



A MOTHER OF A MOVEMENT

TO FIGHT FOR THE HEALTH
OF ALL MOMS AND BABIES

PEP UP RALLY

March 16, 2021



Welcome from our National Presidents



Drew Lojewski
FBLA President



Ellie Murphy
PBL President



FBLA-PBL March of Dimes National Co-Chairs



Kianna Bolante
FBLA Parliamentarian



Maria Manabat
FBLA Southern Region VP



Andrew Fox
FBLA Eastern Region VP



Maddy Remington
PBL Parliamentarian



André Davis
PBL VP of Communications



Meredith Repik

Director of Strategic Volunteer Partnerships





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**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.

IN 2020 YOU HELPED...

No one could've predicted the year that 2020 became. COVID-19 turned our lives upside down, but that didn't stop you and March of Dimes from fighting for the health of moms and babies.

HEALTHY
MOMS.
STRONG
BABIES.



**PROVIDE
2K** patient
visits
with mobile health
units to 5
communities to
support pregnant
people who have a
lack of maternity care.



**RAISE
more than \$25M**
with 700+ participants in
TIG markets with **March of
Dimes** to ensure that
every mom and baby is
healthy and strong during
this difficult time.

**GENERATE
70+**
peer-reviewed
research
publications
on maternal and
infant health with
March of Dimes
funding.



**RECOGNIZE
3** excellence
awards
**AND DISTRIBUTE
16** grants
for clinical science and
innovation in the maternal
and fetal field.

**ADVOCATE ON
150+**
state legislative bills
to improve health equity and ensure
that every family is healthy.

providing highlights on bills of state
legislative action, including House Bill 100,
which emphasizes maternal health
knowledge from all days last month.



**SIGN UP
more than 2K**
new advocates
to demand
#BlackLivesMatter and
call on policymakers to
prioritize our nation's
moms and babies.

**SUPPORT
50K+**
families

through our NICU
Initiatives, including
the NICU Family
Support Program
and the MyNICU
Baby App.



**HOST GROUP
SESSIONS FOR
253** moms-
to-be

at SPC sites and hospitals
more online through
Supportive Pregnancy
Virtual Group to provide
social support and education
in a safe, virtual space.



**REACH
1.5M** viewers

through **It Starts
With Mom**, our new
campaign to encourage
partners with health and
wellness resources
for every stage
of motherhood.



**TRAIN
8.2K** health care
providers

through our training tool,
and launch 10 live sessions to
educate them on the impact of
systemic racism.



COVID-19 PANDEMIC

March of Dimes pivoted during the
health emergency to protect families
who suddenly were more, like and
this by:

**REACHING
1.4M** people

**THROUGH
19** Healthy Moms
Strong Babies
webinars

**WITH
550K+** views

We also provided critical medical
supplies, for health care workers and
information for families, including:

5,292+ masks

for frontline workers and
NICU families.

5,620+ masks

80+ tablets

distributed to hospitals and
partners.

225 breast pumps

2,133+ NICU bags

with essential supplies

450+ blood
pressure cuffs
distributed to all our centers

LEARN MORE AT
[MARCHOFDIMES.ORG](https://marchofdimes.org)

CONNECT WITH US
@MARCHOFDIMES

HEALTHY MOMS. STRONG BABIES.



THIS YEAR WITH YOUR HELP

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

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





**MARCH
FOR BABIES®**

A MOTHER OF A MOVEMENT

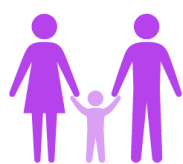
TO FIGHT FOR THE HEALTH OF ALL MOMS AND BABIES



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:



Honor motherhood,
babies and families



Come together with
thousands of others
to create change and
share experiences



Raise critical funds
to support families
throughout their
pregnancy journey



Give hope by helping
every mom and baby get
the best possible start
today and every day



TAKE 4 SIMPLE STEPS:

1

TAKE A STAND

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

2

SPREAD THE WORD

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

3

FUNDRAISE

Make a personal donation to start your fundraising then ask others for donations and support. At marchforbabes.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.

4

MARCH WITH US!

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



CONGRATULATIONS TO OUR TOP CHAPTERS AND STATES IN 2020

Top PBL Collegiate Fundraising State

First Place Georgia

Second Place Pennsylvania

Third Place Alabama

Top PBL Collegiate Fundraising Chapter

First Place University of Pittsburgh

Second Place South Georgia Technical College-Americus

Third Place Southern Union State Community College

Top FBLA-ML Fundraising Chapter

Booneville Junior High

Northside Middle School

CONGRATULATIONS TO OUR TOP CHAPTERS AND STATES IN 2020

FBLA Top Fundraising State

First Place Alabama

Second Place Puerto Rico

Third Place Missouri

FBLA Top Fundraising Chapters

First Place Wallkill Valley High School

Second Place Lebanon Technology & Career Center

Third Place Geneva High School

WEBSITE FOR MARCH FOR BABIES

WWW.MARCHFORBABIES.ORG/FBLA-PBL


marchforbabies.org/CSO/CSO?csold=121&utm_source=bing&utm_medium=cpc&utm_campaign=2021mfb&utm_content=brand


ptropica Imported From IE

SIGN UP | SIGN IN

MARCH FOR BABIES

ABOUT TEAMS TOOLS ▼ FAQs CONTACT US



 **FBLA - PBL**

FBLA-PBL AND MARCH OF DIMES

THE MARCH OF DIMES IS FBLA-PBL'S NATIONAL SERVICE PARTNER. FOR OVER 45 YEARS FBLA-PBL HAS CONSISTENTLY RANKED AS THE TOP MARCH OF DIMES YOUTH FUNDRAISING PARTNER, RAISING MILLIONS OF DOLLARS AND COUNTING FOR MOMS AND BABIES.

TODAY WE EDUCATE MEDICAL PROFESSIONALS AND THE PUBLIC ABOUT BEST PRACTICES; WE SUPPORT LIFESAVING RESEARCH; WE PROVIDED COMFORT AND SUPPORT TO FAMILIES IN NICUS; AND WE ADVOCATE FOR THOSE WHO NEED US MOST, MOMS AND BABIES. WE ARE




SEARCH FOR MY TEAM

\$1,022

Total goal: \$0

213 Fundraisers | 11030 Visitors

Share this page:

Top teams

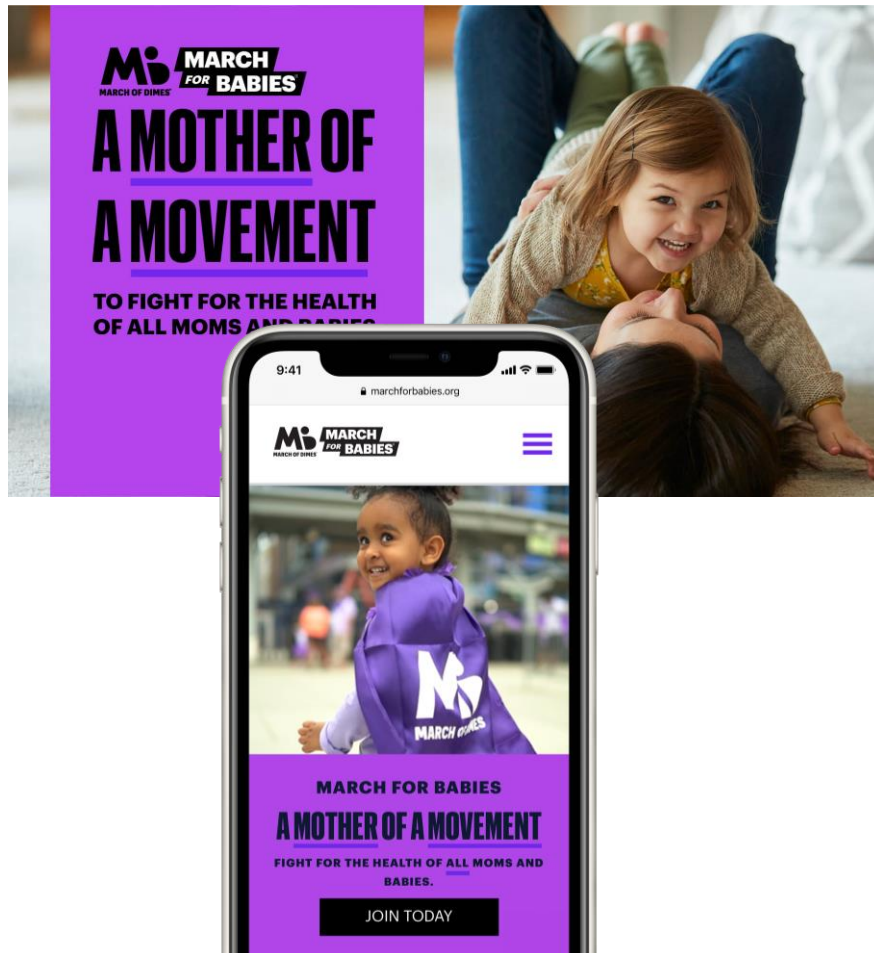
1	FBLA - Central High School - Phenix City	\$399
2	FBLA-Livingston HS	\$168
3	FBLA - NE - Wakefield	\$100
4	FBLA_Kecoughtan	\$95
5	FBLA - Monroe Twp High School-FBLA147	\$90

Top fundraisers

1	Kaylen Tunink	\$100
2	kaelynn nagle	\$60
3	Jason Selvin	\$52
4	Lauren Jackson-FBLA Advisor	\$35
5	Zoe Weisman	\$20

FUNDRAISING TOOLS

SOCIAL MEDIA MEMES, APPS, TOOLKITS



2021 Fundraising Goal



\$316,000

UPCOMING KEY DATES

March 16

National Kickoff

March 30

Set chapter kickoff date
and team goal

April

Launch challenges within
your chapter/state or
region

Mothers Day-May 9

Step Up Challenge

June 30

Deadline for all dollars to
be turned for national
recognition

July 22

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

SOCIAL SHARE

<https://thesocialpresskit.com/march-of-dimes>



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!





CIRCLE OF CHAMPIONS

MARCH FOR BABIES YESTERDAY AND TOMORROW



A black and white photograph of a woman holding a baby. The woman is looking down at the baby with a gentle expression. The baby is looking back up at the woman. The text is overlaid on the left side of the image.

For More Information:

**FBLA-PBL Sponsors & Partners Coordinator:
Ashlee Woodson awoodson@fbia.org**



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THANK YOU!