



## March of Dimes Community Advocate Council

### ABOUT MARCH OF DIMES

March of Dimes leads the fight for healthy moms and strong babies. The United States is in the midst of a maternal and child health crisis with more than 50,000 women experiencing life-threatening complications as a result of pregnancy and childbirth and 380,000 babies born prematurely each year. March of Dimes supports research, leads programs and provides education and advocacy so that every baby can have the best possible start.

### ABOUT THE COMMUNITY ADVOCATES

The March of Dimes Community Advocate Council consists of leaders who are using their platforms to support March of Dimes throughout the year. Through traditional and social media, events, advocacy, and more, advocates are provided with opportunities to learn about March of Dimes' work, and then engage with supporters to amplify its impact. For example, areas of focus for advocacy could include:

- Reducing preventable premature births and maternal mortality
- Spotlighting the black maternal health crisis and birth equity
- Providing support through a miscarriage, the loss of a baby, infertility, and postpartum depression

### WAYS TO SUPPORT MARCH OF DIMES

Community Advocates are donating their time and March of Dimes does not require any formal obligations to join the program. In addition to a minimum one-year commitment, March of Dimes kindly requests:

- To use your name, image, and bio on materials, as appropriate and with permission
- Support on social media with a minimum of two posts a year
- Join March of Dimes at a virtual or in-person event, as your schedule allows

March of Dimes can also identify additional opportunities to elevate an advocate's role and experience depending on their interests. While not exhaustive, some ways to support March of Dimes could include:

- **Newborn Intensive Care Unit (NICU) visits**
- **PSAs/campaigns:** Participate in a print and/or electronic campaign that educates your audience and encourages new supporters to join the organization
- **Media interviews:** Act as a spokesperson in broadcast, radio, or print interviews, and/or make March of Dimes your organization of choice when appropriate
- **Advocacy Days:** Help advocate for stronger laws and more resources by virtually meeting with policymakers with March of Dimes

### SUPPORT FOR ADVOCATES

March of Dimes will help provide the information and support needed to ensure advocates are equipped to speak on behalf of the organization. Some areas of support can include:

- Drafting public statements like talking points, suggested social media content, and quotes
- Training advocates more thoroughly on the organization and the issues you work on
- Keeping advocates updated on upcoming March of Dimes' advocacy and reports