



# A MOTHER OF A MOVEMENT

TO FIGHT FOR THE HEALTH  
OF ALL MOMS AND BABIES

## PEP UP RALLY

February 1, 2021



# March of Dimes National Co-Chairs

Lady Kym Elder



Lady Ladaziye Martin





# Welcome from our National Presidents



**Meredith Repik-**

**Director of Strategic Volunteer Partnerships**







**MARCH  
FOR BABIES**

# **A MOTHER OF A MOVEMENT**

**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.



# Top Areas from 2020

**TLODTTA Grand Total \$68,349**

TLODTTA - Area II \$23,214

TLODTTA - Area I \$18,408

TLODTTA - Area IV \$15,870

TLODTTA - Area III \$4,834

TLODTTA - Area VI \$4,518

TLODTTA - Area V \$1,505







# TOP TEAMS from Top Ladies and Top Teens Nationwide in 2020:

Team Name	Market	Total
Top Teens of America NewRock	GA Atlanta	\$8,496
TLODTTA - Southern Maryland Chapter	DC Greater Washington DC	\$7,370
TLODTTA - Prince George's Co. Chapter	DC Greater Washington DC	\$4,704
TLODTTA - Houston Chapter	TX Houston	\$3,340
TLODTTA - Alexandria City Chapter	DC Greater Washington DC	\$3,111
TLODTTA - El Paso Chapter	TX El Paso	\$2,069
TLODTTA - Nonpareil BR	LA Baton Rouge	\$1,994
TLODTTA - Patuxent River	DC Greater Washington DC	\$1,934
TLODTTA - Will County Black Diamond Chapter	IL Chicago	\$1,611
TLODTTA - Dale City Chapter	DC Greater Washington DC	\$1,534

# 2021 Fundraising Goal

\$40,000





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



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







# A MOTHER OF A MOVEMENT

Join March for Babies to make a visible difference in your community now and for generations to come. You'll be part of a larger movement—with unstoppable momentum to make America a more equitable place and ensure that every mom and baby is healthy. March for Babies is also a time to honor the journey of building a family and creating a world of happy, healthy families.

March for Babies ignites conversations and supports issues that matter most to your employees, your customers and our community. It unites people with diverse backgrounds to create change and share their unique stories. *Your Members* can give hope and take action for all families by joining March for Babies: A Mother of a Movement and raising critical funds for March of Dimes.



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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:



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/tlodttoa](https://marchforbabes.org/tlodttoa) **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](https://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.

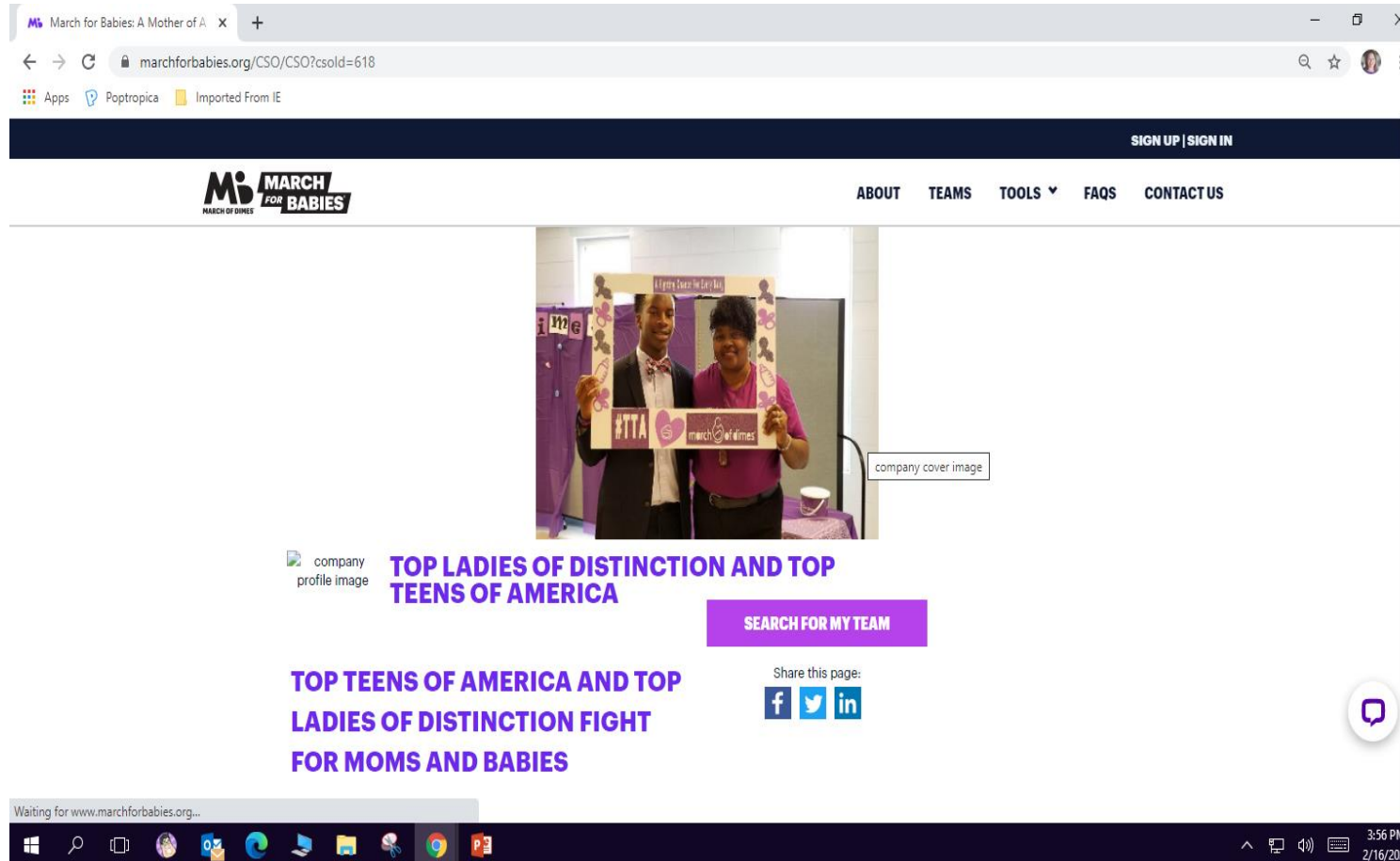
## 4

### **MARCH WITH US!**

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



# WEBSITE UPDATED FOR MARCH FOR BABIES



# 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

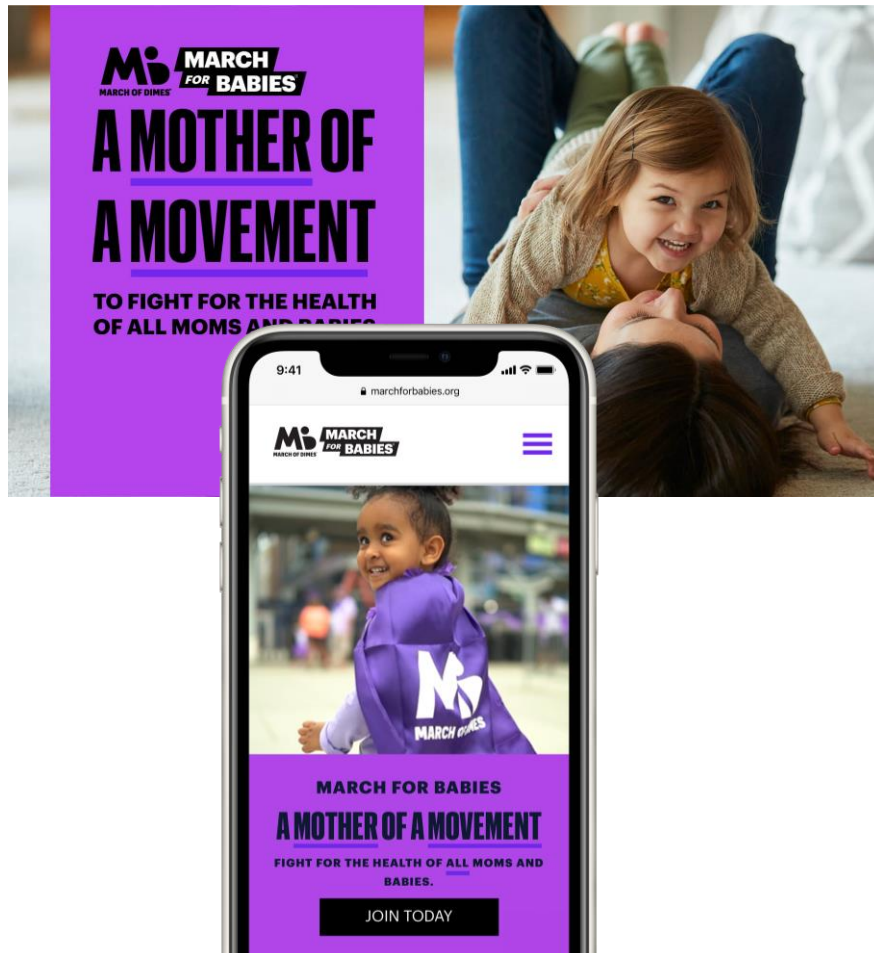


# MFB ACTIVATIONS

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







# CIRCLE OF CHAMPIONS

# LOYALTY PROGRAM AND BADGES





# SOCIAL SHARE



# MARCH FOR BABIES YESTERDAY AND TOMORROW







**We  
fought  
polio**

**1938**





# THANK YOU

For more information:

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