

2009 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 should I do with my team's page?

- Personalize it! Insert a photo of your team members. Have an overall team message.

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

- Promote signing up and fundraising online. Online participants raise more money than offline participants.
- Teams raise more money when a goal is promoted. Set a goal and post it on your page.
- You can ask your vendors to donate to your team online.
- Ask people who can't or don't want to walk can make a personal donation to the team.
- You can email 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.

Am I a captain or something called online administrator?

- The online administrator is the person who can edit the team page, see team reports and enter offline team funds. Double check with your staff person to see if you have this role. A captain is not necessarily the online administrator.

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

- Email 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 email and displayed on your team dashboard.
- 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.