

March for BabiesSM Team Youth[®] Toolkit

We have changed the name of our premier fundraising event from WalkAmerica[®] to March for Babies. It's a great change, because it makes clear exactly who we're walking for: all babies. All across America, millions of people get involved as walkers, sponsors and volunteers. Now in its 38th year, this was the first fundraising walk, and it was started by college students!

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Want to start raising money right away? At marchforbabies.org, you'll find everything you need for a successful fundraiser. You'll be able to create a personal Web Page and use e-mail to invite your friends and family to support your personal efforts to help advance the March of Dimes mission. Collecting money by credit card or PayPal[™] is easy and secure. Or you can have your sponsors send a check.

March of Dimes helps moms have full-term pregnancies and healthy babies. And if something goes wrong, we offer information and comfort to families. We research the problems that threaten our babies, like premature birth and birth defects, and work on preventing them. With your help, we will move closer to the day when all babies are born healthy!

Recruitment

School Teams – Ask your friends, teachers and school administrators to walk with you in March for Babies. Form a school team – it’s a great way to boost school spirit while helping America’s babies.

Family Teams – Friends and family walk together and share the hope that one day every baby will be born full term and healthy and the belief that by supporting March of Dimes, that day will come soon. You can name your team in honor of a baby in your family and invite parents, siblings, aunts, uncles and grandparents to join you.

Club Teams – Team Youth has a strong partnership with national and international organizations, including:

 America's Promise	 Builders Club	 Circle K International	 Delta Sigma Phi Fraternity
 Family, Career and Community Leaders of America	 Future Business Leaders of America -Phi Beta Lambda	 Gamma Sigma Sigma National Service Sorority	 Key Club International
 National Organizations for Youth Safety	 Pi Lambda Phi Fraternity	 Top Ladies of Distinction – Top Teens of America	

If you belong to one of these clubs, ask your teacher or adviser if you can form a March for Babies team. Start a project or event to raise funds for March of Dimes and walk together on March for Babies Day.

Individual walker – Every year, individual youth walkers raise hundreds of thousands of dollars on their own. If you choose not to join or start a team, sign up as an individual walker.

March for Babies Fundraising

You're starting to raise money for an important goal: to make sure that one day all babies will be born healthy. There are many different ways to raise funds and your March of Dimes chapter will be happy to help you. To find your local chapter, go to marchofdimes.com/youth and enter your ZIP code in the box at the top of the page. Sponsors could be anyone from family and friends to people at your school, your parents' work or in the community. Don't be afraid to ask – you're helping a great cause! Every dollar counts and remember, fundraising for March of Dimes is fun!

Baby steps

March of Dimes cut-outs: Contact your local chapter for paper cut-outs and sell them for \$1-2 at your school, your parents' workplace or even around the neighborhood.

Tie-Dye or glitter purple wristbands: These are a great seller! You can find the bands at http://www.wristbands4awareness.com/?page=mod_corporate.php.

E-mail campaign: Sign up online at marchforbabies.com and start sending e-mails!

A running start

March of Dimes Bean Bags for Babies®: Order bean bag plush online at calplush.com or plushland.com or with a special form at your local March of Dimes chapter. Sell them for \$10 and watch your funds grow! Sports bears are a fun seller at football games; you can even set up a competition with the other team. Or sell Valentine's Day bean bag plush at school and deliver them with special messages.

Mile of Dimes®: Challenge a home room or other school to a Mile of Dimes competition and see who can collect the most dimes. This is a great idea for the month leading up to the homecoming football game. You can display the collected dimes on the field or around the track during or before the game.

Taters for Tots: Sell baked potatoes for \$5 each to students and teachers for lunch. Take orders Monday through Thursday and deliver the potatoes on Friday. Ask your consumer / family studies teacher if you can prepare them in their classroom during an off hour.

Bake sales: Have a group of friends bake sweet treats and sell your goodies at school, a football game or outside a local shopping plaza (ask for permission first). Post signs to advertise your bake sale.

Car wash: Get a group of friends together to wash cars in your school parking lot. This is not just a great way to raise money, but also to get the word out in your community.

Big time projects

A chocolate affair: The perfect venue for this event is a community center or hotel ballroom. Ask restaurants in your area to prepare and donate their finest chocolate dessert, with enough for a large group of people. Advertise throughout the community and sell tickets at schools and local businesses.

Club March of Dimes: Ask your local skating rink or bowling alley to donate their facility for one night to your March of Dimes team. Plan activities like dancing, games and contests. Ask local businesses to donate fun items for a raffle at the event. You can advertise at local schools, sports clubs, dance studios, karate classes, etc. Club March of Dimes will become *the* social event of the year.

March for Babies at school: Your local March of Dimes chapter can help you set up and execute your walk. Plan a date to hold the walk with your school or your local park. Arrange for entertainment and music and get food donated. Ask local businesses to sponsor your walk and place their logos on the back of a March for Babies T-shirt. Advertise your walk in your local community and charge a specific amount for registration. Invite walkers to come out with family and friends for a great day of exercise and fun.

Silent auction: Find a fun restaurant or other location that will host your event. Ask local businesses to donate one of their products, services or a coupon to be auctioned off for March of Dimes. Promote the event with flyers, posters and online, on Facebook or your campus Web site for instance. You can charge \$5 for tickets to go towards your March of Dimes fundraising, together with the proceeds from the auction. Arrange for a band to play and make your event even more exciting.

March for Babies Day: Ask your local grocery store if they will help you spread awareness for March for Babies. Invite your school band, cheerleaders, athletic teams and other school clubs and organizations to come and help get the shoppers excited. Have information available about March of Dimes and bring coin buckets to collect change and dollar bills. Sell March of Dimes cut-outs for \$1-2. With the store's permission, display these in a place at the grocery store where everyone can see them. Arrange for music and snacks and create March of Dimes posters and banners to get the attention of shoppers.

March of Dimes Awareness

March of Dimes Youth volunteers help raise awareness by talking about our organization and important mission. Below are some ways to help you spread the word on how March of Dimes helps more babies begin healthy lives and what everyone can do to help.

Tabling

Tabling is a great way to raise awareness about March of Dimes. Tabling means setting up a table with a couple March of Dimes volunteers and discussing the organization with people who stop by. Whether you're promoting March of Dimes or a specific event or topic, tabling is a good way to start.

- ◆ Teen-2-Teen tabling: With your local March of Dimes chapter, decide on a location to target high school and middle school students. Set up a laptop and show the Teen-2-Teen series (available on DVD, youtube.com/marchofdimes or marchofdimes.com/youth) and hand out copies of the Teen-2-Teen booklet (your chapter can help you get these). Make sure you have a copy of our curriculum available (you can find it at marchofdimes.com/youth) in case teachers or students are interested in using the program.
- ◆ Folic acid awareness tabling: Set up your table outside your school's lunch room or a local grocery store (ask for permission first). Contact your local March of Dimes chapter for brochures and other information about folic acid. Hand out cups of orange juice. This is a great conversation starter and will give you a chance to explain to people that orange juice and other foods contain high levels of folic acid, a B vitamin that belongs in every healthy diet, but is especially important for young women who may have a baby some day. Folic acid helps reduce the incidence of serious birth defects of the brain and spine. Tell people stores now sell grain products with the Folic Acid for a Healthy Pregnancy seal that makes it easy for women to choose foods that are healthy for them and their babies.
- ◆ Event tabling: When you've decided to join March for Babies, tabling is a great way to get others excited about the event and March of Dimes. Your local chapter can help you with materials about March for Babies.

Change for America's Babies

Coin collecting goes back to the very beginnings of March of Dimes. Stand up in front of your class at school, ask your friends and collect at your parents' place of work. Tell others how March of Dimes began with dimes being sent to the White House at the request of President Franklin D. Roosevelt, the founder of March of Dimes, to help fight polio. Ask everyone to empty their pockets and purses and donate their change, and ask them to bring the change they have at home.

Public speaking

Public speaking about March of Dimes is a very effective way to spread awareness of the mission. You can arrange to speak at your school's student government meeting, a club's weekly meeting or even to a small group of friends. Speak about what March of Dimes does to help moms have healthy pregnancies and healthy babies and to support families if something goes wrong. No matter how many or few people in your audience, spreading the word about March of Dimes is one of the most important things you can do as a volunteer.

How to start a Youth March for Babies Team

January

- ◆ Join March for Babies at marchforbabies.org – you can even create your own team there.
- ◆ Plan a March for Babies kickoff.
 - You can do something small, like distributing envelopes and wristbands during lunch, or you can plan something big, like a pep rally during school to get the word out.
- ◆ Talk to your local March of Dimes chapter to see what materials they have available for your March for Babies campaign. Ask them about their kickoff.
- ◆ Start thinking about fundraisers you want to hold leading up to March for Babies. With three months to go, now is a good time to plan when to do what.

February

- ◆ Go to marchofdimes.com/peristats and find statistics that would be interesting to people at your school.
 - Copy these stats on little notes, wrap them around pieces of candy or lollipops and distribute them in your classes and at lunch. Remind everyone to visit marchofdimes.com/youth.
- ◆ Host a chocolate or flower sale around Valentine’s Day. You can also sell Valentine’s Day bean bag plush.
- ◆ Contact a local neonatal intensive care unit (NICU) and ask them if you and your March for Babies team can get a tour.
 - The babies in the NICU are too small or too sick to survive on their own. The experience will inspire everyone to raise funds for all the babies who need our help and to make sure that one day all babies will be born healthy.
- ◆ You’ve probably gotten in touch with your local March of Dimes chapter. But if you haven’t yet, there’s still time to get all that done before March.

March

- ◆ Continue raising money in school through coin collections.
 - Your school can hold “March Madness” where classes compete to raise the most money (a penny war): the class that raises the most money wins a prize, such as a pizza party.
- ◆ Sell bean bag plush with a spring theme.
- ◆ Post or announce “Spring Stats”, that relate to the March of Dimes mission.
- ◆ Sell March of Dimes paper cut-outs at your school. Ask for permission from your principal and post them across the halls. Students will ask you what they’re for – it’s a great way to get last-minute walkers.

April

- ◆ As Team Captain, make sure you have all money accounted for before March for Babies (i.e. cut-out money, coin collections, etc.). Ask your local chapter about “bank days”, when you can turn money in. Or bring your funds on the morning of March for Babies.
- ◆ Get out there on March for Babies day and have a great time. Give yourself a pat on the back for an amazing March for Babies season!

May

- ◆ Don't forget to send thank-you emails or cards to everyone who helped or donated to your March for Babies campaign.

Your March for Babies resources

- ◆ March for Babies
 - Sign up online at marchforbabies.org and create your own fundraising page.
- ◆ Team Youth Web site: marchofdimes.com/youth
- ◆ Your local March of Dimes chapter
 - Go to marchofdimes.com/youth and enter your ZIP code
- ◆ Other Web sites:
 - March of Dimes marchofdimes.com
 - Peristats marchofdimes.com/peristats
 - Share Your Story shareyourstory.org
- ◆ National Youth Council
 - Visit the Team Youth Web site and click on National Youth Council
- ◆ National Youth Program staff: teamyouth@marchofdimes.com

Did you know that March of Dimes has funded Nobel Prize®-winning scientists in their research to find the causes of premature birth and birth defects? We don't have all the answers yet, but we are confident that with your help, those answers will come. Money raised in March for Babies allows us to continue this important research.

Join March for Babies today!

About March of Dimes

Here are some major events in our history that will give you a glimpse of the beginning of March of Dimes and how a small grassroots organization conquered polio and is now helping babies begin healthy lives.

1938 – The National Foundation for Infantile Paralysis is founded by President Franklin Delano Roosevelt to defeat polio. This foundation later became known as March of Dimes

1955 – On April 12, 1955, the Salk vaccine is deemed safe, potent and effective against polio.

1960 – With its original goal accomplished, March of Dimes focuses on preventing birth defects and improving the health of babies.

1961 – A screening test for PKU is developed based on work funded by March of Dimes.

1962 – The oral polio vaccine, developed by Dr. Albert Sabin with funding from March of Dimes, is licensed.

1976 – March of Dimes rallies for a regionalized network of NICUs (neonatal intensive care units) in hospitals to ensure that sick babies will have access to specialized care.

1985 – The first premature baby is treated with lifesaving surfactant therapy, developed with March of Dimes funding.

1994 – March of Dimes begins a national campaign urging women to take folic acid to help prevent neural tube birth defects.

1997 – Congress passes the State Children’s Health Insurance Program (S-CHIP) to provide health care coverage for up to 5 million children.

2003 – March of Dimes launches national Prematurity Campaign, a multiyear, multimillion-dollar initiative to address the crisis of premature birth.

2006 – Nobel Prizes are awarded to March of Dimes grantees Drs. Roger D. Kornberg and Craig Mello for groundbreaking discoveries in the area of human development.

March of Dimes advocacy leads to passage of the PREEMIE Act to bring together experts from the private and public sectors to speed up development of prevention strategies for preterm labor and delivery.

2007 – March of Dimes volunteer efforts lead to an increase in newborn screening. Nearly 90 percent of all babies born in the U.S. – more than double the percentage in 2005 – live in states that require screening for at least 21 of 29 serious but treatable disorders.

March of Dimes is inspired by all babies – those born healthy and those who need help to survive and thrive. They are the millions of reasons behind our urgent mission and why we continue to:

- fight for health insurance for all pregnant women and children
- push for newborn screening that could save lives and prevent disability
- reach out to women with healthy-pregnancy information and services
- provide comfort and information to families with a newborn in intensive care
- support all-important research offering hope for preventions and solutions for babies born with birth defects and other conditions

With more than half a million babies born too soon in the United States each year, premature birth is a top mission priority for March of Dimes. We fund research by the best scientists to learn ways to help women have full-term pregnancies.

March of Dimes carries out its mission in the name of babies, moms and families everywhere. One day, every family will know the joys of having a healthy baby. Until then, there is March of Dimes.