

WALKING TOGETHER FOR STRONGER, HEALTHIER BABIES

march  of dimes®
march for babies®

Team Youth®
captain guide
2012



go to marchforbabies.org

Welcome, Team Captains!

We are excited to have you on board and look forward to helping you make this your best March for Babies fundraising season yet!

This guide offers many great fundraising tips and ideas for you and your team.

Before you jump in, we want to say thank you. It means a great deal to us that you chose to raise awareness and money for the March of Dimes. Your contributions will help more babies start healthy lives. For that, thank you cannot be said enough.

We're always on call to help. Contact us at teamyouth@marchofdimes.com with any questions.

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The March of Dimes helps moms have full-term pregnancies and healthy babies. And if something goes wrong, we offer information and comfort to families. We research the problems that threaten our babies and work on preventing them.



Getting started

Being a team captain can feel like a big responsibility, but big doesn't have to be daunting.

Our most successful captains and fundraisers break down the process of building a team and raising money into small steps.

Before you begin: write down what the March of Dimes means to you. Practice saying it, so you're ready to tell peers and prospective supporters.

It sounds simple, but being able to articulate why the mission matters to you will make it easier to recruit team members and raise money. Use the space below to get started.

What the March of Dimes means to me:

"The mission of the March of Dimes is such a powerful thing. Take the time to sit down with a group of potential team members and explain why you are so passionate about the organization. Personal stories will encourage others to be part of your team."

*Leah Thompson, Montavello University, Alabama
National Youth Council Member*

How a great campaign takes shape

To make your March for Babies campaign a success, you'll need the perfect combination of organization and spirit. It comes down to these four stages (more detailed information appears on following pages):

Step 1 organize

- Set up the team page at marchforbabies.org
- Assemble your core team (complete the sheet on the next page)

Step 2 recruit

- Get the word out about March for Babies
- Grow the team, ask walkers to sign up online

Step 3 fundraise

- Encourage online fundraising
- Set individual and team fundraising goals
- Share the team goal and give updates on progress

Step 4 walk

- Get out there on March for Babies day
- Don't forget to say thank you!

"When you get that many people together who all care about a single cause and are marching with their hearts, there is just an energy in the air that you can't find anywhere else."

*Jared Doles, Arizona State University
National Youth Council Member*

Pull out and post

Organize

12 weeks before March for Babies

Get organized — Recruit walkers, set fundraising goals, create your team fundraising page and think of events that will help spread awareness and build support.

- Build your team** — Ask student organizations for their support and recruit friends and family members to walk with you and raise money; also ask them to tell their online contacts about your team. Also reach out to your advisor and school administrators to get their support.
- Set goals** — Decide on a team goal and determine how many walkers you need to recruit to meet it. A good individual goal is \$300.
- Create a team page** — Set up your team fundraising page at marchforbabies.org and have team members register online so they can set up their own fundraising pages.
- Connect** — Reach more people by using your social networks. Ask team members to use Facebook, Twitter, texts and email to support their fundraising.

Other items to cross off my list:

- _____

- _____

- _____

Pull out and post

Recruit

8 weeks before March for Babies

Spread the word about your team, your goal and how being involved will make a difference in your community, and to jump in and get involved.

- Organize a kickoff** — Hold a pizza party or bagel breakfast to bring the team together. Start off your fundraising by inviting everyone on campus to attend for a \$5 donation.
- Expand your network** — Friends and families have amazing networks. Ask them to help you increase your reach by posting the link to your team’s fundraising page in their social spaces, at school and in their offices. Ask everyone on the team to tap into their network, too.
- Contact** school administrators, teachers and your advisor. Ask for their support for the team and your fundraising efforts. And ask them to join in and walk.
- Use Facebook, Twitter and school message boards** (with permission) to promote your team, your kickoff and how to get involved.
- Set individual goals** for every walker.
- Plan a list of mini events** that can increase your fundraising totals and when you would hold them.



Make it a date

Get local merchants involved in the mission. Ask a local bowling alley, skating rink or batting cage if they will dedicate a night to the March of Dimes and donate the proceeds. Then promote the event on Facebook, Twitter, school and across campus and the community.

Pull out and post

Fundraise

6 weeks before March for Babies

Maximize your contacts and those of your team members — keep talking about your team, why the March of Dimes is important to you and let donors know how their help can bring you closer to your fundraising goal.

- Encourage donations** — Post how close you are to goal on Facebook, Twitter and school message boards (with permission). If you are three \$10 donations from goal, let the world know — these types of benchmarks really work.
- Follow up** — Contact people who said they were interested in giving, but haven't committed.
- Stay motivated** — Send updates every few weeks to celebrate the team's progress and to encourage team members to do even more.
- Build team spirit** — Set up a day to make signs and banners that you'll post on March for Babies day.
- Note bank days** — Ask your chapter when bank days are held and schedule a time to come by. Ask your chapter how to handle last-minute donations.
- Assign a photographer** — Ask a team member to agree to take photos on March for Babies day.
- _____

- _____

"Send letters to relatives, send out emails and use Facebook and the online fundraising tool. The best fundraisers use all these methods and more. Start early and keep trying new methods until you reach your goal and beyond."

*Jared Doles, Arizona State University
National Youth Council Member*

Pull out and post

Walk

March for Babies Day

Pack the essentials and the maybe-essentials: a fully charged cell phone, your list of walkers' phone numbers, T-shirts and Band-Aids®.

The night before!

- Check the weather and let teammates know if they should pack a raincoat and/or sunscreen.
- Text a reminder about when and where your team will meet at March for Babies.
- Make sure any signs you want to bring are packed and ready to go.
- _____

1 to 2 days after March for Babies

Personally thank everyone who helped, and if you can't do so in person, be sure to say thank you by email. Let everyone who walked or supported the team know how much was raised and how important their efforts were.

- Send handwritten notes to supporters and encourage team members to do the same.
- Give local businesses that supported your team a boost. Thank them in your social spaces and stop by in person.
- Celebrate your success! Post your fundraising total online. Celebrate team members and top fundraisers with a picnic or party.
- _____

"How you raise money depends on the group — if you are targeting college kids, find something unique and fun. Offer many different fundraising games or other options to bring in the money."

*Leah Thompson, Montavello University, Alabama
National Youth Council Member*



Help is here

Being a team captain and a student can be a whirlwind. The good news: You've got a ton of support. Call on school teams, club teams and individual students to help make your campaign a success.

These are just a few of the organizations that support the March of Dimes:

Builders Club

Circle K International

Delta Sigma Phi Fraternity

Delta Phi Sigma Sorority

Family, Career and Community Leaders of America

Future Business Leaders of America – Phi Beta Lambda

Gamma Sigma Sigma National Service Sorority

Key Club International

Top Teens of America

We're here to help, too, with everything from event ideas to how to raise money online. Email us at teamyouth@marchofdimes.com.

"I got involved with the March of Dimes for a number of reasons — Prince George's County has an incredibly high infant mortality rate, and the work I was doing at a lab funded by the March of Dimes inspired me to help fund the mission and share how the March of Dimes is working to help babies get the start they deserve."

*Anjani Kumar, University of Maryland
National Youth Council Member*

How to raise \$300

The key to a successful campaign: goals. It's an easy way to motivate team members and gives them a target to shoot for, and even beyond. You can even foster a little friendly competition by offering an incentive, like free movie tickets to the first person to hit the \$150 mark.

Goals also help walkers come up with a game plan. A good individual goal is \$300 — many walkers fly by this goal in a few steps.

How just one walker can raise \$300

Start with your \$25 donation	\$25
Ask four family members for \$25 each	\$100
Receive four \$10 donations after a Facebook post	\$40
Ask five neighbors for \$10 each	\$50
Ask five local businesses for a \$15 donation	\$75
Ask your doctor for \$10	\$10

How will you get to goal? Write down people you can ask for a donation:

How to raise money and awareness all year

March for Babies is our biggest event, but why stick with once a year when there are so many other opportunities to help babies?

To help you get an idea of year-round fundraising ideas, we've included mini guides that break down the steps into to-do lists.

Although we've included checklists for specific events, they are flexible, so they can help you organize a variety of campus activities.

Our sample timelines and checklists include guides for planning:

- School events
- Change wars

These types of events succeed on two levels — they create opportunities to talk about the March of Dimes and why it is an important foundation to support, and many students have found they are great ways to raise \$100 to \$200 towards your goal.

Add your ideas here — what events would be good for raising awareness and money at school?



Team Youth is a powerhouse

Students across the country raised more than \$4 million in 2011 to support the health of babies.

Pull out and post

How to plan a school event

At least 2 months before the event

- Contact the organizer (i.e., spirit week, homecoming, school fair) and find out how you can participate (i.e., pie-in-the-face, trivia competition, bingo, Wii® tournament) and what is required.

1 month before the event

- Ask friends and family to supply tables and chairs and to volunteer.
- Price out supplies and figure out what would work best. If it's an event like pie-in-the-face, choose items that won't be irritating.
- Pick up print materials at your local March of Dimes to have on hand so people can read why the March of Dimes is so important.

1 week before the event

- Print or make signs and state that the money goes to the March of Dimes. If food has been donated, make sure your sponsors get visible credit.
- Buy clean-up items.
- Calculate how much to charge for items. Be sure to cover your costs — if you paid for food out-of-pocket, charge more than you paid.
- Remind friends and families when and where to show up.
- Post flyers and notices around school and on your blogs.

At and after the event

- Make it fun — bring supplies so participants can make signs about why they support the March of Dimes.
- Take pictures and videos, and share them with sponsors and the people who participated.
- Invite students and faculty who participated to join your March for Babies team. Thank all who participated!

Pull out and post

How to plan for change wars

2 months before the event

- Get a principal or administrator's permission to hold a coin-collection fundraising event.
- Set a fundraising goal.
- Decide if you want this to be grade vs. grade or class year vs. class year. Then contact teachers about a competition to raise the most.

1 month before the event

- Set up a weekly information table (with permission) about the March of Dimes and talk to students and teachers about why you support us.
- Post signs about change wars at your table and have a jar ready to collect donations.
- Talk to participating classes about the event, when it will happen and why raising money is important to you and the community.

1 week before

- Post flyers in classrooms to remind students when they can start bringing in their spare change. Be sure to note that the money goes to the March of Dimes.
- Ask teachers how the money will be stored.

During change wars

- Give weekly updates on how much has been raised, how much is left and who is in the lead.

After change wars

- Thank everyone for their help. Post thank-you notes and flyers and thank teachers for their encouragement.

More fundraising ideas

Set up a trivia night — Organize a fun night with food and board games, with a \$5.00 admission.

Sponsor study snacks — Set up a table during exam time and sell bags of trail mix, nuts and candy to keep students alert.

Have a mini Super Bowl — You also can organize a massive game of tag, ultimate Frisbee® or a Quidditch match at your school or local park. Recruit players and raise money by selling food and admission tickets.

Make a birthday wish — Have friends and family make donations to the March of Dimes instead of giving you gifts.

Go Project Runway — Organize a fashion show that features clothing from local stores. It's a great way for stores to showcase their clothes. Prom and formal wear are naturals. Hold your event in a central location and use the admission fee to raise money for the March of Dimes.

Cutout campaign — Pick up cutouts at your March of Dimes office and have an in-school competition to see which grade can raise more money selling them. Post sold cutouts in a central part of the school so classmates can feel good about the difference they are making in their community.

Brainstorm more fundraising ideas with your team here:

"I came to the March of Dimes through Key Club International... The March of Dimes was one of the programs we supported on a yearly basis, and I fell in love with the organization and started seeking out ways to give back more."

*Jared Doles, Arizona State University
National Youth Council Member*

Resources

Find more information and motivational tools at marchforbabies.org.

[Quick guide to online fundraising](#)

How to set up your team page and use the online fundraising tool

[Team goal poster](#)

Put it up and share your progress with the team

[Fundraising badges](#)

Team members can add these personalized fundraising badges to their emails and blogs.

[Animated e-cards](#)

A fun way you and team members can reach out to donors

[Printable badges](#)

Add your team URL to these postcards and give them to potential donors

[Walker poster](#)

Help each team member display their support and ask for donations

[Team captain tracking poster](#)

A fun way to track the goals and progress of all your captains

[Spotlight poster](#)

Recognize and award individual achievement

[How your support helps poster](#)

Show how the funds you raise contribute to stronger, healthier babies

[Logos](#)

Use the official March for Babies® logo anywhere you're promoting the event



Twitter — Follow twitter.com/teamyouth for updates and the latest tools.



Facebook — Like us at facebook.com/marchofdimes and get in on the conversation.