW, Suite 105
Rochester, MN 55902
Phone: (507) 282-0649
Fax: (507) 282-9673

Austin	Saturday, April 18
Winona	Sunday, April 19
Rochester	Saturday, April 25
Red Wing	Sunday, May 3
Faribault	Saturday, May 2



Awards & Incentives



March for Babies Incentives

\$250 : March for Babies T-shirt

\$500 : March for Babies T-shirt and
March of Dimes Sweatshirt

\$1,000 : March for Babies T-shirt , March
of Dimes Sweatshirt, and \$50 Macy's
Gift Card

\$2,500 :March for Babies T-shirt , March
of Dimes Sweatshirt, and \$150 Macy's
Gift Card

\$5,000 : March for Babies T-shirt , March
of Dimes Sweatshirt, and \$250 Macy's
Gift Card

*Donations must be received by May 31,
2009 to qualify for incentives.*

March for Babies Awards Sunday, August 2nd

Join us as we celebrate the success of
March for Babies 2009.

The festivities start with a picnic lunch
and awards program at 11am. On field
recognition ceremonies prior to the
Minnesota Twins home game against
the Los Angeles Angels of Anaheim.

Top Walkers and Winners Circle Team
Captains receive complimentary tickets
in appreciation of their efforts to
organize an outstanding team.

Additional tickets may be purchased at a
discounted price and includes the picnic
lunch and admission to the game.

Funds raised by March for Babies help in Minnesota

helping moms:

2009 Chapter Grant Recipients:

- **Cass Lake Indian Health Services:** Enhanced prenatal care for American Indian Women
- **Mayo Clinic:** Somali CARES (Culturally Appropriate and Respectful Education and Support) Program for Pregnancy
- **Open Cities Health Center:** Our Bodies Gossip

helping babies:

Expansion of Newborn Screening – working to help increase the number of screens of newborn babies for treatable genetic diseases and disorders.

Smoking Cessation Programs – helping to make smoking prevention and cessation programs available and financially covered for the prevention of prematurity of all pregnant women.

Access to Health Care – working to maintain and expand access to coverage for women, children and infants.

Birth Defects Information System – to help aid families who have children born with birth defects.



helping families:

The March of Dimes invests \$60,000 each year to operate the NICU (Newborn Intensive Care Unit) Family Support® project at the St. Cloud Hospital. NICU Family Support is a comprehensive set of services, developed and launched to provide information and comfort to families during the NICU hospitalization of their newborn, during the transition home and in the event of a newborn death.

providing education:

Healthy Babies, Healthy Business – gives companies access to up-to-date pregnancy and newborn health content in a cost-effective format that is easy to manage, implement and promote.

Nursing and Medical Grand Rounds – educating nurses and doctors about perinatal issues that are relevant to the March of Dimes mission.

Nursing Modules – continuing educational information on perinatal issues conveniently provided to nurses working in hospitals, clinics and community settings.

Prematurity Summit – a full day conference for health care professionals with topics related to prematurity

Born Too Soon and Too Small in Minnesota

In An Average Week in Minnesota⁽¹⁾

146
babies are born preterm

21
babies are born very preterm

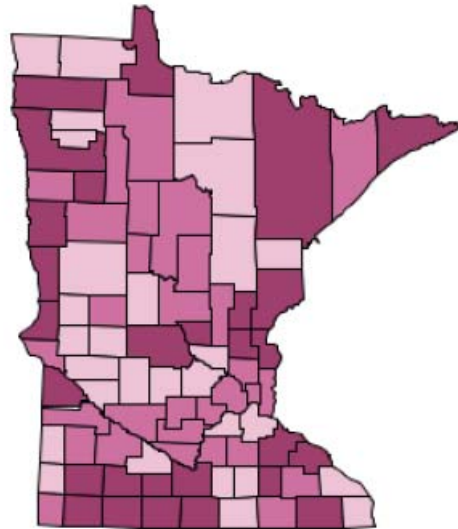
89
babies are born low birthweight

17
babies are born very low birthweight

Preterm Birth Rates
2002-2005 Average
Percent of live births (87 Counties)



Value ranges are based on an approximately equal number of counties in each range.



Preterm and Low Birthweight Births in Minnesota

	1995	2005	2010 US Objective
Preterm⁽¹⁾	8.9%	10.7%	7.6%
Low Birthweight⁽¹⁾	5.9%	6.5%	5.0%

- In 2005, there were 7,588 preterm births in Minnesota, representing 10.7% of live births.⁽¹⁾
- Between 1995 and 2005, the rate of infants born preterm in Minnesota increased more than 20%.⁽¹⁾
- During 2003-2005 (average) in Minnesota, preterm birth rates were highest for black infants (12.8%), followed by Native Americans (12.4%), Asians (10.6%), whites (10.2%) and Hispanics (9.6%).⁽¹⁾
- In 2005, the annual societal economic cost (medical, educational, and lost productivity) associated with preterm birth in the United States was at least \$26.2 billion.⁽²⁾
- During 2003-2005 (average) in Minnesota, preterm birth rates were highest for women ages 40 and older (13.8%), followed by women under age 20 (11.6%), ages 30-39 (10.8%) and ages 20-29 (9.9%).⁽¹⁾

March for Babies 2009 Quick Facts

What is March for Babies?

March for Babies is the March of Dimes biggest fundraiser and America's favorite walking event. Money raised in March for Babies supports the March of Dimes mission to give every baby a healthy start. It is used to fund important research and community programs that help moms have full-term pregnancies and babies begin healthy lives. We've been walking since 1970 and have raised an incredible \$1.8 billion to benefit all babies.

What happened to WalkAmerica?

In 2008, we officially changed the name of our event from WalkAmerica to March for Babies. The new name makes it very clear why we're walking: to give every baby a healthy start. Our mission hasn't changed. The March of Dimes continues to protect the health of babies by preventing birth defects, premature birth and infant mortality.

How big is March for Babies?

Every year, more than 7 million people get involved in March for Babies as sponsors, volunteers or participants.

How do I get involved?

You can raise money and walk as an individual, with a Family Team or with your company or organization. Can't do the walk, but still want to get involved? Why not volunteer to register walkers, staff checkpoints or offer refreshments? Or you can sponsor friends, family members and co-workers with a gift to their walk.

Why should my company join March for Babies?

Thousands of companies, schools and organizations get involved in March for Babies in their communities and show they care about moms and babies. And rallying behind a common cause is a great team-building experience. Company teams are an important part of the success of our event. In 2008, the top 25 company teams together raised an amazing \$32 million.

Which companies sponsor March for Babies?

Our national sponsors are Kmart, CIGNA, Farmers Insurance Group, FedEx, Famous Footwear, Liberty Tax Service and Continental Airlines. Some of our largest company teams are Kmart, CIGNA, Farmers Insurance Group, FedEx, Famous Footwear, Bank of America, CITI, Publix Super Markets, Knowledge Learning Corporation and Wachovia.

What makes Family Teams so special?

Family Teams are made up of families and friends participating in March for Babies to celebrate or honor a baby in their lives. And many walk in memory of a baby who didn't survive. These special teams remind everyone of the importance of the March of Dimes mission to help all babies be born healthy.

How is the money we raise used by March of Dimes?

The March of Dimes spends 77% 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
- educate women on things they can do to increase their chances of having a healthy baby
- provide comfort and information to families with a newborn in intensive care
- push for newborn screening and health insurance for all pregnant women and children.

Why raise money online?

It's fun and easy — you can start raising money with OFT as soon as you're registered. Just e-mail everyone in your address book and ask them to make a secure donation with their credit card or PayPal™. Our system automatically tracks your progress and sends a thank-you message and receipt to your donors. People who use the Online Fundraising Tool (OFT) raise up to three times the amount of people who don't go online.

What is the March of Dimes?

The March of Dimes is one of the best-known charities in the country. We help moms have full-term pregnancies and healthy babies. And if something goes wrong, we offer comfort and information to families. We research the problems that threaten our babies and work on preventing them.



Step-by-Step to Recruit A Winning Team!

This is a two-month program that takes you from recruitment through fundraising and finally to thanking your teammates.

Six weeks out: Get Organized!

Set a goal: How many walkers do you want to recruit?

Find a few people to help you – people in different departments if you're at work or in parent groups, schools, etc., who can encourage co-workers, their families and friends to participate. They can help you distribute sponsor forms or plan events to organize your team.

Find out if your company and your donors' employers offer Matching Gifts. Check the matching company list in this packet. If you don't find your company listed, ask your Human Resources manager if your company will match donations.

Your March of Dimes chapter can provide you with electronic artwork to create memos, notes, reminders and signs.

Don't forget to ask your friends and family to join you.

Five weeks out: Spread the Word...It's Fun!

Place sponsor forms in a high-traffic area in your company or in popular local places such as restaurants or stores with a community board. Bring up March for Babies at your community board meeting. Suggest at your children's school that this is a great community and educational project for the kids to do together.

Direct potential teammates to the March of Dimes March for Babies Web site at marchforbabies.org to join your team and begin fundraising.

Register online and raise \$50 to receive a March of Dimes reusable grocery tote at Bank Day

Obtain permission to display March for Babies posters around your workplace, at your children's school, day care, etc. Add your name and number so people can contact you about joining the team.

Get creative about generating excitement around this event. Promote friendly competition between departments or ask to speak at the next company get-together if you're at work. At home, plan a special event, such as a garage sale or a block party.

Four weeks out: Use Your Network!

Use several methods of communication to reach potential teammates. Perhaps it's e-mail, voice-mail, memos, paycheck stuffers, bulletin boards, signs – or just plain word-of-mouth!

Use e-mail and voice-mail messages included in this kit to get started. It's easier than you think!

Distribute extra sponsor forms in employee mailboxes, parents' cubbies in day care, in your place of worship, etc., so they can invite their friends and family to join.

Ask your March of Dimes contact person about videos and other materials that you can use to enhance your recruitment efforts. They're here to help!

Three weeks out: Think March for Babies!

If you're at work, set up an information table in or near your cafeteria or employee lounge to sign up walkers. You can do the same thing at a community site.
Stay in touch with your March of Dimes contact person for advice and organizing tips.

Two weeks out: Keep Using That Network!

This week is important! Keep using your e-mail and voice-mail messages and word-of-mouth. Hold a special informational meeting with team members to brainstorm new ways to recruit walkers beyond those people you've already reached!
Set aside a few minutes each day to touch base with people who have promised to join you but have not yet signed up. Remind them of the progress your team is making!

One week out: Build Team Spirit!

Plan a rally for next week to celebrate your recruiting success and plan last-minute details. Send around an e-mail inviting people to the rally and ask them to bring someone who may not have signed up yet.
Distribute extra copies of sponsor forms. Ask for help! Get others involved and utilize your team to help you. They'll feel great about helping out and your team will grow stronger.
Select a good meeting spot where the team can meet on March for Babies Day that is safe and convenient. You may want to arrange shared transportation among team members.

The week of March for Babies: The Home Stretch!

Are your key team members helping you meet your goals? Get together and plan one last organizational meeting. Encourage your team members to invite their friends and family to join in the fun.
Check to be sure all your team members have Matching Gift forms and have some extra forms available, too.
Review all checklist suggestions. Have you missed any? Are there any worth repeating?
Send last-minute reminders by e-mail, voice-mail, memos and flyers. Review meeting details, including your team's meeting location and time.
Remind all your walkers to turn in their donation money at Bank Day.
Register online and raise \$50 to receive a March of Dimes reusable grocery tote at Bank Day
Make copies of maps and directions if necessary. Check the weather forecast and remind everyone that March for Babies happens rain or shine. Be prepared appropriately.
Enlist the help of your team members to spread the word about the March of Dimes and why it's so important to walk to help give every baby a healthy start in life.
Remember to bring your camera to capture your team in action!
Have fun! Giving every baby a healthy start is important – and so is having a great time!

The week after: Congratulations! You've Made a Difference!

Send a press release with photos to your company newsletter and your local newspaper.
Praise your team!
Send thank-you notes to your team members. Don't forget to circulate those photos!
Collect donations that may not have been handed in on March for Babies Day or bank day.
Check to be sure that team member's Matching Gift forms have been filled out correctly.

Thank you for being a Team Captain!

Ideas for Team Success

Team Fundraising Strategies

- Form a committee
- Encourage employees to recruit their friends and family
- Matching funds
- Beat Your Best Year
- OFT
- Cut-outs
- Blue Jeans for Babies
- Walking While I Work
- Healthy Babies, Healthy Business
- Competition between departments, retail locations, etc.
- Sell March of Dimes merchandise – wristbands, car magnets, beanie babies, etc.

March for Babies Cutouts and Pink and Blue Jeans for Babies supplies are available from your local March of Dimes office.



Matching Gifts

Please visit www.matchinggift.com/marchofdimes and type in the name of the employer. If the company participates, request a matching gift form from the HR Department and send the completed and signed form with the donation. We'll do the rest! The impact to the March of Dimes may be doubled or possibly tripled!

Family Teams

Download additional fundraising tools and a special Family Team Captain Kit. Visit our website at marchforbabies.org and click on "spread the word."

2009 Corporate & Family Team T-Shirts

E.A GRAPHICS

44002 Phoenix Dr.
Sterling Heights, MI 48314
Contact: Richard Artymovich
Tel: 800-343-6983
Email: rich@eagraphics.com
Website: www.eagraphics.com

Purple March for Babies Reflective Items, Window Clings:

CAUSEKEEPERS, INC.

PO Box 35
Ramseur, North Carolina 27316
Contact: Sam Hicks
Tel: 877-735-2974 (Toll Free) Monday – Friday
9am – 5:30pm EST
Email: sam@causekeepers.com
Website: causekeepers.com/marchofdimes

Purple Speckled Awareness Wristbands and More

THE GLOBAL TOY BOX, LLC / WRIST- BANDS4AWARENESS

2883 Blue Ridge Court
Chula Vista, CA 91914
Contact: Kathryn McDonald
Tel: 619-656-1330
Fax: 619-271-2782
Email: Sales@Wristbands4Awareness.com
Website: Wristbands4Awareness.com/
MarchofDimes

FOR PLACING ORDERS:

Internet orders strongly recommended for fastest
service or download an order form on the
website and send to:
March of Dimes Wristbands
Department 3982
PO Box 5005
Stacy, MN 55078-5005

Plush/Stuffed Animals/Toys: CALPLUSH

3575 S. Santa Fe Ave.
Los Angeles, CA 90058
Contact: Mark Gidden
Tel: 323-582-6689
877-265-1689 (toll free)
Fax: 323-582-4567
Email: mark@calplush.com
Website: www.calplush.com/spring or
www.calplush.com/babies

PLUSHLAND, INC.

308 S Alameda St.
Los Angeles, CA 90013
Contact: Tony Weber
Tel: 888-500-8697 (toll free)
Fax: 213-626-7256
Email: tony@plushland.com
Website: plushland.com/modimes

Candy

CHOCOLATE: WORLDS' FINEST CHOCOLATE

QSP/Reader's Digest
Readers Digest Road
Pleasantville, NY 10572
Contact: Kevin Holsinger
National Account Development
Tel: 616-957-9885
Email: kevin.holsinger@rd.com

Mike Donnarumma Jr.
National Accounts Director
Tel: 800-567-6569
Email: Michael.Donnarumma@rd.com

FOR PLACING ORDERS:

Tel: 800-341-4454 (toll free)
Fax: 800-203-8125

GOURMET LOLLIPOPS: TOM EVANS FUND- RAISING LTD.

722 Spirit of St. Louis Blvd.,
Chesterfield, MO 63005
Contact: Tom Evans, Jr.
Tel: 636-532-1902 or 800-637-3828
Fax: 636-532-5970
Email: tevansjr@mrfundraising.com
Website: mrfundraising.com/marchofdimes

Online Fundraising for Team Captains

As team captain, you have the ability to see what's happening with your team whenever you want to by managing your team online at www.marchforbabies.org.

What is a team page and how do I get one?

A page is created for each subteam on marchforbabies.org. By default it displays the team name, event location, March for Babies date, the people who have registered online, a photo and a fundraising message. You do not have to do anything to create the page.

How can the team page help my team raise more money?

Increase the number of team members who register online. The list of online registered participants is displayed on the team page. If you want everyone to see who's joined, you must promote signing up and fundraising online. *Online participants raise more money than offline participants.*

Your team's goal and progress toward that goal can be displayed on your team page. *Teams raise more money when a goal is promoted.*

You can ask your vendors to donate to your team online. This is a great way to get *vendors* to contribute.

Ask people who can't or don't want to walk can make a *personal donation* to the team.

You can e-mail the team page link to *recruit* participants and solicit donations.

You can tell the story of your team ambassador or other reasons why your team is participating in March for Babies on your team page. *Making a personal connection to the mission increases participation.*

You have access to reports so you can monitor your team's progress and encourage everyone to fundraise.

How can you access these new features?

One person per team is assigned to be the team's online administrator. Contact your March of Dimes representative to become the administrator. If you created your team online, you are automatically the online admin.

What does an online administrator do?

As the online admin you have the ability to edit the team page, see team reports and enter offline team funds. You will also be signed up as a participant and will have a personal page. Both pages are accessed with the same username and password.

How do I recruit participants and promote online fundraising? Communicate, communicate, communicate!

E-mail everyone in your organization asking them to join your team and fundraise to help save babies. Include the link to your team page in the message. The link looks like www.marchforbabies.com/000000 and is included in your online administrator confirmation e-mail or your March of Dimes representative can tell you what your link is.

Have a kickoff with the opportunity for people to sign up on the spot (internet access required).

Use the information in your online reports to monitor your team's progress. Share with everyone – how many have signed up, how much has been raised, who the top fundraisers are so far, etc.

Offer incentives to people who raise the most money online—a day off with pay, the bosses' parking spot—get creative!

Have fundraising contests—who can raise the most money online in a week or a day? Offer a prize to the winner or to all who raise a specified amount.

Keep team members up-to-date on team plans for March for Babies day.

Report your team results and thank everyone for participating after March for Babies day.

If you have any questions or need help, please contact your local March of Dimes representative or the online fundraising help desk at (888) 274-3711 or ofthelp@marchofdimes.com.



I'm my team's online administrator – *now what?!*

(or, how to manage your team page step-by-step)

Go to www.marchforbabies.org

LOGIN with your username and password. One login takes you to your team page and your personal page.

Select the name of the team you would like to manage from the list on the left side of the screen. (If you are managing more than one team, they will all be listed.)

Go to the YOUR TEAM PAGE tab to customize the way your team page looks, then click on the "edit page" tab. You can edit several features, many just by choosing a "yes" or "no" radio button; you can also change the photo and the fundraising message that's displayed on your team page

To change the photo:

Prepare your photo in advance. The file size of your photo must be under 250k. You can reduce the file size of your photo by cropping the photo or changing the resolution to 72 dpi. This resolution is fine for web display

Save the photo

In the photo area of your edit page screen, click the "browse" button. Select the photo you want to display. You will not see the new photo until you click "save my changes" at the bottom of the page

You can add a caption by typing in the box under the photo

To change the fundraising copy on the page: highlight the current text and delete, then type your message

You can choose to hide a person from display on the team page. You will still see them listed on the team reports. Team members can choose to hide their name from display, too

When you've made all of your changes, click "save my changes" at the bottom of the page

The **YOUR TEAM REPORTS** tab displays basic team results as they are recorded in the local March for Babies database. This allows online and offline activity to be displayed on one report. Click on the "view all totals" tab for an overview. Click on the "view participant totals" to see the list of your team members and their fundraising progress

The **YOUR TEAM DONATIONS** tab shows online donations (credit/debit card and PayPal) that are made directly to your team. Further down the page is the place for you to add your team's offline money: amounts raised through Blue Jeans Days or Beanies sales or sponsorship (if applicable). Simply click the "add cash/checks" button and enter the information. Be sure to click "yes" next to "received" when you have the money. Adding the cash/checks for your team updates the team's fundraising progress bar so it will more accurately reflect your team total

If you have technical questions, you can contact the March of Dimes help desk at oft-help@marchofdimes.com or (888) 274-3711

Contact your local March of Dimes staff person with questions about your team or to change your team administrator

Sample e-mail messages

Start each week with an e-mail message to energize your team! These samples are provided for you to copy, paste and customize yourself. We hope you find them helpful. Thanks again for being a Team Captain. Have a great March for Babies!

5 weeks to go subject: **Team up for babies!**

Hi. My name is *(name)*, and I'm your March for Babies team captain. Our company is walking in March for Babies at *(time)* on *(date)* at *(location)*. We'll have a great time and we'll be helping babies in our community. Our goal is to raise \$*()*, and we could really use your help! I hope we can count you in! E-mail me or give me a call at *(ext)*.

4 weeks to go subject: **Just getting started...**

Hi. Just a reminder from *(name)*, your March for Babies team captain. Don't forget to join our company at *(time)* on *(date)* at *(location)*. With four weeks to go, now's the time to raise money and make a difference in the lives of so many babies in our community. The March of Dimes is there for all babies, especially those born too soon, or sick. Drop me a line or give me a call at *(ext)* so I can add your name to our team roster!

3 weeks to go subject: **We mean business for babies!**

Hi. It's *(name)*, your March for Babies team captain. It's great to see so many people at *(company)* getting ready to walk on *(date)*! So far, we've raised \$*()*. That's great, but we still have a ways to go to reach our goal of \$*()*! Let's show we care about the tiniest babies — let's give them a fighting chance! If you need anything, drop me a line or give me a call at *(ext)*.

2 weeks to go subject: **Raise the bar for babies!**

Hi. *(name)* here, your March for Babies team captain. Can you believe we're just two weeks away from March for Babies? Did you mark the date on your calendar? We're meeting at *(time)* on *(date)* at *(location)*. Keep up your fundraising efforts. Just think, every dollar you raise helps babies born too soon or sick, and gives hope to their families. E-mail or call me anytime. My extension is *(ext)*.

1 week to go subject: **One week till March for Babies day!**

Hi. It's *(name)* checking in, your March for Babies team captain. We have just one week to go to March for Babies day, so shoot out those last e-mails to family and friends and ask them to support you! We've raised \$*()* so far — and we can reach the \$*()*! I can't wait to see you on *(date)* at *(location)*. Let's show everyone just how much *(company)* cares about our babies! Remember, I'm always here. My extension is *(ext)*.

days to go subject: **March for Babies is here!**

Hi. It's *(name)*, your March for Babies team captain. Thank you so much for all your fundraising efforts! Did you get your shoes out yet? It's March for Babies time! Make sure you're there at *(time)* on *(date)* at *(location)*. The more than half a million babies who were born too soon in our country this year are counting on it — don't let them down! For any last minute things, call me at *(ext)*.

Sample voice messages

Start each week with a voice message to energize your team! These samples are provided for you to adapt and use with your colleagues and team members. We hope you find them helpful. Thanks again for being a Team Captain. Have a great March for Babies!

5 weeks to go

Hi, this is (*name*), your March for Babies team captain! Did you know on (*date*) our company is walking in March for Babies at (*location*)? What a great cause for us to rally behind: helping babies in our community. Our goal is to raise \$(__), and to do that, we need your help. I hope we can count you in! Give me a call back at (*ext*).

4 weeks to go

Hi, just a reminder from (*name*), your March for Babies team captain. Don't forget to join our company on (*date*) at (*location*). With four weeks to go, now's the time to raise money and make a difference in the lives of so many babies in our community. The March of Dimes is there for all babies, especially those born too soon, or sick. Call me at (*ext*) so I can add you to our team roster!

3 weeks to go

Hi, this is (*name*), your March for Babies team captain. It's great to see so many people at (*company*) getting ready to walk! So far, we've raised \$(__). That's great, but we still have a ways to go to reach our goal of \$(__)! That's money that will help the tiniest babies — let's give them a fighting chance! If you need anything, call me at (*ext*).

2 weeks to go

Hi, this is (*name*), your March for Babies team captain. Can you believe we're just two weeks away from March for Babies? Did you mark the date on your calendar? We're meeting on (*date*) at (*location*). Keep up your fundraising efforts. Just think, every dollar you raise helps babies who were born too soon or sick and gives hope to their families. Call me anytime at (*ext*).

1 week to go

Hi, this is (*name*), your March for Babies team captain. We have just one week to go to March for Babies day, so shoot out those last e-mails to family and friends and ask them to support you! We've raised \$(__) so far — and we can reach the \$(__)! I can't wait to see you on (*date*) at (*location*). Let's show everyone just how much (*company*) cares about our babies! Remember, I'm always here. My extension is (*ext*).

GOAL SETTING

WALKER and TEAM CAPTAIN GOAL

of employees in the company _____

X ____% participation rate = _____

____ of walkers X \$ ____ goal = _____ *Ind. Walker goal*

Participations rate divided by 10 = _____ Team captains needed to hit goal

TOP WALKERS

We strive to have each captain's team to have a top walker raising at least \$1,000. You have ____ of teams, which would give you ____ of top walkers.

____ # of walkers X \$1,000 = _____

EXECUTIVE CHALLENGE

What will be your challenge amount? _____

____ # of executives X ____ challenge amount = _____

VENDOR

Contact person for the vendor campaign _____

MATCHING GIFTS

Do you have a matching gift program? _____

TOTAL GOAL SET

Walker dollars _____

Top Walkers _____

Executive Challenge _____

TOTAL GOAL SET _____

March of Dimes Date

Company Leader Date

where your money goes

The March of Dimes uses 77 cents of every dollar you raise in March for Babies to support research and programs that help moms have full-term pregnancies and babies begin healthy lives. And your funds are used to bring comfort and information to families whose baby was born too soon, or sick.

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



brain:

When a baby is born too soon, even by just a few weeks, the brain and other organs haven't had time to fully develop. Our researchers are working on ways to prevent prematurity so that all babies get their important nine months.



eyes:

Premature birth and certain birth defects can lead to blindness. Scientists are studying the genetic causes of prematurity and developing treatments to cure vision defects like retinitis pigmentosa.



smile:

Every year, more than 6,800 babies are born with an oral cleft. Our researchers identified a gene responsible for the condition and are working on preventions.



spine:

Fewer babies are born with neural tube birth defects like spina bifida as a result of March of Dimes folic acid education and fortification campaigns.



lungs:

Surfactant and nitric oxide therapies now save the lives of tens of thousands of babies suffering from respiratory distress syndrome after they were born too soon.



heart:

Heart defects affect 1 in every 100 babies and take more lives than any other birth defect. Our advances in diagnosis and surgical treatment mean better survival rates for the tiniest heart patients.



heel:

Thanks to our volunteer advocacy efforts, most states now screen babies for 21 or more serious but treatable conditions. A tiny drop of blood from a newborn's heel could save a life.



march of dimes®
march for babies®