Welcome Returning Families and New Teams!

Fundraising can seem very intimidating. The key to fundraising is to make it personal – it’s about you and your story. Whether it is about someone special that has touched your life or how you want every baby born healthy. We have created this booklet to share ideas that have worked as a tool to help others raise money. You may find you can expand on one of these ideas and make it uniquely yours, or simply use your own style to come up with great ideas.

Thank you for all that you do for the March of Dimes and here’s to a great March for Babies season!

Good luck fundraising! Go TEAM!

Donna Otto - Hawaii Family Team Specialist

Mom to:
Devin (11) Born at 25 weeks, 1 lb 14.9 oz
Carsen & Blake (8) Born at 26 weeks, 1 lb 12oz each

Dotto@marchofdimes.com
(808) 630-1690
Facebook: March of Dimes Hawaii Family Teams
Personalize Your Marchforbabies.Org Website

By adding pictures and telling your family story. People are more motivated to donate when they know that the cause has touched someone personal to them.

Email Tags, Badges and Banners

Add an email badge to your online signature or banner to your social networking pages on Facebook, MySpace, Twitter or your blog.

Email Signature Badge

Adding a badge to your email signature will help you subtly spread the word with every email you send. To get one, log into your personal dashboard and click on “Pick up your Fundraising Tools”. If your email server will not accept this badge, you can still add your own message and include the link of your personal or Team web page.

Email An Animated E-Card

Email your friends, family & co-workers an animated e-card of yourself walking for March for Babies asking them to donate and join you.  

Facebook Application

Show off your success and get your friends talking about March for Babies.

A Scrapbook

A small scrapbook or album can be a great way to tell the story of your child’s birth and a way to connect your story to your team trying to help future families.

Old-Fashioned Mail To Get Your Message Out

Since everyone loves to get mail, send a letter or postcard to friends and family telling your personal story and asking for support for your family team.

Raffle Something

Create an incentive for people to donate money by raffling off something fun that you can give away. Give each donor an opportunity to win the prize for every $10 or $20 they donate. Some suggestions are: sports tickets, a gift basket you made, movie tickets, baked goods, a restaurant gift card or a gift certificate you purchased. Whatever you think will appeal to your friends and family will work.

Plan a Party

Have an event to let your family and friends get together to celebrate your team. You can even hold a silent auction with items you have access to or have donated from family and friends. It also gives you an opportunity to tell your family’s story to people who may not have heard it. Finally, it is a great way to not only recruit donors, but also new walkers for your team.
Garage Sales
Clean out your basement! Ask your friends and neighbors to donate items.

Hold a Fundraising Card Game Night
Invite friends and family over for a fun card game night, use real money, with the proceeds going to your family team. Provide the snacks and entertainment!

Make business cards or post cards
Print out postcards and business cards. Add the URL to your fundraising page and hand them out. Don’t forget to share with your team members! http://www.marchforbabies.com/spread_the_word.aspx

Birthday & Celebration Donations
Why not ask family and friends for a donation to your team in lieu of birthday or special occasion gifts? It’s easy on the shopper who can be directed right to your marchforbabies.org webpage.

Root Beer Floats or Baked Goods
Sell root beer floats or baked goods at an event or in front of your house. See below for more ideas.

School Kine Cookies & World’s Finest Chocolates
Take advantage of one of our promotional items, School Kine Cookies or Worlds Finest Chocolates. Sell them and donate the proceeds to your Team.

Create a Blog to Share Your Story
A blog is a great way to share your story as well. In addition to text, many sites allow you to upload videos and photos. Add the link on your March for Babies page.
There are numerous blog sites, including March of Dimes www.shareyourstory.org

Remember To Ask These People For Their Support
- Your pediatrician
- Your Obstetrician
- Teachers
- Coaches
- Babysitters
- Dentist
- Your Vet
- Your mailman
- Your Church friends
- Your friend from clubs, groups
- Your friends from school

Companies That Will Match Donations
- Ask each of your donors if they work for a company that matches charitable contributions.
- Check our list of national and local companies that will match donations at our online resource Center
1 In 8 Babies Are Born Premature.
You can help make a difference by supporting the March of Dimes and their efforts to prevent birth defects, premature birth and infant mortality.

LIFESAVER……That’s what you are for supporting the March of Dimes and their efforts to prevent birth defects, premature birth and infant mortality.

100 GRAND…for 1 week of hospital costs for a baby born premature.
You can help make a difference by supporting the March of Dimes and their efforts to prevent birth defects, premature birth and infant mortality.

By Supporting the March of Dimes, you are helping to save the lives of Baby Ruth, baby Blake, baby Sara, baby John, baby Jessica,….. from birth defects, premature birth and infant mortality.

GOOD NEWS! You can make a difference by supporting the March of Dimes and their efforts to prevent birth defects, premature birth and infant mortality.

This water bottle weighs as much as some newborn preemies. With your support, the March of Dimes is making efforts to prevent birth defects, premature birth and infant mortality.

Fill this baby bottle with bills and coins and help our future girls and boys! Thank you for helping make a difference by supporting the March of Dimes and their efforts to prevent birth defects, premature birth and infant mortality.