



**Thank you so much for participating in the
March of Dimes Parents for Preemies campaign!**

Here are some instructions to help you be successful as you reach out to your local community regarding March of Dimes and our mission, while raising funds that will be credited to your own March for Babies team!

STEPS TO A SUCCESSFUL CAMPAIGN

■ Partner with retailers in your community. Think of the shops and stores you frequent, your favorite café, hairdresser, convenience store, gas station, book store, video shop, grocery store*, dry cleaners, dentist, doctor, or a favorite restaurant. You may need to ask several places to get one yes.

**we would suggest this to be a smaller chain grocery store such as Lunardis, Draegers or even Trader Joe's.*

■ Pick a day to visit during the week when the establishment isn't too busy (weekends are not a good time, the staff may be overwhelmed with work).

■ Ask to speak to the Manager on duty at the time. It is suggested that you bring your children with you. Be prepared to tell why you support March of Dimes and consider having your child bring a hand drawn picture to give to the Manager.

Explain this is a small retail promotion to do for a month, and would they consider selling "baby blocks" during those 4 weeks.

- When they say yes, get a contact name, leave a business card or something that has your telephone number and e-mail address. Make a plan as to how you will follow up to see how they are doing each week, as well as a plan to pick up the donations.
- If the establishment says no, please ask if you can still leave some of the bookmarks for their customers.

■ After the campaign, be sure and come by to personally thank the staff at the establishment. Consider bringing a thank you card or letter from your family with photos and maybe even homemade cookies or flower; something to show them how grateful you are for their support.

ENCLOSED SUPPLY KIT CONTENTS

- 500 — "Baby Block" cards (suggested sales price \$1-\$5 each)
- 5— 8 ½ x 11" March for Babies blank posters (left blank for you or establishment to create their own wording)
- A supply of "Maddie's Story" bookmarks (a giveaway to provide information about March of Dimes and the *Parents for Preemies* campaign)
- A small supply of March of Dimes "Making a Difference in California" brochures to give to retailers
- Dear Community Friend letters, (explains the campaign, provides March of Dimes tax ID number)

If you need additional supplies or have any questions, please contact:

Cynthia Shane Smith, Family Team Chapter Lead:

415-217-6382

csmith@marchofdimes.com

On behalf of the March of Dimes, thank you for making a difference today!

The mission of the March of Dimes is to improve the health of babies by preventing birth defects and infant mortality. March of Dimes carries out this mission through programs of research, community services, education and advocacy that save babies' lives.



Dear Community Friend:

I am partnering with March of Dimes to help give babies a healthy start, and I am starting in my community!

Our campaign is called “Parents for Premies,” a grassroots fundraiser where local establishments sell paper “baby blocks” to raise much needed funds for the March of Dimes. I have attached a copy of one of our “baby blocks” so you can see the beautiful baby that could be smiling at all your customers each day as you make a difference in your community.

March of Dimes helps moms have full-term pregnancies and healthy babies. And if something goes wrong, they offer information and comfort to families. They research problems that threaten our babies’ health and work on preventing them. March of Dimes is the leading nonprofit organization for pregnancy and baby health, working to improve the health of babies by preventing birth defects, premature birth and infant mortality.

March of Dimes is the champion for all babies. Please join me to help ensure that one day all babies will be born healthy!

March of Dimes is a 501(c)(3) non-profit, with an employer identification number of 13-1846366. You will be happy to know that 77% of every dollar raised through March of Dimes fundraising goes directly to programs to save babies lives. If you need more information on March of Dimes, please contact my staff partner, Cynthia Shane Smith at 415-217-6382 or csmith@marchofdimes.com.

Thank you so much for making a difference in our community!

Regards,