



**MARCH  
FOR BABIES**

# TEAM CAPTAIN HANDBOOK

**WE MARCH FOR  
HEALTHY MOMS  
STRONG BABIES  
EQUAL ACCESS**



**SUNDAY • APRIL 25 • 2021**

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

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**CRAVATH**



# TOGETHER WE CAN MAKE A DIFFERENCE

**Our country is facing an urgent health crisis. The U.S. remains among the most dangerous developed nations for childbirth, especially for women and babies of color. Families in every community need champions like you now more than ever. Together we will fight to improve maternal and infant health, and ensure that every mom and baby gets the healthy chance and care they need.**

**March for Babies is so much more than a fundraising walk. It's also a time to:**



Honor motherhood,  
babies and families



Come together with  
thousands of others  
to create change and  
share experiences



Raise critical funds  
to support families  
throughout their  
pregnancy journey



Give hope by helping  
every mom and baby get  
the best possible start  
today and every day



**MARCH  
FOR BABIES**

# THE 2021 GREATER NY-NJ MARCH FOR BABIES VIRTUAL EXPERIENCE SUNDAY, APRIL 25, 2021

Participants from all March for Babies sites in the Greater NY-NJ Market are coming together on Sunday, April 25 for a virtual March for Babies Experience to be broadcast online.

It's time to get in the March for Babies spirit in preparation for coming together as a virtual community! This Handbook provides you information on how to get started, and fun ideas for raising critical funds for the health crises facing moms and babies.

We encourage you to mask up and bring March for Babies to life by walking, hiking, or running in your neighborhood, at work, or in a park near you before April 25. You can do this alone, with your family or socially distanced with other team members, being sure to follow Covid guidelines at the time. When you do, please send us photos and videos of your walk for possible inclusion in the March for Babies Experience on Sunday, April 25!

For the little ones we encourage you to hold your own Superhero Sprint. Gather your Superheroes for a sprint around the block or down the street and send us your photos and videos for possible inclusion on Sunday, April 25.

Other fun elements of the April 25 virtual March for Babies Experience are:

- Uplifting music
- Mission moments
- Videos and stills of past March for Babies
- Sponsor and top fundraiser recognition

**Stay tuned for more! We're just getting started!**





# MARCH FOR BABIES IN 4 SIMPLE STEPS

## STEP 1: TAKE A STAND

Go to [marchforbabies.org/event/newyorkcity](https://marchforbabies.org/event/newyorkcity) now to register your team. Make sure that you are on the New York City site. Join March of Dimes and fight for the health of all moms and babies by tackling the biggest issues head on. As the COVID-19 pandemic continues, our medical system is being tested as never before. Moms and babies need your help now more than ever.

## STEP 2: SPREAD THE WORD

Create your personal online fundraising page under your team with photos and your story. Share your reason for virtually walking. Share through text, email and social media. Invite friends, family and coworkers to join your team by going to [marchforbabies.org/event/newyorkcity](https://marchforbabies.org/event/newyorkcity) to sign up.

## STEP 3: FUNDRAISE

Make a donation to yourself first, and then ask others for donations and support. The email template found in this handbook, Facebook fundraising links, and other tools will help you. Set a goal and utilize the social memes and videos to boost your fundraising.

## STEP 4: VIRTUALLY MARCH WITH US

Join hundreds of thousands of people across the country at March for Babies and virtually 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.

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

# STEP 1: TAKE A STAND

As the COVID-19 pandemic continues, 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 take a stand.

**WALK TO HELP MORE BABIES BE BORN HEALTHY!**

**NEW YORK CITY**

Raised to date: **\$7,886**  Our goal: \$1,500,000

**Date:** Sunday, April 26, 2020 📅  
**Registration:** 8:30AM | **Start:** 10:00 AM  
**Walk distance:** 3 miles  
**Lincoln Center Area** 📍  
65th Street  
New York, NY 10023

[JOIN EVENT](#) [DONATE](#)

[Find another event](#) ▶  
[Join Superhero Sprint in this location](#) ▶ ?

**ABOUT THIS EVENT**

This year you'll be joining thousands of people in cities across the country for March for Babies, and helping to raise critical funds to support research, advocacy and programs for the health of all moms and babies.

## Here's how:

Go to [marchforbabies.org/event/newyorkcity](https://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.
  - Customize your personal online fundraising page, adding your story and photos.
  - Use our online resources to boost your support and fundraising.

### IMPORTANT:

Choose New York City as your March for Babies site.

Do not start a March of Dimes DIY fundraiser.

Only fundraise on your own personal online fundraising page on [marchforbabies.org](https://marchforbabies.org) (do not fundraise on the team page).

**CAREFUL! DO NOT** start Facebook Fundraisers directly on Facebook, only by using the link on your own personal March for Babies online fundraising page on [marchforbabies.org](https://marchforbabies.org).

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

# STEP 2: SPREAD THE WORD

When you join March for Babies, you 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.

## 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 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 online 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 #newyorkcity in your posts! For more tools, view our social media handbook [here](#).
- **CAREFUL! DO NOT start Facebook Fundraisers directly on Facebook, only by using the link on your own personal March for Babies online fundraising page on [marchforbabies.org](http://marchforbabies.org)**



[MARCHFORBABIES.ORG/EVENT/NEWYORKCITY](http://MARCHFORBABIES.ORG/EVENT/NEWYORKCITY)

# 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. 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 much 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](https://marchforbabies.org/event/newyorkcity) for more information.
- Use fundraising tools on [marchforbabies.org/event/newyorkcity](https://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](https://marchforbabies.org)**
- Identify as many people as possible 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](https://marchforbabies.org/event/newyorkcity).

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

# STEP 4: MARCH WITH US

March for Babies is a day for everyone. You can celebrate, honor or remember babies with others who care as much as you do. Together we fight for the health of all moms and babies. It's because of you that we are helping so many moms, babies and families—thank you!



## Here's how:

- It's as simple as saying THANK YOU to your teammates, often and publicly.
- Highlight your team's wins throughout the campaign across social media. Tag your team photos in social media—don't forget to tag @marchofdimes @marchforbabies and use #marchforbabies and #newyorkcity 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.** Copy and paste your marchforbabies.org link to your social posts.
- Celebrate your hard work and join others who share your commitment to giving all babies the best possible start.

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



## VIRTUAL FUNDRAISING IDEAS

### Apps to socially connect:

1. **Marco Polo** [marcopolo.me](http://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](https://apps.apple.com/us/app/hangouts/id643496868) - Similar to Marco Polo.
3. **Facebook Live** [facebook.com/facebookmedia/solutions/facebook-live](https://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](https://help.instagram.com/292478487812558) - Same as Facebook Live.
5. **Instagram Audio gram** [headliner.app](https://headliner.app) - Create audio files to share via IG stories.
6. **Zoom** [zoom.us](https://zoom.us) - Free video conferencing for up to 30 people.
7. **House Party** [houseparty.com](https://houseparty.com) - Group video chat for friends to be “together” keeping a social distance.
8. **Netflix Party** [netflixparty.com](https://netflixparty.com) - Watch Netflix with your friends online and chat while doing so.
9. **Step Counter** - Count your steps with your step counter of choice, such as your mobile phone, Apple watch, Fitbit, etc. Fundraise for the number of steps that you have taken.

### 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](https://marchforbabies.org) personal page url.

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

## 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 continued 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. 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 ongoing 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 walk 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 for 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



**MARCH  
FOR BABIES**

**GREATER NY/NJ MARKET**

**2021  
FUNDRAISING  
REWARDS**

**\$100**

- ❖ **March for Babies 2021 participant t-shirt**

**\$250**

- ❖ **Why I Walk sign for you to customize, remembering or celebrating a special baby**

**\$500**

- ❖ **Virtual Cooking Class with family hosted by Chef Paula, Cooking with Stars.\***

**\$750**

- ❖ **Entry in drawing for a \$100 Stop & Shop gift card (5 winners)**

**\$1,000 (by March 30, 2021)**

- ❖ **Eligible for possible inclusion of your video clip in the Virtual MFB Experience on April 25<sup>th</sup> for all friends, family and co-workers to see - bragging rights included!**

**\$5,000**

- ❖ **Entered in drawing for 7 night stay at Mystic Dunes Resort & Golf Club in Celebration, Florida. 3 miles from Disney. Two connected apartments – 2 living rooms, 3 bedrooms, 3 bathrooms, 2 kitchens, 2 washer/dryers. [mystic-dunes-resort.com](http://mystic-dunes-resort.com). Dates subject to availability and other restrictions.**



To qualify for the above rewards, all donations must be made on your [marchforbabies.org](http://marchforbabies.org) personal fundraising page by June 30<sup>th</sup>, 2021, unless otherwise noted. \*Class is transferable.

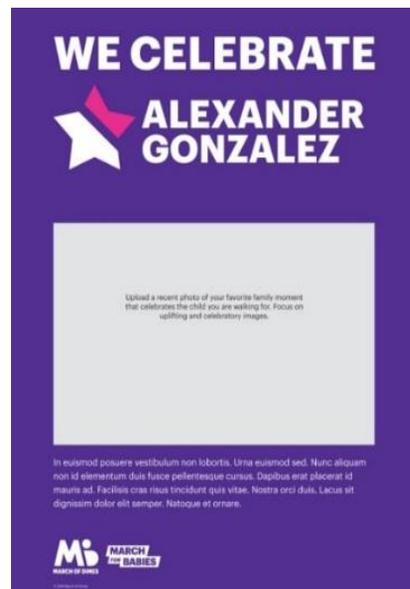


## YOUR PERSONAL “Why I Walk” SIGN

Raising \$250 for March for Babies shows a commitment to fighting for the health of all moms and babies. When you reach this milestone, you will receive a link to customize a Why I Walk sign. You may download this sign and share via your social media channels and opt to have it shipped directly to your home for display in your window or on your lawn.

You can use the sign to tell why you walk with a personal photo and message. Choose a sign that:

- offers a special tribute to remember a baby or a child you’ve lost.
- celebrates a NICU graduate or other baby who inspires you to fight for all moms and babies.





**MARCH  
FOR BABIES**

# TEAM APPAREL



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2021 MARCH OF DIMES HERO APPAREL

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**THANK  
YOU**

**THANK YOU FOR JOINING US TO MAKE  
LASTING CHANGE FOR FAMILIES.**

