



MARCH *STEP UP!* FOR BABIES

TEAM CAPTAIN HANDBOOK

[MARCHFORBABIES.ORG/EVENT/NEWYORKCITY](https://marchforbabies.org/event/newyorkcity)
#MFBStepUp #MarchForBabies

NEW YORK CITY
VIRTUAL
MARCH FOR BABIES
LOCAL SPONSORS

PREMIER

CRAVATH

SILVER



BRONZE



**HEALTHY
MOMS.
STRONG
BABIES.**



COVID-19 FREE SUPPORT SERVICES FOR EXPECTING & NEW MOMS

March of Dimes has unveiled a number of services and resources at no cost for expecting and new mothers, to provide the advice and support they need as the country strives to combat the spread of COVID-19. As society adjusts to new public health guidelines, pregnant women and new mothers are confronting a unique challenge: how do they best prepare for child birth, infant care, and optimize their own health and well-being as well as their child's. From health education to raising funds to support COVID-19 vaccine and treatment research to critical support to NICU parents, March of Dimes offers a variety of programs to support moms and babies during the pandemic. The organization is also actively working to build partnerships with third party providers that are helping moms and babies. Specifically, these programs include:

1.Virtual Support for NICU Parents with NICU Family Support®: March of Dimes is offering a virtual NICU Family Support (NFS) program with its hospital partners, to provide education and support to NICU parents through a digital platform in hospitals across the country. This ensures families can still receive the support and education they need, while maintaining hospital protocols for infection control. Additionally, we are maintaining our free educational resources for staff within our NFS partner hospitals, which includes a session on caregiver self-care.

2.COVID-19 Updates for Moms and Families with the My NICU Baby® App: March of Dimes' My NICU Baby® app provides information about COVID-19 relevant to families with a child in the NICU. This includes videos on infection control and parent self-care, as well as how to support siblings and options to connect with other NICU families. The app is available at no cost to all NICU families across the nation through the Apple Store and Google Play. More information can be found at: mynicubaby.org

3.Learn the Latest News about the Impact of COVID-19 on Moms and Babies with Facebook Live Events with Maternal and Child Health Experts: March of Dimes President and CEO, Stacey D. Stewart, is hosting informal conversations with public health experts and others to discuss issues concerning expectant moms and new parents on Facebook Live. These sessions will guide families with the tools they need to prepare for birth and caring for a newborn at home.

4.Prepare for Pregnancy at Home with Supportive Pregnancy Virtual Groups: March of Dimes will offer Supportive Pregnancy Virtual Groups (SPVG) to provide expectant families social support in this time of need. The primary focus of the program is to engage participants in dialogue to foster peer-to-peer learning and support. These group sessions are intended to complement but not supplement medical care; however, participants will have access to Becoming a Mom Online resources, to help expecting mothers prepare for pregnancy. March of Dimes is also planning a pilot with a telehealth provider focused on on-demand support for moms and babies.

5.Support Research for a COVID-19 Vaccine and Treatment with the Mom and Baby COVID-19 Intervention and Support Fund: March of Dimes recently launched the Mom and Baby COVID-19 Intervention and Support Fund that will provide funds to support research for necessary interventions to prevent or treat COVID-19, advocate on behalf of moms and babies on this issue and educate the public about precautionary measures.

6.Provide Food to Hospital NICU Staff: March of Dimes delivers food and snacks to NICU staff to support them as they work on the frontlines on this pandemic.

These free programs are available to the public and can be accessed through the March of Dimes website or our social media channels. March of Dimes also continues to provide information and guidance for pregnant women and new moms on its blog newsmomsneed.org.



MARCH FOR BABIES STEP UP! IN 4 SIMPLE STEPS

STEP 1: TAKE A STAND

Go to marchforbabies.org/event/newyorkcity now to register your team and start your own online fundraising page. Join March of Dimes and fight for the health of all moms and babies by tackling the biggest issues head on. During the COVID-19 pandemic our medical system is being tested as never before. Moms and babies need your help now more than ever.

STEP 2: SPREAD THE WORD

Share your reason for virtually walking. Personalize your fundraising page with photos and your story. Share through text, email and social media. Invite friends, family and coworkers to join your team by going to marchforbabies.org/event/newyorkcity to sign up.

STEP 3: FUNDRAISE

Ask others for donations and support. The email templates, Facebook fundraising links and other virtual tools will help you. Set a goal and utilize the social memes and videos to boost your fundraising.

STEP 4: MARCH WITH US

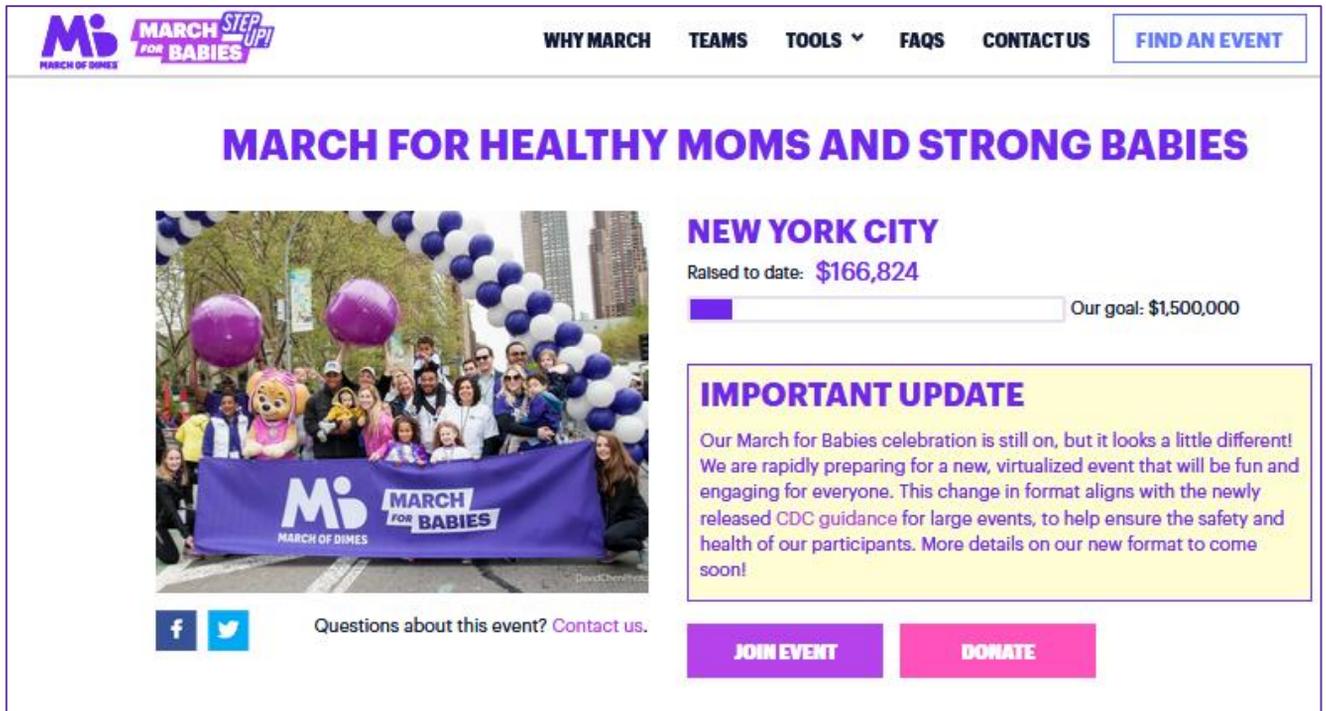
Virtually join hundreds of thousands of people across the country at March for Babies Step Up! and march alongside others who have made the health of moms and babies a priority. Thank everyone who helped, and highlight how much you raised as a team.

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#MFBStepUp #MarchForBabies

STEP 1: TAKE A STAND

During the COVID-19 pandemic our medical system is being tested as never before. Under normal circumstances, two babies die every hour in the U.S. And about every 12 hours a woman dies as a result of complications from pregnancy. There has never been a more important time for all of us to step up.



The screenshot shows the March for Babies website for the New York City event. At the top, there is a navigation bar with the March of Dimes logo, the text "MARCH FOR BABIES STEP UP!", and links for "WHY MARCH", "TEAMS", "TOOLS", "FAQS", "CONTACT US", and "FIND AN EVENT". The main heading is "MARCH FOR HEALTHY MOMS AND STRONG BABIES". Below this is a photo of a group of people holding a banner that says "MARCH OF DIMES MARCH FOR BABIES". To the right of the photo, it says "NEW YORK CITY" and "Raised to date: \$166,824". A progress bar shows the current amount raised against a goal of \$1,500,000. Below the photo are social media icons for Facebook and Twitter, and a link to "Contact us". To the right of the photo is a yellow box with the heading "IMPORTANT UPDATE" and text explaining that the event is being virtualized. At the bottom of the page are two buttons: "JOIN EVENT" and "DONATE".

Here's how:

Go to marchforbabies.org/event/newyorkcity to:

- SIGN IN if you're a returning team captain OR
- SIGN UP if you're a new team captain.
- This officially registers your team, so you can:
 - Customize your team's page, adding your story and photos.
 - Use our online resources to boost your support and fundraising.

IMPORTANT: Even though this is virtual event, choose New York City as your March for Babies site. Do not start a March of Dimes DIY fundraiser. Only fundraise on your own online fundraising page or marchforbabies.org.

[MARCHFORBABIES.ORG/EVENT/NEWYORKCITY](https://marchforbabies.org/event/newyorkcity)

[#MFBStepUp](https://marchforbabies.org) [#MarchForBabies](https://marchforbabies.org)

STEP 2: SPREAD THE WORD

When you join March for Babies, you virtually stand with tens of thousands of people across the country who share your commitment to making a difference in the lives of all families. Recruitment will help you reach your team's fundraising goal and tell the world why you care about March for Babies.



MARCH *STEP UP!*
FOR BABIES

**Eli Manning
is stepping up!**

Here's how:

- Encourage others to join your team. The most successful teams recruit 10 or more teammates.
- Inspire people to join your team by making a donation to yourself first, then by sharing your story—it helps people understand why March for Babies is so important.
- There are several ways to send fundraising and recruitment messages to support your March for Babies team, including utilizing the tools from your personal fundraising page.
- Use social media to share your messages. Post on Facebook, Twitter and Instagram—and any platforms you use. Don't forget to tag [@marchofdimes](#) and [@marchforbabies](#) and use [#marchforbabies](#) and [#mfbstepup](#) in your posts!
- **CAREFUL! DO NOT start Facebook Fundraisers directly on Facebook, only by using the link on your own March for Babies online fundraising page on [marchforbabies.org](#)**

[MARCHFORBABIES.ORG/EVENT/NEWYORKCITY](#)

[#MFBStepUp](#) [#MarchForBabies](#)

STEP 3: FUNDRAISE

You're raising critical funds to help tackle the biggest health threats to moms and babies. And empowering moms with programs, information and tools to have healthier pregnancies and families. Because of you, we're able to help millions of families in communities like yours and across the country. And being part of a team is a great way to raise more funds!



Here's how:

- Once you set a team goal and start fundraising, you can show your teammates how FUN it is! Encourage your teammates to set individual goals. Celebrate their fundraising successes and recognize their hard work!
- Remind your teammates that hitting a fundraising milestone makes them eligible for fundraising rewards—it's their thank you for helping moms, babies and families. Visit marchforbabies.org/event/newyorkcity for more information.
- Use fundraising tools on marchforbabies.org/event/newyorkcity including social media posts and eCards, to inspire supporters to give.
- Share your story! Update your personal fundraising page, and share why you are participating in March for Babies. Connect with potential donors both near and far, and with friends old and new! **CAREFUL! DO NOT start Facebook Fundraisers directly on Facebook, only by using the link on your own March for Babies online fundraising page on marchforbabies.org**
- Identify at least one person on your team to raise \$1,000 or more to become a Champion for Babies. These passionate Champions for Babies belong to an elite group called the Circle of Champions.
- To ensure that every member of your team has raised money, share helpful tools and tips from marchforbabies.org/event/newyorkcity.

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A Sample Fundraising Email

Dear X,

I hope you and your family are safe and well during this critical time. Thankfully, we are doing our best and remaining healthy at our end.

Through this time of anxiety and stress, it has been comforting to see the kindness being shown across communities. Although physically apart, we are all looking for ways to support one another in various ways. I would like to share why I'm giving back to March of Dimes, a cause that is especially close to my heart. I first became involved with March of Dimes' signature event March for Babies when **Insert personal connection**, and I now have more reason than ever to continue supporting this great organization through the current COVID-19 health crisis.

For over 80 years, dating back to the pioneering of a life-saving vaccine for polio, March of Dimes has always risen to face daunting challenges. During this public health crisis, there is now an urgent need to ensure that moms-to-be have the latest health information to protect themselves and their newborns, and to support families with a baby in the Neonatal Intensive Care Unit (NICU).

If you are able to give in this great time of need, I hope you will support me as I Step Up! virtually in this year's March for Babies: **INSERT LINK** .

Here's how your support will help right now:

- Funding research for COVID-19 treatments that are safe for pregnant and lactating moms
- Developing educational materials for moms-to-be and families about what they should know to protect themselves
- Providing resources and training for doctors and nurses in local NICUs
- Providing meals forj our medical heroes, the doctors and nurses, on the front line of this pandemic in NICUs across the country

Every dollar counts right now.

Together small acts of generosity can help our most vulnerable in big ways.

With Gratitude,

X



VIRTUAL FUNDRAISING IDEAS



It's our Anniversary!
Reach out to at least 50 donors in honor of
March for Babies' 50th Anniversary.

Apps to socially connect:

1. **Marco Polo** marcopolo.me - A video app where you can have live video with family and friends or you can tape a video, deliver it, and receive a response back.
2. **Google Hangout** apps.apple.com/us/app/hangouts/id643496868 - Similar to Marco Polo.
3. **Facebook Live** facebook.com/facebookmedia/solutions/facebook-live - Interact with your followers through live video. They can post live questions for you to answer.
4. **Instagram Live** help.instagram.com/292478487812558 - Same as Facebook Live.
5. **Instagram Audio gram** headliner.app - Create audio files to share via IG stories.
6. **Zoom** zoom.us - Free video conferencing for up to 30 people.
7. **House Party** houseparty.com - Group video chat for friends to be "together" keeping a social distance.
8. **Netflix Party** netflixparty.com - Watch Netflix with your friends online and chat while doing so.
9. **Charity Miles** - Step Up! branded app to raise money by tracking your steps/miles. Follow the directions on your marchforbabies.org personal fundraising page.

Ideas of how to use these platforms to fundraise:

1. **Host a sing-a-thon and "charge" a fee (donation) to participate.**
2. **Host a Hula Hoop-a-thon. Have friends and family sponsor your flexible child(ren) as you time how long they can hula hoop (i.e. \$5/minute, \$10/minute).**
3. **If you yourself are flexible, stand on your head for as long as you can and have friends and family sponsor you by the minute.**
4. **Simply tell your personal story via social media and ask for donations to help support March of Dimes Moms and Babies.**
5. **Purchase a few small gift cards to auction off to the top 3 donors or the ones who donate \$50 first (amount up to you).**
6. **Create a Zoom account to host one of the above. Ask for a donation in order to be invited and share a link with those who have donated for a specific date and time.**
7. **Host a virtual "Cocktails for a Cause" party. Charge a donation fee.**
8. **Hold a movie party and ask for a small donation to be part of the fun.**

Please be sure to direct all funds to your online fundraising page by using your marchforbabies.org personal page url.

Be creative and put the FUN in Fun(draising)!



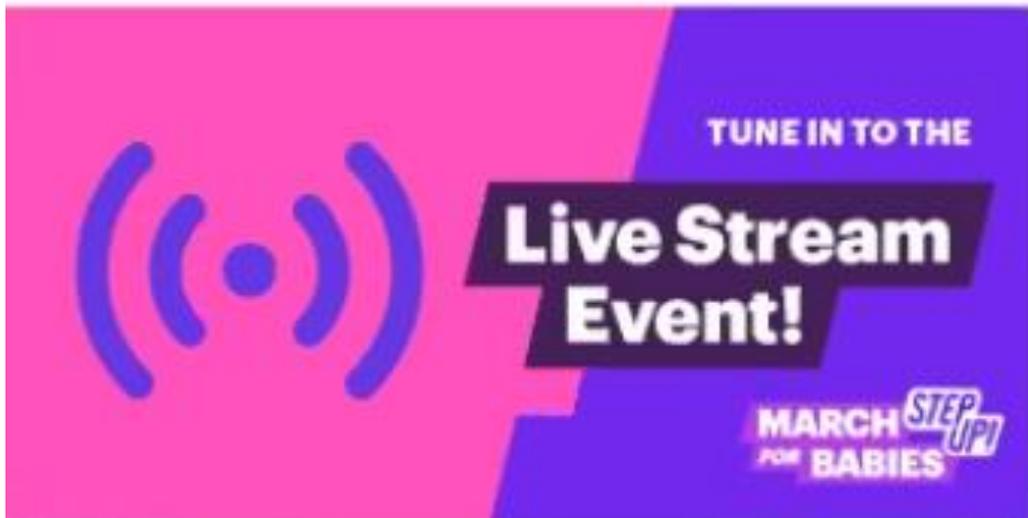
HOW TO USE THE CHARITY MILES STEP UP! APP

1. First, create your personal online fundraising page under your team at marchforbabies.org
2. On your online fundraising page, you will see “March Together with the Charity Miles app”. Using your phone, take a photo of the QR code on the page to take you directly to March for Babies Step Up! on the Charity Miles app.
3. Make sure to enter your personal online fundraising url onto the “Pledge Page Details” page of the app. If you don’t enter your personal page url, you will not be credited for money raised on the app.
4. Start stepping and request pledges from friends and family via the app!
5. Encourage your donors to make their donations up front.

STEP 4: MARCH WITH US

Step up and join the virtual march on Friday, May 15th.

More information to follow.



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#MFBStepUp #MarchForBabies



TEAM CAPTAIN REWARD

If your team raises \$1,000 by August 15

Register as a team captain to receive this March for Babies tote when you and your team **raise a combined \$1,000** by **August 15,, 2020**.

REMEMBER

The more members on your team, the easier it will be for your team to raise \$1,000 online at marchforbabies.org/event/newyorkcity. To be eligible, you must be registered as a captain and have a valid mailing address and phone number in your personal profile.





CIRCLE OF CHAMPION REWARD

For individuals raising \$1,000 by August 15

By **individually raising \$1,000 or more**, you'll earn this exclusive medal to mark your entry into the Circle of Champions, an elite group whose leadership in March for Babies is making the biggest impact for families.

REMEMBER

Look out for a redemption code via email within a week of you reaching the \$1,000 mark. You need a valid email and phone number in your personal profile to receive the code. Once you redeem it, we'll mail the medal to you.





**Early Recognition
Challenge Gift***
Why I Walk Button



**Circle of
Champions Gift****
Medal



**Team Captain
Challenge Gift*****
Tote Bag



\$250
Camp Mug or
Bamboo Lunchbox



\$500
Game Day Jersey or
Game Day Stool



\$1,000
Classic Pullover or
Lightup Bluetooth Speaker



\$2,500
Weatherproof Duffel or
Performance Fleece



\$5,000
Softshell Vest or
Northface Half Zip



\$7,500
Rain Jacket or
Two Person Seat



\$10,000
Beats Headphones or
Heat Vest with Powerbank

*The Why I Walk Button will be sent to any participants who registers and fundraises \$100 by the deadline of 6 weeks pre-event. Please make sure your shipping address is on your fundraising page to ensure receipt of gift.

**The Circle of Champions Gift is redeemable by any person who fundraises \$1,000 or more on his/her page up through 6 weeks post-event. Expect an emailed Certificate with your redemption information the week after you earn.

***The Team Captain Challenge Gift will be sent to any Team Captain whose team registers and fundraises \$1,000 by the deadline of 4 weeks pre-event. Make sure your shipping address is on your fundraising page to ensure receipt of gift.

March for Babies will provide one fundraising reward per participant based on the total funds raised at the time of redemption period. Redemption will be kicked off with certificates which will be emailed to earners 4 weeks after the event. Certificates will be redeemable for 1 month, providing you additional time to raise more and increase your reward level. Need help with your order or redeeming your certificate? Please contact by phone at 1-800-436-6050 or email us at marchforbabies@turnkeywow.com



THANK YOU



Our doctors and nurses are in the front lines of the COVID-19 crisis. Their unmatched commitment to healthy moms and babies does not go unnoticed.

Thank you for stepping up during this challenging time.

