



Sample E-mail Messages

Start each week with an e-mail message to your co-workers and family!

Six weeks from the event:

From: (your name). SUBJECT: Walk to Give Every Baby a Healthy Start!

Hi. This is (_____), team captain of (_____)’s team that will be walking in March for Babies at (*your event location and time*). Each baby is a source of wonder. The March of Dimes feels this sense of wonder with every birth. For every healthy baby born, we feel pride that the research we’ve funded has solved many infant health problems. But there are still too many babies who need help to survive and thrive. I’m asking you to come out and join us to raise money for this great cause. Email me today at (*your email address*) and join the team. Let’s help give every baby a healthy start!

Five weeks from the event:

From: (your name). SUBJECT: Make a Difference – Save a Life!

Hi. This is (_____), team captain of (_____)’s team that will be walking in March for Babies at (*your event location and time*). Since 1938, the March of Dimes has been dedicated to healthy babies. Many infant health problems have been solved. But with more than half a million babies each year born too soon or sick, we know there’s more to be done. Email me today at (*your email address*) and join the team. Let’s help give every baby a healthy start!

Four weeks from the event:

From: (your name). SUBJECT: Healthy Babies are Priceless!

Hi. This is (_____), team captain of (_____)’s team that will be walking in March for Babies at (*your event location and time*). Join the team and walk to celebrate babies born healthy and to raise funds for babies who need help to survive and thrive. Email me today at (*your email address*) and let’s help give every baby a healthy start!

Three weeks from the event:

From: (your name). SUBJECT: Helping Our Most Precious Citizens!

Hi. My name is (_____) and I’m the team captain of (_____)’s team that will be walking to support March of Dimes March for Babies at (*your event location and time*). It’s really wonderful, isn’t it, to hold a precious newborn in your arms? At the March of Dimes, we want to ensure that every little baby is healthy. Unfortunately, too many are born sick or premature. Call me today (*your extension*) and let’s help give every baby a healthy start!

Two weeks from the event:

From: (your name). SUBJECT: The Money We Raise Helps Us!

Hi. This is (_____), team captain of (_____)’s team that will be walking to support March of Dimes March for Babies at (*your event location and time*). Did you know that March of Dimes has funded Nobel Prize-winning scientists in their research to find the causes of prematurity, birth defects and infant mortality? They don’t have all the answers yet, but we are confident that with your help, those answers will come. Help us continue that important work! Email me today and let’s help give every baby a healthy start!

One week from the week of March for Babies:

From: (your name). SUBJECT: Fighting to Save Babies!

Hi. My name is (_____) and I'm the team captain of (_____)’s team that will be walking to support March of Dimes March for Babies at (your event location and time). No organization is fighting harder to prevent premature birth and other illnesses that threaten babies in our community and across the country. Call me today (your extension) and let's help give every baby a healthy start!

The week of:

From: (your name). SUBJECT: We Need Your Help!

Hi. This is (_____), team captain of (_____)’s team that will be walking to support March of Dimes March for Babies at (*your event location and time*). There's no better sound in the world than the cry of a healthy baby and no better time to join our team. March for Babies takes place this weekend, so call me or email me today and find out how you can join the team and help give every baby a healthy start!

The week after March for Babies:

From: (your name). SUBJECT: We Marched and Made a Difference!

Hi. This is (_____), team captain of (_____)’s team and I wanted to let you know we really made a difference at March for Babies. As we learned at the March this last weekend, thanks to those who have walked before us there are countless babies who are born healthy today. Yet premature birth still threatens the lives of more than half-a-million babies each year and birth defects continue to be the number one cause of infant mortality. Together we helped lead the new movement to give every baby a healthy start. Thank you for being a part of the team!

Two weeks after March for Babies:

From: (your name). SUBJECT: Never too late to Help Babies

Hi. This is (_____), team captain of (_____)’s team reminding you that if you didn't make it to the March or have any donations yet to turn in, please let me know. We can still turn them in. The movement to help moms and babies doesn't end on the day of March for Babies. The March of Dimes is out there educating moms, helping women get proper prenatal care, researching the causes and preventions for the threats to infant health and lives and funding programs for families with a critically ill newborn. For more information and to get involved visit marchofdimes.com today.

Whether you are leading a Corporate Team or a Family Team please visit the Team Captains Page on the Indiana Chapter website at marchofdimes.com/Indiana.

There you will find additional tools to help you recruit your team, motivate your walkers and celebrate your success – online!