High Point March for Babies
(Includes High Point, Archdale, Trinity and Thomasville)
Saturday, November 10, 2012
High Point University, Vert Stadium
9:00 a.m. Registration/ 9:30 a.m. Opening Ceremony/ 10:00 a.m. Walk & Fun Run Begin
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What is March of Dimes & March for Babies?
Most people think about, or begin thinking about, their babies for nine months. The March of Dimes has been thinking about stronger, healthier babies for 75 years. Few have accomplished what we set out to do, let alone what we succeeded in doing. As an organization, the March of Dimes has developed vaccines that led to cures and protection, funded research that won awards and saved lives, educated women about how to have a healthy full-term pregnancy and developed breakthroughs on many fronts that are now standards of care and compassion. Our mission has expanded to include birth defects and prematurity, since our original charter to conquer polio. Whatever we believe to be an impediment to having a stronger, healthier baby is where the March of Dimes focuses their volunteer and staff efforts.

March for Babies is the March of Dimes top fundraising event. March for Babies was started in 1971 as Walk America and today takes place in hundreds of communities across the Nation! Money raised by the event funds research, education and local community grants for mother and baby health.

Where/When is March for Babies held?
High Point March for Babies is scheduled for November 10, 2012 at High Point University, Vert Stadium. Registration begins at 9:00 am, Opening Ceremony starts at 9:30am. The March for Babies Walk and Fun Run start at 10:00 am.

How long is the average March for Babies route?
The walk route is approx. 3 miles. The walk (approximately one hour for an average adult at a steady pace) will go fast though - there are plenty of water stops along the way to provide walkers with snacks and an opportunity to rehydrate.

How can people get involved in March for Babies?
They can Join your team and help raise money or walk as an individual and raise money by going to www.marchforbabies.org. Businesses can get involved as corporate sponsors; and of course we always welcome volunteers- just contact a March of Dimes staff member. Walkers ask friends, family, business associates and others to sponsor them by making a donation to help the March of Dimes save babies. You can also ask friends and family all over the world to sponsor you by email. Walkers who register for the event online will have their own, personal March for Babies web page generated with a hyperlink that the walker can email to family and friends asking them to be a sponsor.

Why are teams important to the success of March for Babies?
Teams represent companies, families, schools, associations and clubs, and can range from 2 people to 2000. Companies and organizations find that March for Babies is a great morale-booster and builds camaraderie among teams and team members.
How are the funds raised in March for Babies used?
The money raised in March for Babies is dedicated to research and programs that save the
lives of babies across the country and in local communities. Here are a few examples of what
your funds support:

- Research into why premature birth and infant mortality happens and how it can be prevented.
- Research into numerous birth defects and how they can be prevented (see our “umbrella slide”)
- Education to help local women have healthy pregnancies and recognize the signs of preterm labor
- Assistance for local health care providers in better identifying women at risk for premature birth
- Help for pregnant women with questions and concerns about pregnancy through our Pregnancy &
  Newborn Health Education Center™ at marchofdimes.com or askus@marchofdimes.com

How do people register for March for Babies?
Visit www.marchforbabies.org or call the Triad Division office at 336-723-4386. Want to
start your own team? Visit our Web site or call for more information.

Walker Incentives for 2012

<table>
<thead>
<tr>
<th>Raise</th>
<th>Gift card Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$200</td>
<td>T-shirt</td>
</tr>
<tr>
<td>$350</td>
<td>$15 Gift Card + T-shirt</td>
</tr>
<tr>
<td>$500</td>
<td>$25 Gift Card + T-shirt</td>
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<td>$500 Gift Card + T-shirt</td>
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<tr>
<td>$20,000</td>
<td>$600 Gift Card + T-shirt</td>
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Youth (12 & Under) receive a T-shirt for raising $50 or more!

Gift Card choices between:

* kmart OR macy’s*
The Top Walker Challenge!

The Top Walkers are an elite group of walkers who raise $1,000 or more for March for Babies. Member benefits of this special group includes:

- Exclusive Top Walker shirt (long sleeve)
- Opportunity to lead the walk as a group
- On-stage recognition
- Exclusive recognition at March for Babies Kick off Event Rally
- Featured in event newsletters and chapter web site
March for Babies Supply Order Form

Supplies are free of charge. Please indicate how many of each your team needs:

_____ March for Babies 2012 DVD (on loan)
_____ Walker Sponsor Brochures
_____ March for Babies Point of Purchase Stands
_____ March of Dimes Coin Boxes
_____ 8 ½ x 11 March for Babies Poster
_____ 11 x 17 March for Babies Poster
_____ March for Babies Stickers – Walk Starts Here (website mention)
_____ March for Babies – Blue Jeans for Babies Stickers
_____ March for Babies – ‘I’m Walking At Work’ Stickers
_____ March for Babies Campaign Cut-out (packs of 25)
_____ March for Babies Banner (March for Babies logo)
_____ March for Babies Information Sheet
_____ Other_________________________________

Please fax or e-mail this order form to the March of Dimes:

Attn: Velvet Linville-Scales
410 Brookstown Avenue   Winston-Salem, NC 27101
Phone: (336) 231-3769 Fax: (336) 761-0983
vlinvillescales@marchofdimes.com

Date: ____________________________  Phone: ____________________________

Your Name: ____________________________________________________________

Company: ______________________________________________________________

Delivery (Street) Address: _______________________________________________

City: ___________________________  State: _____  Zip: _______________________

E-mail address (in case we have any questions):______________________________
Online Registration and Fundraising Tips

**Previous Online Participant?** Follow the steps below:
1) Login using the same username and password from last year at www.marchforbabies.org

*Forgot either the username or your password?* Enter the email address associated with your fundraising page last year and your logins will be emailed to you.

2) If you changed your email address or job location, you can email the OFT Help Desk at OFTHelp@marchofdimes.com or you can call (888)274-3711 to retrieve your login information.

3) Once you are logged in, our system will ask how you would like to walk this year. Select the one you would like to do this year.
   a. Walk with the same team as last year (if you were a member of a team)
   b. Join a new team
   c. Create a new team
   d. Or walk as an individual

4) You will then be taken to your profile page where you can verify your information, update anything that is no longer relevant. Click Register Now at the bottom of the page and you are set to start fundraising!

**New to Online Fundraising this year?** Follow the steps below:
1) Visit www.marchforbabies.org
2) If you would like to join a team click the Join a Team button
3) Search and select your Team Name
4) Fill out your Profile page; select a username and password then click Register Now at the bottom of the page

➢ You’re done! Your personal page has been created for you and you are ready to begin fundraising. You can edit your personal page at any time using your newly created logins.

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**Make sure you customize your URL**

You want people to know your team name, right?

Directions:

**Go to:** Team Dashboard, Team Page, Edit Page, Edit address (in middle of page), Edit Vanity URL (in middle of page) – type team name in the open box! Save!

(Make sure to check availability!)
Your Personal Dashboard:

- Email Potential Sponsors
- Get your custom Fundraising Badges
- Send an Animated E-card
- Make a Personal Donation
- View/Print your Sponsor Form
- Read the OFT blog
- Edit your Profile; include a photo or a personal message
- Get either the Facebook or the iPhone/iPad/iTouch app

Keys to Success

- Lead by example; make sure to donate to yourself! By making a personal donation it shows others that you are committed to a great cause and will help prompt your sponsors to donate to your page.
- Don’t be shy! Ask your friends, family and colleagues to support you by making a donation to your March for Babies fundraising page.
- Print your sponsor form so you can bring it to Bank Day or at March for Babies Event Day. Be sure to also include with your sponsor form any cash/check donations.

Additional tools and tips!!

**Double your Donations**

Does *your* company offer matching gifts or other corporate contributions?

Can *your* donors double their gifts by getting matching corporate gifts?

**Group Fundraising**

Are you hosting multiple group fundraising events? Ask employees or team members to fundraise (or donate) online as a package deal.

Example: Raise $200 and get soup luncheon, beanie baby, company T-shirt, car wash AND name mention in company-wide email

**Benefits to Team Captains:** Track donations, print receipts, higher donations and **NO MONEY HANDLING!**
More Frequently Asked Questions:

Q: Where do I turn in my money?

A:

- If you are walking as part of a team, check with your Team Captain for instructions on how your team is handling money (you may be having your own internal bank day)
- Team Captains and Individuals, please bring your walker form and money with you to City wide ‘Bank Day’ on Wednesday November 7, 2012 at State Employees Credit Union - Penny Road (3850 John Gordon Ln, High Point, NC 27265)
- HPU specific ‘Bank Day’ - Date TBD for HPU Staff and Students. ...Detailed information will be emailed to you.
- Award recognition on walk day will come from all totals taken up through bank day.
- You can still turn money in at the walk and up until Nov. 19, 2012 to qualify for t-shirt and gift card incentives.

Q: What if I raised money online?

A: You can just print your online registration sheet and bring it with you. If you cannot print it out, we will have a copy of the amount you raised online at the registration.

Q: What do I do if I have money, but I can’t walk on Saturday?

A: Give your money and walker form to your Team Captain to be turned in for you. If you are not part of a team, you can bring it to Bank Day at State Employees Credit Union-Penny Road on Nov. 7th or mail it to:

March of Dimes
410 Brookstown Avenue
Winston-Salem, NC 27101

Q: What if I get more money in after March for Babies?

A: Please mail checks to the office at the above address. You can qualify for the incentives if you turn your money in by Nov. 19, 2012, but we will take money for babies all year long!

Q: What if I have friends and family that didn’t register on Marchforbabies.org, can they come with me to the walk?

A: Although we encourage everyone to register online we understand that sometimes that is not possible. Please feel free to bring any non-registered friends and family and they are welcome to participate in March for Babies. They can check in at registration with everyone else and also turn in any donations they may have. This is a family friendly event with activities for children.
Q: Can I bring my dog?
A: Yes, IF the dog is a pleasant dog, on a leash, and you clean up after the dog.

Q: What about bikes and skateboards?
A: Please leave those behind. With our walkers on the sidewalks, wheeled vehicles (other than wheelchairs and strollers) present safety hazards for the walkers on the sidewalks, and we surely don’t want you riding/skating in the streets. Your safety is important to us, as well. Thanks for your cooperation!

Q: When does it become too late for people to register?
A: Never! People can still register the morning of March for Babies. Registration forms will be available at the registration table.

Q: Where do I park?
A: There are many parking spaces available at Vert Stadium for your convenience.

Q: How long is the walk?
A: The walk is approx. 3 miles.

Q: Will food and water be available?
A: Doughnuts and coffee will be available for breakfast and after the walk we will have lunch back at Vert Stadium. During the walk we will have stops along the way with water.

Q: What if I can’t walk the whole way?
A: A Van will follow walkers on the route to pick up tired walkers and take them back to Corpening Plaza.

Q: What happens if it rains on Walk Day?
A: RAIN OR SHINE - WE WILL WALK! The only exception to this rule would be in the event of unsafe weather conditions. Please listen to WMAG or watch WXII News 12 for unsafe weather cancellations. Please plan to wear clothing appropriate for the weather conditions.

Q: How does my team qualify for a High Point local award to be presented at walk day?
A: EVERY TEAM GETS AN AWARD Mailed to them, BUT - Your team total for awards is calculated by BANK DAY (Nov. 7th). Be sure to have all your teams money turned into by BANK DAY. Walk day turned in money will be a soft credit, but preferred to have all money turned in by BANK DAY! NOTE - THIS IS NEW FOR 2012! National incentive prizes will still be optional for you with money turned in after the walk date prior to Nov. 19th. We will announce all top teams and individuals in their category after the walk: Company, School and Family (also some special prizes will be announced in addition to top fundraisers)
TOP TEN STEPS FOR SUCCESSFUL FUNDRAISING:

Step One:
Online fundraising is OH So Easy!
Register at www.marchforbabies.org and send the link to your personal web page to everyone you know. They can quickly and safely sponsor you and/or join your team! Set a personal goal, add a photo, tell your story and invite them to make a donation via credit card or PayPal.

Step Two:
Face to Face Conversations Seal the Deal!
Asking people in person is a fast and effective way to collect donations too! Ask 20 friends, neighbors, family members, or work associates to sponsor you for $10 a piece and you will raise enough to earn a free March for Babies t-shirt. Use the March of Dimes information included in the walker brochure to help talk about the mission and why it’s an important cause to you.

Step Three:
Letter Writing Makes an Impact!
Not everyone has email, so sometimes a personalized letter or note can work like magic. In the letter, include your personal story, a photo and the reason why YOU think the March for Babies campaign is important.

Step Four:
Follow Up is Key!
Be considerate, but remember that people are busy and may need a little nudge. Share a reminder on why you are raising money for babies. Update everyone on how your personal fundraising is going and how close you are to your goal and remind them it’s not too late to contribute.

Step Five:
Plan your Own Fundraiser!
Many teams have been successful by holding car washes, providing a service (pet sit or baby sit), bake sales, raffles, donation parties, etc. If you work in an office, ask your manager if you can have a “Blue Jeans Day” and sell the Blue Jeans for Babies stickers or sell the March for Babies pin-ups (both provided by the March of Dimes).

Step Six:
Walk Brochure - Never Leave Home Without it!
Always have the March for Babies brochure with you. It provides valuable information on why the March of Dimes raises money and you never know when you’ll run into a potential supporter!

Step Seven:
Ask Where You Shop...’Til You Drop!
Ask the businesses where you shop for a donation....your hairdresser, cleaner, grocer, or favorite restaurant. You never know who will support you! And, they too may have been touched by the March of Dimes mission.

Step Eight:
Engage your community!
We want to grow the walk and continue to raise funds for healthy babies! Ask your place of business, your church, your neighborhood association, etc. to join you in support of the walk. The more, the merrier!

Step Nine:
Donor Amounts – Think BIG, Get BIG Results!
Don’t undersell your efforts! Any size of a donation is great and very much appreciated! But, if you ask for too small an amount, people will limit their giving. Sometimes, it’s best to let them tell you what they will give. HINT: Online donors are more likely to give more due to the fact that they can use a credit card or PayPal account.

Step Ten:
Always Be Thankful!
We at the March of Dimes appreciate your efforts more than you know! Please also let your donors know how much you appreciate them and how much you raised so that one day, all babies will be born healthy and on time. For more information, call the local March of Dimes office at 336-723-4386 or email Velvet Linville-Scales at vlinvillescales@marchofdimes.com
Please do not hesitate to call our local March of Dimes Staff anytime you need help, have questions or want to schedule an internal kick-off.

Velvet Linville-Scales  
March of Dimes, Community Director  
336-231-3769  
vlinvillescales@marchofdimes.com

Thank You to our local Sponsors:

Thank you to our National Sponsors:

Kmart, Farmers Insurance, Fed Ex, Cigna, United Airlines, Famous Footwear, Bayer, Sanofi Pasteur, Continental Airlines, First Response, Mission Pharmacal

We look forward to seeing you at March for Babies on Saturday, November 10, 2012 at High Point University, as we celebrate another victorious day together!

THANK YOU for your leadership and your commitment to helping to assure that all babies have a full-term and healthy birth!