



Announcing the 2020 VOLUNTEER LEADERSHIP AWARDS

AWARDS PROCESS:

- 1) **Nomination Period:** June 15 – July 17, 2020
- 2) **Who Can Nominate?** Any staff member or volunteer may nominate one or more volunteers for any category. We ask that volunteers nominating other volunteer leaders alert their market staff.
- 3) **Period of Volunteer Service:** All awards recognize service over the past 18 months - January 2019 through June 2020.
- 4) **Communication:** All communication will take place through the staff making the nomination.
- 5) **Timeline for Announcing Winners:** November, 2020
See dimension and the Volunteer Hub for the nomination forms and more information.

Elaine Whitelaw Volunteer Service Award

The Elaine Whitelaw Volunteer Service Award is the most prestigious award March of Dimes presents to recognize distinguished volunteer service. This national award honors Miss Whitelaw's outstanding volunteer leadership over more than five decades of unprecedented vision, energy and service to the March of Dimes. Her personal commitment to volunteerism during the polio field trials gave momentum to the volunteer movement in the United States and serves as a model for grassroots volunteerism. The winner will be selected from the Market Volunteer of the Year nominees and additional national nominees.

Financial Award – The award includes a \$5,000 grant to recipient's market through the Elaine Whitelaw Endowment. This grant is to be used for programs, interventions, systems change strategies or community mobilization activities that drive action to improve equitable outcomes for mothers, infants and families in their community.

AWARD CRITERIA

Criteria for both the Elaine Whitelaw and Market Volunteer of the Year Awards:

- Exemplifies distinguished volunteer service, above and beyond the call of duty
- Exhibits creativity, originality and innovation
- Demonstrates multi-dimensional leadership in one or more of these categories: movement, revenue growth and/or mission impact
- Personifies commitment to volunteerism through demonstrated leadership and inspiring other volunteers to support March of Dimes mission
- Volunteers at any level or combination of levels: market, state, regional or national

Market Volunteer of the Year Award

The Market Volunteer of the Year is truly the “best in class” and the sparkplug in the market that inspires others. Market staff leaders are encouraged to submit at least one nomination but not more than three for the Market Volunteer of the Year Award. Market leadership is encouraged to recognize these outstanding volunteers in the way that works best in their market. Each nominee for this award category will receive a letter of recognition from March of Dimes leadership and will be featured throughout the year via the Volunteer Hub, and March of Dimes social media. The selection committee will name the Elaine Whitelaw Award recipient from these nominees and additional national nominees.

March for Babies Step Up! Volunteer Leadership Award

This new award recognizes one or more volunteer leaders who enthusiastically embraced the 2020 March for Babies Step Up! Campaign and led visible engagement. These super volunteer leaders literally stepped up, advocated for and created innovative ways for March of Dimes to pivot to this new way of raising revenue and awareness. Their commitment to our mission inspired everyone around them to drive revenue to fund our critical work, despite the global health crisis. Nominees could include March for Babies Chairs, Executive Leadership Team members, Team Captains, Circle of Champions, or other revenue leaders.

AWARD CRITERIA

- During this year’s March for Babies Step Up! Campaign, engaged in innovative fundraising efforts, either as an individual or a team
- Embraced the new Charity Miles app by raising revenue
- Took a leadership role and inspired their circle of influence to step up for moms and babies
- Engaged and shared with their social network through the MFB Step-Up! Challenges to spread awareness about March of Dimes mission

Mission Impact Volunteer Leadership Award

This new award recognizes a market volunteer whose leadership establishes March of Dimes as the maternal and infant health leader in the community or state. He/she has demonstrated leadership in driving tangible results and translating and sharing mission impact work in ways that invite donor investment and supporter engagement. This volunteer consistently leads with mission and empowers local volunteer/staff teams to align impact strategies and solutions to meet community needs.

AWARD CRITERIA: AREAS OF CONTRIBUTION INCLUDE:

- **Leadership:** Candidate demonstrates outstanding and adaptive leadership in the maternal and child health field that has led to tangible impact and improved the health of mothers, infants and families in their community.
- **Advocacy and Government Affairs:** Candidate's achievements and career contributions have made a significant difference in federal, state and/or local policies that improve the health of mothers, infants and families in their community.
- **Collaboration:** Candidate successfully convenes cross-sector partners to identify programs, services, interventions and policies that will drive action. Candidate engages community members, public officials/elected leaders, philanthropists and funders around a shared action plan, leading to tangible impact and improved health outcomes of mothers, infants and families in their community.
- **Health Equity:** Candidate centers community voice and champions strategies and solutions that address the root causes of health inequities in their community. The candidate's efforts have resulted in significant improvement in access and quality of care and equitable health outcomes for mothers, infants and families in their community.

Paula Ransom Volunteer Partner Award

This new award will be presented to one or more market and/or national volunteers whose commitment to the volunteer/staff partnership has significantly advanced the mission and strategic priorities of the March of Dimes during the past year. The award is named for former Vice President and Chief Volunteer Officer Paula Ransom, whose career was a model for working collaboratively with volunteers to grow revenue, impact mission, and engage and steward volunteer relationships.

AWARD CRITERIA

During the past 18 months:

- Acted as a servant leader, leading by example, listening to staff and working collaboratively, through open and transparent communication
- Motivated others, speaking with confidence and listening well; constantly cultivated new relationships in partnership with staff
- Worked tirelessly to engage volunteers and staff, and mobilize others to take action, see real results.
- Collaborated with multiple stakeholder groups and to sell the March of Dimes larger vision to build a movement results and evaluate success
- Utilized his/her strong networking skills and managed multiple high-level stakeholder relationships to represent March of Dimes in any setting

For questions or more information, please contact Director of Volunteer Learning and Development Amy Richardson (arichardson@marchofdimes.org) or Chief Volunteer Officer Megan Walker (mwalker@marchofdimes.org).