

TO FIGHT FOR THE HEALTH OF ALL MOMS AND BABIES

PEP UP RALLY

February 1, 2021



Chi Eta Phi March of Dimes National Co-Chairs





Welcome from our National President





Meredith Repik

Director of Strategic Volunteer Partnerships









TO FIGHT FOR THE HEALTH OF ALL MOMS AND BABIES

Welcome to the March for Babies Pep Up Rally

THANKS TO YOU





4 MILLION

BABIES

Born each year received lifesaving newborn screening.



19 MILLION

WOMEN

Were reached through our programs, education and resources.



150+

STATE LEGISLATIVE BILLS

Were passed to advocate for the health of moms and babies.



2,000

MOMS-TO-BE

Were served through mobile health units to give health care access to uninsured families.



March for Babies was a fundraising walk and a community celebration.

The reimagined
March for Babies is
more than a one-day
fundraising event.











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TOGETHER WE CAN MAKE A DIFFERENCE

Our country is facing an urgent health crisis. The U.S. remains among the most dangerous developed nations for childbirth, especially for women and babies of color. Families in every community need champions like you now more than ever. Your members and March of Dimes can fight to improve maternal and infant health, and ensure that every mom and baby gets the care they need.

March for Babies is so much more than a fundraising walk. It's also a time to:







TAKE 4 SIMPLE STEPS:

TAKE A STAND

Decide to be a March for Babies team captain and sign up at marchforbabes.org/chietaphi TODAY if you haven't already.

SPREAD THE WORD

FUNDRAISE

Recruit at least 10 team members. Invite family, friends, co-workers and neighbors to join your team. Share your reason for walking.

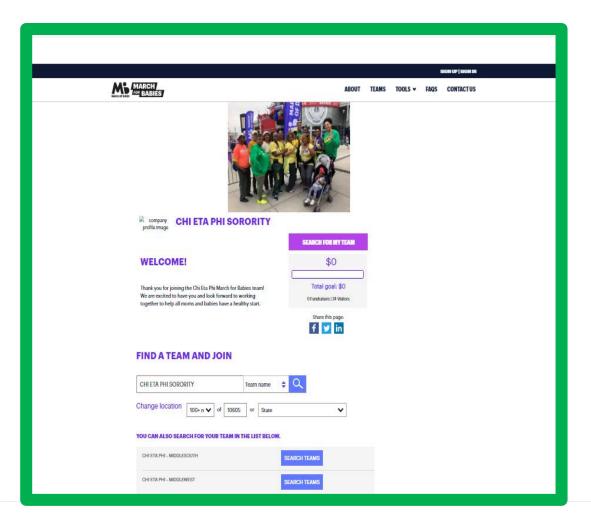
Make a personal donation to start your fundraising then ask others for donations and support. At march for babies dot org you'll find email templates, Facebook fundraising links and other tools to help you fundraise. Download the March for Babies App to make it even easier.

MARCH WITH US!

Join us to walk and help in making the health of moms and babies a priority.



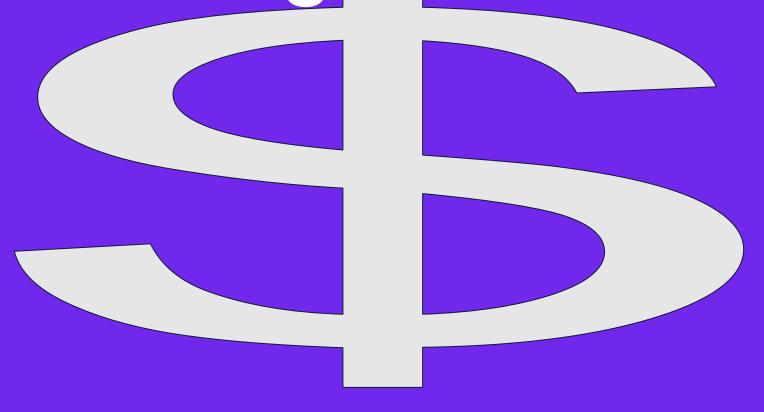
WEBSITE FOR MARCH FOR BABIES WWW.MARCHFORBABIES.ORG/CHIETAPHI1





2021 Fundraising Goal







UPCOMING KEY DATES

Feb 15

Set kickoff dates and goals

March 30

Kickoffs to take place by March 30

April

Launch challenges to members created by the partner

Mothers Day-May 9

Step Up Challenge

June 15

Deadline for all dollars to be turned for national recognition

July 21

National March for Babies: A Mother of a Movement Awards Celebration

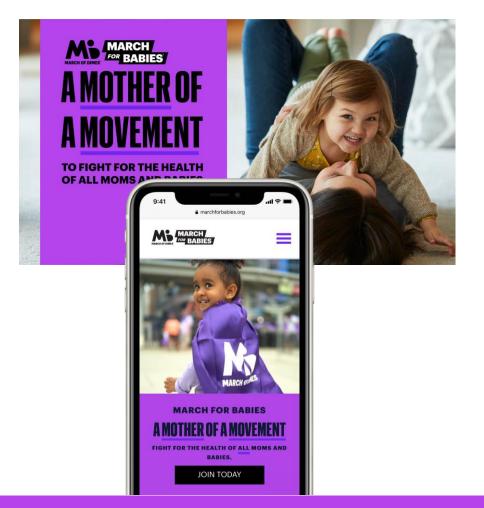


MFB ACTIVATIONS

Dates	Activation Topic	Call to Action
April 5	Step Up for Moms and Babies Challenge	Download the App and take steps for the movement
April 11-17	Black Maternal Health Week	Speaking up, speaking out, sign on to #blanketchange
w/o April 26 April 28 (many market events)	Superhero Sprint Week	Children sprinting with capes and posting to social
Mother's Day (May 9)	A Movement That Starts with Mom	Lift up moms, donate in honor of moms
May 13	Why I Join the Movement signs* Encourage UGC photos/videos	Post a picture of your sign, share your story
May 1-31	Unspoken Stories	Share your story
June 1-20	Pride/ Different Families/ Fathers Day	Share your story



FUNDRAISING TOOLS SOCIAL MEDIA MEMES, APPS, TOOLKITS













LOYALTY PROGRAM AND BADGES



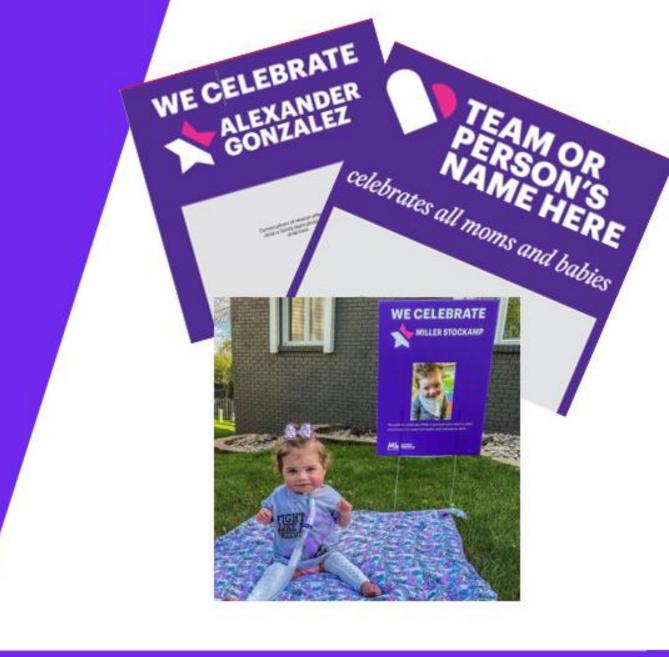




EARN YOUR OWN WHY I WALK SIGN!

Each individual participant who raises \$250 or more will receive a special email from our vendor that provides them the opportunity to customize their very own sign, sharing with their fellow March for Babies participants why they walk.

Choose a sign to celebrate or remember a baby close to you OR show your or your team's support of all moms and babies!





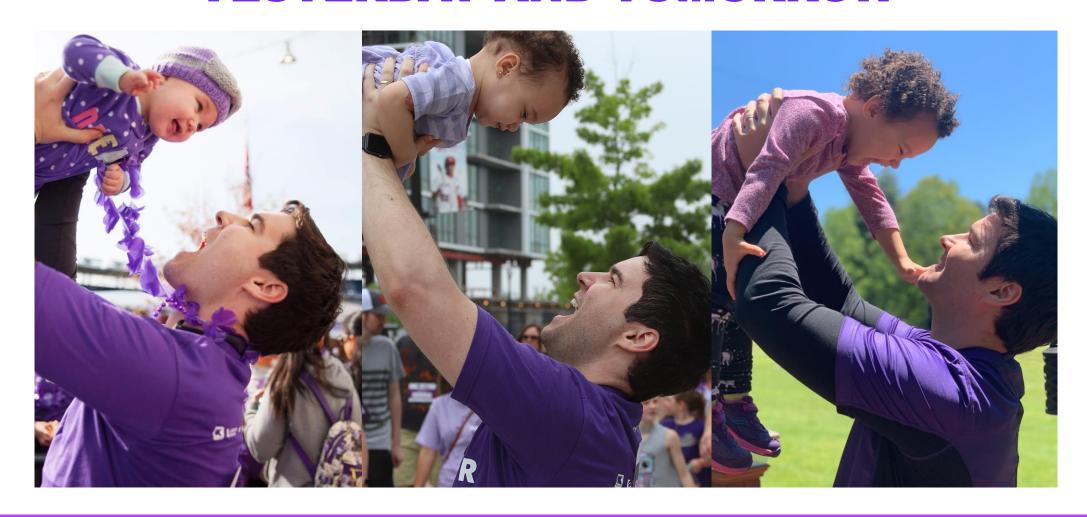
SOCIAL SHARE







MARCH FOR BABIES YESTERDAY AND TOMORROW











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THANK YOU!