

**HEALTHY
MOMS.
STRONG
BABIES.**



GET STARTED ON YOUR CAMPUS OR AT YOUR SCHOOL

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Welcome! We're so glad you're here.

Thank you so much for taking this step to become a volunteer for March of Dimes. We are fighting for Healthy Moms and Strong Babies. Volunteers drive our work to empower families. With your help, we're making an impact through awareness, education, research and advocacy.

Why we are fighting for healthy families.



About half a million babies are born premature or with birth defects in the U.S. each year.



Without ACA protection, maternal care would be unaffordable for most families.



Vital services for moms and babies, especially babies born sick or too soon, are at risk.

[And we won't stop \(video\).](#)

Section One: Mission & History

March of Dimes leads the fight for the health of all moms and babies. We believe that every baby deserves the best possible start. Unfortunately, not all babies get one. We are changing that.

For more than 80 years, March of Dimes has helped millions of babies survive and thrive. Now we're building on that legacy to level the playing field for all moms and babies, no matter their age, socio-economic background or demographics. We support moms throughout their

OUR MISSION

MARCH OF DIMES LEADS THE FIGHT FOR THE HEALTH OF ALL MOMS AND BABIES.

DECADES OF BREAKTHROUGHS

1940s

Jonas Salk, March of Dimes Researcher, discovers POLIO VACCINE

1950s

Dr. Virginia Apgar, Founder of 'APGAR SCORE' joins March of Dimes as Vice President of Medical Affairs and raises awareness about preterm birth

1960s

March of Dimes begins funding NEWBORN SCREENING. Today newborn screening saves or improves the lives of 12,000 babies annually

1990s

March of Dimes spearheads the BIRTH DEFECTS PREVENTION ACT OF 1998 and leads efforts to promote the benefits of FOLIC ACID

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Nobel Prize
Winners since
1954

pregnancy, even when everything doesn't go according to plan. We advocate for policies that prioritize their health. We support radical improvements to the care they receive. And we pioneer research to find solutions to the biggest health threats to moms and babies.

Watch: March of Dimes Transformation



All of the work we do is made possible by the generous support of our donors, volunteers, partners and friends. We're proud to share this [2019 Impact Report](#) and our [2020 Annual Report](#).

Our Guiding Principles:

At March of Dimes, we are guided by these principles, and the organization is built on these values and those widely shared in the not-for-profit sector, which our hope is as volunteers you will embody these as well, including:



OUR SIX GUIDING PRINCIPLES

- Be authentic
- Champion equity & inclusion
- Tell the story
- Build & nurture trusted relationships
- Accept & expect accountability
- Lead fearlessly

The Issue & our vision:

The U.S. remains among the most dangerous developed nations for childbirth. Each year, two babies die every hour in the U.S. and one woman dies every 12 hours as a result of complications from pregnancy. **IT'S NOT FINE.** But together we can change that. Your involvement supports our vision of a world where every mom and baby is healthy regardless of wealth, race or geography.

OUR VISION

WE IMAGINE A WORLD WHERE EVERY MOM AND BABY IS HEALTHY REGARDLESS OF WEALTH, RACE OR GEOGRAPHY.

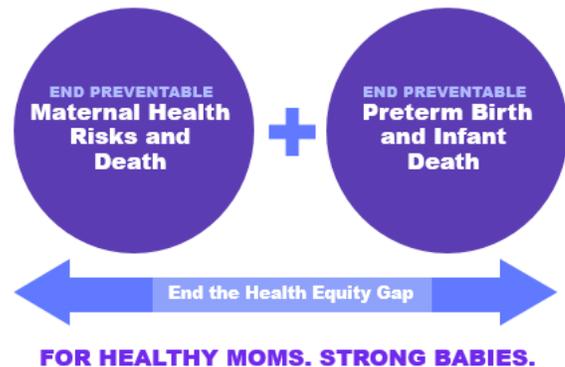
To learn more about where your state stands, check out March of Dimes' [state by state report card](#). Includes Maternal and Infant Health in States and Cities across the Country; Outlines Actions Needed to Improve Health Outcomes for Moms and Babies.

Our Goals:

To realize our vision of a world where every mom and baby is healthy regardless of wealth, race of geography, at March of Dimes, we have two clear goals:

1. End preventable maternal risks and deaths and
2. End preventable preterm birth and infant death.

OUR GOALS



To achieve these goals, we know we have to close the health equity gap and we have to mobilize our communities to understand the issue, March of Dime's role and approach and engage volunteers, supporters, advocates and donors in data-driven solutions.

Our Approach:

To reach our goals, there are three key pillars to our approach.

We Lead & Innovate. Building off our legacy of lifesaving research, we continue to assess the current state of maternal and child health and provide key insights to inform medical care, policies and more. We also provide a wealth of information for expectant mothers and their families through our website and newsletter.

We Mobilize Action. March of Dimes leads critical work in mobilizing action from local collaboratives working in communities to change outcomes for moms and babies, to raising awareness about preterm birth and maternal mortality to advocating for mom and baby friendly legislation at the state and federal levels.

We Deliver Direct Impact. March of Dimes also directly drives impact in communities through health programming and a comprehensive training institute for health care professionals.

 <p>LEAD & INNOVATE</p> <hr/> <p>Data Analysis & Forecasting</p> <hr/> <p>Research</p> <hr/> <p>Public Policy</p> <hr/> <p>Consumer Education</p>	 <p>MOBILIZE ACTION</p> <hr/> <p>National and Local Partnerships & Collaboratives</p> <hr/> <p>Public Awareness Campaigns</p> <hr/> <p>Advocacy</p>	 <p>DELIVER DIRECT IMPACT</p> <hr/> <p>Health Programs</p> <hr/> <p>Professional Training</p>
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In order to meet our mission and goals, March of Dimes relies on volunteers.

How March of Dimes works with volunteers:

March of Dimes is a volunteer-led and staff supported organization. This means that the work - fundraising, education and advocacy - is led by volunteers, volunteer leaders, national service partners and community-service organizations. We simply could not do this incredible work with our millions of friends and supporters like you.

March of Dimes works with various volunteers and groups supported by local and national staff.

March of Dimes has a clearly stated mission and purpose, approved by the Board of Trustees, in pursuit of the public good. All of its programs support that mission and all who work for or on behalf of the March of Dimes understand and are loyal to that mission and purpose. The mission is responsive to the constituency and communities served by the March of Dimes and of value to the society at large.



In our work with volunteers, our staff and volunteer leaders are guided by the following principles that are deeply held values. We hope you'll take the principles to heart in your work as a volunteer as well.

Guiding Principles for Volunteerism	
RESPECT ALL PEOPLE AND PERSPECTIVES	Listen carefully to volunteers to gain an understanding of their "why" story as well as their personal hopes and expectations. Make room at every table for all people, opinions and perspectives. Be inclusive of age, gender, ethnicity, profession and background to make our vision a reality.
DEFINE ROLES AND EXPECTATIONS	Clearly articulate volunteer responsibilities and expectations up front. Provide the latest tools, training and support to ensure each volunteer's success.
ENGAGE AND EMPOWER VOLUNTEERS	Unleash every volunteer's unique gifts and talents so that all may benefit from their knowledge, leadership and experience. Remain open to new ideas and be willing to give volunteers the space to lead.
CREATE A CULTURE OF VOLUNTEER APPRECIATION	Ensure that volunteers are informed, valued and recognized for their achievements and contributions in the way that they prefer. Show appreciation in a timely manner and celebrate every success, whether big or small.
GROW RELATIONSHIPS INTO PARTNERSHIPS	Work tirelessly to develop deep, committed volunteer relationships. Devote time every day to connecting with volunteers to deepen their understanding of our mission and strengthen their connection to our organization.

Board of Trustees & Governance

The March of Dimes has an active governing body, the Board of Trustees, that is responsible for setting the mission and strategic direction of the organization and oversight of its finances, operations, and policies.

<https://www.marchofdimes.org/mission/march-of-dimes-leadership.aspx>

Volunteer Leaders

Leaders in their community who leverage their experience and network to support the health of all families by committing to a longer-term volunteer role. Volunteer Leaders support our work at the local and/or national levels through Councils, Market Boards, Event Leadership and professional committee roles in Maternal and Child Health or Advocacy.

National Service Partners

The history of the March of Dimes is one of passionate grassroots involvement, with millions of people walking, volunteering and advocating for the health of families. But through the years, several organizations have stood out in their support of the March of Dimes and we give them special thanks. From community educational programs to fundraising events, these partnerships raise awareness of our mission and help save babies. National Service Partners mobilize their members to change the outcomes for moms and babies. To view the full list of National Service Partners, please visit us online at: <https://www.marchofdimes.org/volunteers/national-service-partners.aspx>.

Volunteers

Leaders in the community who leverage their passion and time to give back to March of Dimes at events, through fundraising, advocacy and programs on the ground that support health moms and strong babies. Volunteers tend to support around key moments and programs year-round in single day, short-term and longer-term projects.



Section Two: March of Dimes on your campus

Now that you have a strong sense of March of Dimes, its history, legacy and what drives the organization's mission and vision, let's talk about getting started on your campus.

This should be the cause of choice for this generation. Empowering students to be a critical part of the solution to the maternal, infant and health equity crisis in America.

As students on campus, you are well-positioned to engage others and are connected to other passionate leaders who can support our mission to lead the fight for the health of all moms and babies.

This resource provides tips on how to get started on your campus and how you can work in partnership with your March of Dimes staff partner to grow your campus involvement.

COORDINATE & CONNECT:

Volunteer and staff roles & relationship:

Volunteers drive our work to empower families. March of Dimes is an organization governed, supported by and primarily staffed by volunteers. We rely

on volunteers to take the lead where possible. Employees work in partnership with volunteers to meet our mission. Volunteers serve in leadership, support service, fundraising, skills-based, consulting, advisory, advocacy roles. Volunteers may be involved programs and activities, including but not limited to roles that support the growth, movement building and mission impact of the organization.

In order to determine how your campus can best support the work of March of Dimes, please reach out to connect to your staff partner. March of Dimes works directly in 39 markets across the U.S. and in Puerto Rico and has a centralized team to support volunteers coast to coast.

March of Dimes also works with several National Service Partners that may have clubs or chapters on your campus. Check out the list of National Service Partners above and reach out to the student leaders to see how they might already be involved and ways you could collaborate.

GET CLEAR ON YOUR GOALS

Your work on campus builds into March of Dimes movement priorities, which includes brand-building efforts that strengthen our ability to drive mission outcomes, revenue and engage volunteers and advocates.

As you work with your March of Dimes staff partner, consider the goals below as a way to drive campus engagement.

- **Recruit, welcome and engage other volunteer leaders** interested in getting involved on campus and inspire action in-person and online through your own social channels as Ambassadors for March of Dimes.
- **Get involved on your campus.** Raise awareness about March of Dimes on your campus and connect with any National Service Partner groups in your community to share information, ideas, and ways of collaborating to help drive fundraising and awareness of the mission.
- **Get connected and build awareness in your community.** Get to know March of Dimes staff, volunteers and families impacted by the mission. Elevate what's going on in your community and share resources. Help others access resources to support their pregnancy journey.
- **Raise critical funds and share new ideas to reach fundraising goals.**

COMMUNICATE & EDUCATE

Have a presence on your campus. Be visible and help others get to know the mission and ways they can get involved. Be a positive representative of yourself, of March of Dimes, any community partner and your community as you help others get involved.

Be sure to educate yourself and any volunteers that help you plan these activities about the [Volunteer Policy Handbook](#). This provides resources on volunteer expectations, Standards of Behavior and Code of Ethics.

Below are some ideas and resources to help you get started on your campus.

- Recruit, recruit, recruit.
- Connect with any National Service Partner groups in your community to share information, ideas, and ways of collaborating to help drive fundraising and awareness of the mission.
- Connect with other groups that have connections to our mission: Nursing/Pre-med, University hospitals, local high schools, etc.
- Get connected to others impacted by March of Dimes. Ask your staff partner if there is someone that students can hear directly from - a family impacted by our mission, a provider implementing programs or a volunteer making a difference.
- Host an informational table. Host a virtual “table”.
- Host an event that allows students to learn about the maternal and infant health crisis from experts in the field (either from your campus or connected to March of Dimes).
- Sororities/Fraternities: Contact the All Panhellenic Council at your University and ask about potential speaking opportunities or if any groups are looking to expand their philanthropy. Oftentimes service and philanthropy requirements are an additional incentive to attend.
- Contact student organizations focused on volunteerism or philanthropy. Many student organizations have a points system, where students can get points and retain membership through volunteering.
- Volunteer services offices: If your campus has a separate office for volunteer services, contact this group as well for recommendations for other groups to invite or incorporate into events.

Here are some digital resources to help you share more about the mission and collaborate with these groups.

- [MarchofDimes.org](https://www.marchofdimes.org)
- [March of Dimes Video and Image Library](#)
- [March of Dimes YouTube](#)
- March of Dimes [Instagram](#) | [Twitter](#) | [Facebook](#) | [TikTok](#)
- [Social press kit](#): Ready-to-use social posts
- [March of Dimes State Report Card](#)
- [NOWHERE TO GO: MATERNITY CARE DESERTS ACROSS THE U.S. \(2020 REPORT\)](#)

CREATE ENGAGEMENT OPPORTUNITIES

Volunteers tend to support around key moments and programs year-round in single day, short-term and longer-term projects. You can build onto these activities and create your own engagement opportunities that are relevant to your campus.



There are several ways to support March of Dimes.

Start A Mother of a Movement fundraising team

Moms and Babies Need You Now. The U.S. Remains Among the Most Dangerous Developed Nations for Childbirth. Find a March near you and lead a fundraising team to help raise critical funds needed for families. Learn more and sign up today: www.marchforbabies.org/

Start your own fundraiser at your school

March of Dimes would like to partner with your school to help lead the fight for the health of all moms and babies. The best part of do-it-yourself fundraising is that you choose what you want to do to support families. Create a fundraiser with your schoolmates, school clubs, community of friends and neighbors around your favorite activity or consider hosting a walk on campus. It is good for you and great for moms and babies. Link: <https://p2p.onecause.com/marchofdimes/home>

Build awareness for March of Dimes

Get to know March of Dimes staff, volunteers and families impacted by the mission. Elevate what's going on in your community and share resources. Help others access resources to support their pregnancy journey and inspire action in-person and online through your own social channels for March of Dimes. You

can do this by leveraging your social media and your own network to help others know about March of Dimes, its mission and ways that others can help.

Check out the image, video and ready-to-use social posts for current campaigns to make this easy.

- Brand images and videos can be downloaded [here](#).
- Ready-to-use social posts are downloadable from [the Social Press Kit](#).
- Share why it's important to you to fight for the health of all moms and babies by create your own posts and tagging @March of Dimes on Facebook, Instagram, Twitter and TikTok tock.

Learn more and apply for the [National Collegiate Leadership Council](#)

The members of the National Collegiate Leadership Council drive growth, movement and mission impact on their campuses and in their community striving to connect younger audiences to March of Dimes through local and national education, awareness-building, advocacy and fundraising initiatives and campaigns that move the mission of March of Dimes forward. Applications typically open in February/March, annually.

Find a Volunteer Opportunity Near you: <https://getinvolved.marchofdimes.org/> where you can help collect items, host showers, create kits that support our mission impact programs and/or support local events helping to plan, organize or lend a hand day-of the event.

Share Online Curriculum tool for Family and Consumer Sciences Teachers
[link to sub page: <https://www.marchofdimes.org/volunteers/online-curriculum-tool-for-family-and-consumer-sciences-teachers.aspx>]

Advocate for key policy changes that impact moms and babies by signing up for the [March of Dimes Action Network](#).



We simply could not do this incredible work without our millions of friends and supporters like you. THANK YOU.

If you have any questions or would like to discuss additional ways to get involved. Reach out to your staff or volunteer leader or any member of the Volunteer Engagement & Mobilization team by emailing volunteer@marchofdimes.org.

Thank you for joining the fight for the health of all moms and babies.