

march for babies family teams news



florida chapter

march 2015

Tips for Family Team Walkers

Is this your first March for Babies, or are you a seasoned veteran? When it comes to fundraising, most of us can use some new ideas. You can feel good knowing the money you raise is helping babies in your community. Always remember that you and your team members are a valuable part of the fight against premature birth, birth defects, and infant mortality.



- **Tell your story** — Nothing inspires people to give like your personal story. Tell your potential donors who you're walking for, how they can help and how much that would mean to you.
- **Ease into it** — Ask your family first, and your closest friends. Once you feel confident, reach out to your coworkers, doctor, your kids' teachers, etc.
- **Set your giving options** — Did you know you can customize the gift amounts people see on your fundraising page? A higher suggested gift may encourage people to increase their donation.

- **Go offline** — Raising money online is the most effective and easiest way to increase your goal. But there are probably people you know who are not on your Facebook, or who you have no e-mail for. Do ask in person, and use our printable badges.
- **Share your success** — Make a big deal about the milestones you hit in your fundraising efforts. Halfway to your goal? Great! Share your success on social media to raise even more awareness and funds for your team.
- **Show your passion** — Walking and raising money for March for Babies is an excellent opportunity to show your passion for helping families. When asking for donations, be sure to tell people why you're raising money and why you support the important work of the March of Dimes.

Now it's your turn. Thousands of new family teams are walking in March for Babies for the very first time this year. What advice can you give them? How do you raise those dollars? Share it with us on Facebook and Instagram at @marchofdimesflorida or on Twitter at @marchofdimesfl and use the hashtag #WhyIWalk.

Make babies your mission - on an average week in Florida

4,099

Babies are born

307

Babies are born to
teen mothers

1,562

Babies delivered by
cesarean section

562

Babies are born
preterm

351

Babies are born
low birthweight

27

Babies die before
their first birthday

marchofdimes.org/peristats

start your team at marchforbabies.org

Have you seen our eCards?



Get your family, friends, and coworkers excited about participating in March for Babies! Try our cute eCards to

motivate them and thank them for supporting your campaign. They're free and fun, yours to share, right from your dashboard on your online fundraising page or pick them up at <http://bit.ly/MFB-ecards>.



Take the 10 minute challenge



Can you commit to sending 10 donation solicitation emails per week to raise awareness and reach your financial goal?

Of course you can. It only takes 10 minutes to use the simple fundraising tools designed for you on your online

fundraising page.

Be sure to email your friends, family, and colleagues for support but also email people you do business with such as your realtor, hair dresser, mechanic, and banker.

Join us on social media

Did you know that we are very active on social media? Check us out and keep up on all the news and happenings.



@marchofdimesflorida



@marchofdimesfl

News moms (and dads) need

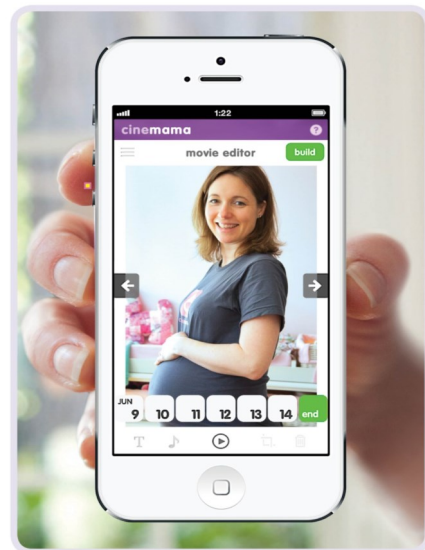


Have you visited our News Moms Need blog? We created it to give parents the information they need to have healthy pregnancies and families.

Our team shares their personal experiences and provide you with helpful tips on pre-pregnancy, pregnancy, caring for your baby, caring for your child with special needs, family health as well as the latest information on hot news topics affecting moms and babies.

That's a lot of great info! Please join us at www.newsmomsneed.marchofdimes.org and feel free to send us your comments. We love hearing from you.

Make a movie, mama



CineMama, our award-winning FREE app, available at the iPhone App Store, turns pictures of your belly into a fun movie of your pregnancy. Celebrate your progress and get tips on how to heave a healthy baby.

Thank you for walking for stronger, healthier babies



Set your goal with these fundraising levels in mind. These gifts are our way to say thank you for your efforts.

Registered March for Babies participants who raise \$1,000 or more earn membership in the March for Babies Circle of Champions and will receive a T-shirt and button.

Raise	Receive
\$200	March for Babies T-shirt
\$350	\$15 gift card* and T-shirt
\$500	\$25 gift card* and T-shirt
\$1,000	\$50 gift card*, T-shirt, and Circle of Champions button and decal
\$2,500	\$125 gift card*, T-shirt, Circle of Champions button and decal, and listing on marchforbabies.org.
\$5,000	\$250 gift card*, T-shirt, Circle of Champions button and decal, listing on marchforbabies.org, and a letter from March of Dimes President Dr. Jennifer Howse.
\$10,000	\$500 gift card*, T-shirt, Circle of Champions button and decal, listing on marchforbabies.org, letter from Dr. Howse, and a signed print from photographer Anne Geddes.
\$20,000	\$600 gift card*, T-shirt, Circle of Champions button and decal, listing on marchforbabies.org, letter from Dr. Howse, and a signed print from Anne Geddes, and a 2015 March of Dimes Commemorative Coin.



* Choice of Kmart or Macy's Gift Card

Congratulations

Florida's top family teams in February



1. Tyler's Tigers, Alachua
2. Rhoden MiraKles, Alachua
3. Gregory and Friends, Space Coast
4. J & J Super Heroes, Broward
5. Rylan's Heroes, Alachua
6. The Fabulous Baker Boys, Alachua
7. Philip-Caro Family, Miami
8. Benigni Bambinas, Lee
9. Team Marcus Jr., Suncoast
10. Team Noah Logan Schiff, Lee

Create your own Family Team T-shirt

Our partner E.A. Graphics can help. Visit them at shopmarchforbabies.com and use the template to create your own family team shirt with a photo of your child.



DID YOU KNOW?

Did you know that the most successful family teams have at least four fundraising walkers on their team?

Ask your brother, sister, cousin, aunt, uncle, and family friends to join your team. Once they're on, why not make a competition out of it to see who can raise the most.

Be sure that each walker on your team qualifies for incentives by turning in his/her money separately from the Team Captain.

Handling tips to turn in your March for Babies check and cash donations

You have probably experienced how easy and fun it is to receive online donations by now. Don't you just love those emails that tell you you've got another donation?

So, what do you do with any checks or cash you receive? You have a couple of options:

1. Turn them in at Bank Day at your local Division office
2. Bring them with you the day of your walk and hand them in at the event
3. Convert your cash to checks and mail them to your local division office – be sure to include your team name

Regardless of which option you choose, don't forget to add the cash/check donations to your March for Babies page and print a copy of your sponsor form.

To add cash and check donations manually, log on to your fundraising page and click on the "view sponsor form" tab. Click the "add cash/check" donations section - you'll have to scroll down.

In the pop-up window, enter the donor's information and amount (we'll need an e-mail address to send them an e-mail confirmation/receipt). Select "yes" in the "received" section to mark the donation as being received (the donation will not appear on your progress bar until you do this). Click "submit" and repeat for any other checks or cash donations.

To print your sponsor form, click the "view sponsor form" link. Select the "printer-friendly form."



Your Family Team can win a trip to Walt Disney World in Orlando or Disneyland in California!



March of Dimes is excited to offer your Family Team a chance to win one of three trips to Walt Disney World in Orlando or Disneyland in California!

These unforgettable vacation packages includes air travel, three-night hotel accommodations and a 2-day Park Hopper pass for four people.

One trip will be awarded to a new Family Team that registers and raises money for the first time in 2015. The other two will be awarded in a random drawing to a Family Team that meets the following qualifications:

1. Your team must have a minimum of 4 registered, fundraising walkers.*
2. Your team must raise at least \$5,000 in a March for Babies event in 2015.
3. Your team must show at least a 10% year-over-year fundraising increase from 2014.**
4. All money must be received online or turned in to your local March of Dimes office by midnight on May 15, 2015, to qualify.

*A fundraising walker is a person registered as part of a family team that has received funds

**Does not apply to new teams

Additional rules and restrictions apply. Drawing to be held on May 26, 2015, at the March of Dimes national office in White Plains, NY. Travel is between June 1 – December 31, 2015. You may also qualify by sending in your name, address and email address on a postcard (one per person) to Scott Archimbaud at March of Dimes, 1275 Mamaroneck Avenue, White Plains, NY 10605 – no purchase or participation necessary. This incentive is not open to March of Dimes employees or family members.