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ABOUT WONDERWALK

What: WonderWalk is a fundraising and community service event for children in preschool and elementary school. Children experience what may be their first opportunity to become a fundraiser, and participants learn about the mission of the March of Dimes and the value of helping others.

Who: WonderWalk works best for children from preschool age through elementary school age.

When: WonderWalks can take place any time of the year. Schools typically participate during the school year, but WonderWalks can be conducted during the summer with community organizations, summer education programs, or faith-based groups. WonderWalks can also be planned around a theme, such as Halloween or Fourth of July, which can create a fun atmosphere for the participants.

Recruitment: The best method for recruiting schools is starting with contacts that are familiar with the March of Dimes. Consider board or committee members or top March for Babies participants who have young children or are teachers, principals, or other education leaders in the community.

Within schools, physical education teachers and school nurses are great school coordinators for the WonderWalk. Physical education/gym teachers have an interest in health and the event is an excellent exercise activity for students and can include physical activity stations, in addition to the walking, such as jump rope. Wonderwalk is an event that can also be hosted by private groups, such as:

- Private day-cares or Mother's-Day-Out programs
- Synagogue or Church groups, particularly if in conjunction with youth-specific programming, such as Vacation Bible School
- Youth community organizations such as, Girl Scout and Boy Scout troops, youth sports teams, or local mothers and children groups

WonderWalk is made up of four basic steps:

1. Educating the children about the March of Dimes mission by presenting age appropriate messages about nutrition and healthy lifestyle choices.
2. Distributing collection envelopes to children and information to parents.
3. Establishing the logistics of the site.
4. Collecting donations and distributing incentives.

Incentives:

Incentives are a way to get children excited to raise money for the March of Dimes. The more money raised, the more incentives received! All students will receive an incentive prize, no matter what the amount raised.

Materials:

The following materials are available through the March of Dimes. If you would like, you can also create your own theme!

- Initial letter template for the director/principal of the school inviting them to host a WonderWalk
- Thank you letter template directed toward parents and the school administrators
- WonderWalk Certificate of Appreciation
- WonderWalk sponsor form envelopes
- WonderWalk Goal Poster to be hung in the classroom(s)
- WonderWalk Child Stickers - Child Stickers, designed as a thank you gift to each child.
- WonderWalk Parent Stickers - Parent Stickers, designed to be sent home as a friendly reminder to parents that the WonderWalk event is coming soon.
- WonderWalk Coloring Page - Download and print this coloring page to use at events for kids to have fun coloring.

[For more information contact the Connecticut Chapter at 1-800-446-9255 or \[llefurge@marchofdimes.com\]\(mailto:llefurge@marchofdimes.com\).](http://www.marchofdimes.com)

ABOUT READING CHAMPS

What: Reading Champs is a reading motivation program for Connecticut elementary school aged students. While motivating young children to read, Reading Champions raises money for research and programs sponsored by the March of Dimes to determine the causes of premature birth.

Who: Reading Champs works best for children of elementary school age.

When: Reading Champs can take place any time of the year. Schools typically participate during the school year, but Reading Champs can be conducted during the summer with community organizations, summer education programs, or faith-based groups.

Recruitment: The best method for recruiting schools is starting with contacts that are familiar with the March of Dimes. Consider board or committee members or top March for Babies participants who have young children or are teachers, principals, or other education leaders in the community. Within schools, librarians and teachers are great school coordinators.

Reading Champs is made up of four basic steps:

1. Educating the children about the March of Dimes mission by presenting age appropriate messages about nutrition and healthy lifestyle choices.
2. Distributing collection envelopes to children and information to parents.
3. Time frame for students to complete campaign..
4. Collecting donations and distributing incentives.

Incentives:

At the end of the period, the March of Dimes awards a certificate to each student who participated in Reading Champions and gives a bronze, silver, or gold medallion to those students who read 4 – 10 books, 11 – 19 books, and 20 or more books respectively and who raised at least \$10 in donations.

Materials:

The following materials are available through the March of Dimes.

- Letter template directed toward parents and the school administrators
- Bookmarks
- Collection envelopes
- Certificates
- Award medals

For more information contact Suzanne Galotti at 203-849-9800 or sgalotti@marchofdimes.com.