



EDITORIAL BOOK

OUR VERBAL IDENTITY

2021

INTRODUCTION

This editorial book will help you understand and interpret our March of Dimes brand so you can draft materials that represent who we are in copy and messaging. Use these techniques and guidelines consistently to represent our brand.

To be paired with our VERBAL IDENTITY in BRAND BOOK, pages 15-21

TABLE OF CONTENTS

OUR EDITORIAL BRAND

04. WHO WE ARE

- 05. Mission statement
- 06. Vision statement
- 07. Tagline
- 08. Elevator pitch
- 09. Boilerplate
- 10. Our values
- 11. Brand promise

12. HOW WE TALK

- 13. Tone and Voice
- 14. Inclusive language
- 17. Things we do and don't do

18. WHAT WE SAY

- 19. Key messages—Fighting for healthy pregnancies
- 20. Key messages—Supporting families
- 21. Key messages—Join March of Dimes
- 22. Calls to action
- 23. Key facts and stats
- 24. Mission equivalencies

WHO WE ARE

MISSION STATEMENT

**MARCH OF DIMES
LEADS THE FIGHT FOR
THE HEALTH OF ALL
MOMS AND BABIES.**

VISION STATEMENT

**WE IMAGINE A WORLD
WHERE EVERY MOM
AND BABY IS HEALTHY
REGARDLESS OF
WEALTH, RACE, GENDER
OR GEOGRAPHY.**

TAGLINE

This is the tagline to be associated with March of Dimes. The tagline may be used in both language, graphics and locked up with the March of Dimes logo.

When using these parallel phrases, they should each have a period.

When using these graphically, they should be ALL CAPS.

**HEALTHY
MOMS.
STRONG
BABIES.**

ELEVATOR PITCH

March of Dimes leads the fight for the health of all moms and babies. Together with supporters like you, we're protecting the health of families by funding research, providing resources and programs and advocating for policies to help parents throughout their pregnancies. Building on a successful 80-year legacy, we create lasting change to make America more equitable for all and help every family get the best possible start.

BOILERPLATE

March of Dimes leads the fight for the health of all moms and babies. We support research, lead programs and provide education and advocacy so that every family can have the best possible start. Building on a successful 80-year legacy, we support every pregnant person and every family. Visit marchofdimes.org or nacersano.org for more information. Find us on Facebook and follow us with [#marchofdimes](https://www.facebook.com/marchofdimes) and [@marchofdimes](https://www.instagram.com/marchofdimes).

This is used specifically in press releases and elsewhere to represent us where space is available for it.

OUR VALUES

Every family deserves the best possible start. But that's just not the case.

Each year, one woman dies every 12 hours from pregnancy-related causes, and 1 in 10 babies is born too soon.

From advocacy to education to research, March of Dimes is working to level the playing field so that all parents, babies and their families are healthy and strong.

When we come together as a community, even the toughest problems can be solved. And by fighting to improve maternal and infant health, we're ensuring that families have the support and care they need today and for generations to come.

BRAND PROMISE

**March of Dimes
leads the fight for
the health of all
moms and babies.**

OUR ORGANIZATION DOES THIS BY:

- 1.** supporting research to find solutions so every family gets the best possible start
- 2.** advocating for policies that prioritize the health of moms and babies
- 3.** providing resources and programs to help moms throughout their pregnancies
- 4.** educating health professionals to improve mom and baby care
- 5.** uniting local communities across the nation through events and collaboratives
- 6.** partnering with organizations and companies committed to helping moms and their families

HOW WE TALK

OUR TONE AND VOICE

Our audience, and families everywhere, have different needs, perspectives and reasons for engaging with us. Our tone and voice can be adjusted to match our audiences—while using inclusive terms that convey respect to all people—across our channels and materials.

TONE

Traditionally, March of Dimes' tone is formal and serious. But we're also fun and supportive when appropriate (on our site, in a partner campaign, an infographic, etc.). The topics we address are serious, so our tone can brighten the mood and attract all users, while always remaining positive and conveying our authority as the leader in maternal and infant health. We use a more casual tone when the situation calls for it, such as in videos and on the web.

VOICE

Our voice is bold, dynamic and compelling. It's strong and consistent—and shouldn't change from material to material. March of Dimes has one voice across topics and departments, and with it we lead the fight for the health of all families.

Our voice is:

ENERGETIC

SUPPORTIVE

INCLUSIVE

URGENT

INSPIRING

ACTIONABLE

Our voice is not:

VAGUE

SOFT

CHEESY

OVERLY TECHNICAL

SELF-IMPORTANT

SLANGY

INCLUSIVE LANGUAGE

The move towards inclusivity must include language that reflects an authentic effort to address inclusion, representation and diversity in what we say. This means using terms that respect cultural, linguistic and spiritual practices, and language that supports and uplifts communities. It also means using language and terms that highlight the harmful systems and policies that created health inequities to begin with.

Until finalized, below are some commonly used terms in written and oral communication within March of Dimes with suggested inclusive terms to include **if applicable** depending on the audience.

NON-INCLUSIVE TERM	INCLUSIVE TERM	WHY IT MATTERS
Moms/babies	<ul style="list-style-type: none"> • Parents, babies and their families • Caregivers, babies and their families • Individuals and their families • Families • *If referencing moms, use "Moms, babies and their families" 	<p>We impact people beyond just moms and babies, such as:</p> <ul style="list-style-type: none"> • A person who identifies as a father caring for a new baby after the loss of their partner or with a baby in the NICU • Same sex couples • Gender fluid, and gender non-conforming parents
Woman/mothers/mom	<ul style="list-style-type: none"> • Parents 	<p>Not all people with female reproductive organs identify as female/women or as a mother/mom, such as transgender, non-binary, gender fluid and gender non-conforming people.</p>
Pregnant woman/pregnant women	<ul style="list-style-type: none"> • Pregnant and parenting people • Birthing people • Parents • Caregivers 	<p>Same as above.</p>
Man/father/dad	<ul style="list-style-type: none"> • Parents • Caregivers 	<p>Not all people born with male reproductive organs identify as male/men or fathers/dad, such as transgender, non-binary, gender fluid and gender non-conforming people.</p>
She/her, He/him	<ul style="list-style-type: none"> • They/them 	<p>Not everyone assigned female or male at birth identifies with she/her/hers or he/him/his pronouns, respectively.</p>

INCLUSIVE LANGUAGE (CONTINUED)

NON-INCLUSIVE TERM

INCLUSIVE TERM

WHY IT MATTERS

Breast

Chest

People who were assigned female at birth may have underlying trauma or are processing gender dysphoria (discomfort or distress).

Breastfeeding

- Chestfeeding
- Nursing

Same as above.

Breastmilk

- Chestmilk
- Human milk

Same as above.

Uterus/womb/ovaries

Internal reproductive organs

Same as above.

Delivery/delivered baby

- Birthed
- Provide care during

Parents are doing the labor of giving birth. Providers are there to witness, monitor for safety and needed care and ultimately to catch the babies that people are giving birth to.

INCLUSIVE LANGUAGE (CONTINUED)

NON-INCLUSIVE TERM

INCLUSIVE TERM

WHY IT MATTERS

For communities

With communities

“For” is not reflective of the equitable partnership approach we’re taking.

Empower people/communities

Support/partner with/center/elevate

People already have power inherently within themselves. We’re not giving them power. We’re using our organizational privilege to achieve better and equitable outcomes together.

XXX race (i.e. using race/ethnicity as a risk factor)

Exposure to racism (as a risk factor)

Race itself isn’t a risk factor for disproportionately poor outcomes. Exposure to racism in all its forms (intrapersonal, interpersonal, institutional, systemic) is the risk factor.

Women/families at risk.../most vulnerable and at risk.../high-risk

- Individuals and families who are at higher risk of experiencing adverse health outcomes.
- Individual and families who tend to experience higher rates of XXX.

The people are not at-risk or engaging in risky behaviors/conditions. The systems are putting them at risk.

We’re leading the fight for...

- Together with our partners, we’re leading the fight for...

To reflect our collective impact partnership approach, we understand that we can’t solve these issues alone—we need our partners. Together, we’re leading this fight.

THINGS WE DO AND DON'T DO

DO

- **Channel the “champion” persona** by using strong, active and positive phrases.
- **Use inclusive language and terms** that respect cultural, linguistic and spiritual practices, and language that supports and uplifts communities.
- **Capitalize Black, Brown, White** and all other racial and ethnic groups.
- **Abbreviate** “United States” as “U.S.” wherever needed and appropriate.
- **Use the possessive March of Dimes’** wherever it’s grammatically correct.
- **Spell out** “newborn intensive care unit” and add “NICU” in parenthesis the first time it’s mentioned.
- **Use health care**, two words.
- **Use preterm** to describe a baby, birth or labor—for example, a preterm baby or a preterm birth.
- **Use mom**, instead of mother or woman, when appropriate.
- **Use a.m. and p.m.**
- **Write “percent” and “pound”** and other descriptive words in longer form copy, rather than symbols.
- Programs and events with **registered marks/copyright** (see Dimension for all legal program names) should be written with that mark the first time mentioned and should not be used in headlines.
- **Use ALL CAP headlines and sentence case sub-headlines** on the web. Use ALL CAP headlines when appropriate in print pieces. Follow our BRAND BOOK guidelines for pull-quotes and fonts.
- **Spell out “and”** instead of an ampersand (&).
- For press releases, **ALL CAP headlines and title case sub-headlines**. Our approved boilerplate should be used on all releases.
- For state abbreviations, **follow U.S. postal code rules**, e.g., NY and DC and HI.
- **Use contractions** whenever possible, e.g., “do not” becomes “don’t” and “you are” becomes “you’re.”

DON'T

- **Don't mom-shame**; avoid it at all costs.
- **Don't be negative** when you can be positive; flip a message to be positive when possible.
- **Don't use words or phrases that exclude** particular groups of people.
- **Don't use spaces around em dashes**; as an example—this is our style with an em dash.
- **Don't use “the”** before March of Dimes.
- **Don't abbreviate MOD** for March of Dimes.
- **Don't use serial commas** when listing three or more things; for example, Mary, Blake and Emily go to the store.

WHAT WE SAY

KEY MESSAGES—FIGHTING FOR HEALTHY PREGNANCIES

We can't improve mom and baby health without addressing health equity.

- Aspects such as discrimination, systemic racism and imbalances in power, wealth and health care shape the health of mom and babies.
- Social and economic drivers of health show that communities of color are historically under resourced and don't receive equitable access to quality and risk-appropriate prenatal care compared to other women.
- Black and Native communities are historically under-resourced, receive inequitable care based on insurance status and have reduced access to quality prenatal care.
- A significant racial disparity in maternal death exists with Black women being 3x more likely to die from pregnancy compared to other women. We know that education, income and obesity status don't play a role; research and solutions are a critical need.
- With our partners and supporters, we're working to address health disparities, improve access to health care and end preventable maternal mortality and morbidity so that every mom and baby is healthy.

KEY MESSAGES—SUPPORTING FAMILIES

Together with our supporters and partners, we're working to improve the health of families.

- Every family deserves the best possible start.
- We educate moms, online and in person, to help them have healthy pregnancies.
- We advocate for policies that prioritize the health of moms and babies.
- We work with the medical community to ensure that moms and babies get the best care.
- We support parents through every stage of the pregnancy journey, even when everything doesn't go according to plan.

KEY MESSAGES—JOIN MARCH OF DIMES

Join March of Dimes in the fight for healthy moms and strong babies.

- This year, nearly 4 million babies benefited from our research, vaccines, education, advocacy and breakthroughs.
- Donate now to help families in your community and across the country.
- Volunteer with March of Dimes to make a difference in your community.
- Call your elected officials to support legislation that prioritizes the health of moms, babies and families.
- Join March for Babies, attend events in your community or host a fundraiser of your own.

CALLS TO ACTION

MARCH OF DIMES CTAs

- Join March of Dimes in the fight for healthy moms and strong babies.
- Donate now to help all families get the best possible start today and every day.
- Sign up now to... [link to approved key message]
- By fighting for every mom and baby, you...
- Donate now to help moms, babies and their families in your community and across the country.
- Volunteer with March of Dimes to make a difference for families in your community.
- Call your elected officials to support legislation that prioritizes the health of moms and babies.
- Connect with other moms and families in our Share Your Story online community.
- Help us raise awareness of the health threats facing moms and babies.
- Learn how your company can make a real difference for families through its policies, employees and philanthropy.

MARCH FOR BABIES CTAs

- Join the movement to fight for the health of all moms and babies.
- Sign up now to join the movement at marchforbabies.org and help raise funds to support healthy moms and strong babies in your community and across the country.
- Together, let's be a part of something big. Join March for Babies: A Mother of a Movement today.
- Take action for all families throughout their pregnancy journey by raising critical funds for March of Dimes.

KEY FACTS AND STATS

- The preterm birth rate continues to rise for the fifth straight year.
- The U.S. preterm birth rate increased to 10.2 percent of births, earning the nation a “C-” grade compared to last year’s “C” grade.
- The statistics are worse for moms and babies of color.
- Women of color are up to 50 percent more likely to give birth preterm and their children face up to a 130 percent higher infant death rate.
- Each year, one woman dies every 12 hours from pregnancy-related causes, and 1 in 10 babies is born too soon.
- About every 12 hours a woman dies due to complications resulting from pregnancy. More than 60 percent of these deaths are preventable.
- This year alone, more than 380,000 babies were born preterm.
- Preterm birth and its complications are the largest contributors to infant death in the U.S. and globally.
- Each year, more than 50,000 women suffer life-threatening health challenges as a result of complications from pregnancy.

MISSION EQUIVALENCIES

To show the impact of donating to March of Dimes, this document presents a modular-type system for expressing equivalencies in text (emails, ads, scripts...) or as a graphic element (social, emails, brochures...).

HOW IT WORKS

From a prepopulated list, we can create marketing language around any topic, such as health equity or COVID-19 or a program, using content in 3 categories:

1

DOLLAR AMOUNT

Example:

\$50 GIFT

2

ASPIRATIONAL HEADER

SUPPORT FAMILIES

3

SHORT, TEMPLATED DESCRIPTION

Your donation can support 50,000 families each year through our NICU initiatives, which includes the NICU Family Support program and the My NICU Baby App.

It's flexible

We can continually add to any of the 3 categories with any dollar amount, any header and any description. This grows as we grow. It also works with equivalencies (direct dollar to product info) or stats (XX women were helped...).

It's easy to use

Depending on the desired goal or audience, the mix-and-match approach allows for simple execution. Speaking to students, you could use a lower amount like \$25—for high level donors, raise it to \$5,000 or more. The headers and descriptions will always still apply. The next six pages contain equivalencies in six different categories from general to specific impact areas.

It's customizable

The March of Dimes Marketing department can build these as needed for general use. However, anyone from market staff to our agencies can pick and choose what works for them with their project at hand, like a campaign or program.

MISSION EQUIVALENCIES (CONTINUED)

GENERAL

DOLLAR AMOUNT:	HEADERS:	DESCRIPTIONS:
\$25 - \$5,000	GIVE HOPE	Your donation can fund the virtualization of our critical programs and events to protect moms and babies.
	SUPPORT FAMILIES	
	END PRETERM BIRTH	
	ENSURE HEALTHY PREGNANCIES	Your donation can bring together thought-leaders, companies, volunteers and supporters to create positive change to improve maternal and infant health.
	INSPIRE OTHERS	
	END PREVENTABLE MATERNAL DEATH	
	CREATE POSITIVE CHANGE	
	LIFT UP COMMUNITIES	
	SAVE LIVES	
	HONOR MOTHERHOOD, BABIES AND FAMILIES	

EXAMPLE:

\$50 GIFT

LIFT UP COMMUNITIES

Your donation can fund the virtualization of our critical programs and events to protect moms and babies.

MISSION EQUIVALENCIES (CONTINUED)

ADVOCACY

DOLLAR AMOUNT:	HEADERS:	DESCRIPTIONS:
\$25 - \$5,000	<p>ACCESS TO CARE</p> <p>CLOSE THE HEALTH EQUITY GAP</p> <p>BREAK DOWN BARRIERS</p> <p>END PREVENTABLE MATERNAL DEATH</p> <p>CREATE POSITIVE CHANGE</p> <p>PRIORITIZE THE HEALTH OF FAMILIES</p> <p>LIFT UP COMMUNITIES</p> <p>SAVE LIVES</p>	<p>Your donation can fight for women of color who are up to 50 percent more likely to give birth preterm and whose children face up to a 130 percent higher infant death rate.</p> <p>Your donation can help us demand #BlanketChange in honor of the 700 women who die each year from childbirth or pregnancy-related causes by telling Congress to pass legislation that puts moms and babies first.</p> <p>Your donation can support newborn screening for a baby in a hospital through our advocacy work.</p>

EXAMPLE:

\$200 GIFT

ACCESS TO CARE

Your donation can fight for women of color who are up to 50 percent more likely to give birth preterm and whose children face up to a 130 percent higher infant death rate.

MISSION EQUIVALENCIES (CONTINUED)

PROGRAMS

DOLLAR AMOUNT:	HEADERS:	DESCRIPTIONS:
\$25 - \$5,000	ENSURE HEALTHY PREGNANCIES	Your donation can support 50,000 families each year through our NICU initiatives, which includes the NICU Family Support program and the My NICU Baby App.
	INSPIRE OTHERS	
	CLOSE THE HEALTH EQUITY GAP	
	HONOR MOTHERHOOD	
		Your donation can provide quality health care services to 2,000 uninsured and under-insured women each year through our mobile health units.
		Your donation can fund critical programs to prepare women for childbirth and families to care for a newborn during the pandemic.
		Your donation can fund programs that include resources to help moms and moms-to-be quit smoking.
		Your donation can comfort hundreds of families with babies in a NICU through educational materials and activities.

EXAMPLE:

\$500 GIFT

CLOSE THE HEALTH EQUITY GAP

Your donation can comfort hundreds of families with babies in a NICU through educational materials and activities.

MISSION EQUIVALENCIES (CONTINUED)

RESEARCH

DOLLAR AMOUNT:	HEADERS:	DESCRIPTIONS:
\$25 - \$5,000	INVEST IN TREATMENT	Your donation can invest in research to solve unmet needs and gaps in maternal and infant health.
	INVEST IN RESEARCH	
	PIONEER RESEARCH	Your donation can fund hours of innovative prematurity research to find causes for and preventions of preterm birth.
	END PRETERM BIRTH	
	END PREVENTABLE MATERNAL DEATH	

EXAMPLE:

\$750 GIFT

INVEST IN RESEARCH

Your donation can invest in research to solve unmet needs and gaps in maternal and infant health.

MISSION EQUIVALENCIES (CONTINUED)

CONSUMER EDUCATION

DOLLAR AMOUNT:	HEADERS:	DESCRIPTIONS:
\$25 - \$5,000	ENSURE HEALTHY PREGNANCIES INSPIRE OTHERS CREATE POSITIVE CHANGE SAVE LIVES	<p>Your donation can educate health professionals with Implicit Bias Training about the impact systemic racism has on birth outcomes and maternal mortality, and the critical role they play in lessening the effects of bias.</p> <p>Your donation can ensure weekly Facebook Live webinar featuring the latest health information and Q&As with top maternal and infant health experts discussing pregnancy during COVID-19, tips to relieve stress and bringing home a newborn.</p> <p>Your donation can fund the NICU Online Education Series nationwide to support families and answer questions with NICU clinical staff specific the pandemic.</p>

EXAMPLE:

\$1,000 GIFT

CREATE POSITIVE CHANGE

Your donation can educate health professionals with Implicit Bias Training about the impact systemic racism has on birth outcomes and maternal mortality, and the critical role they play in lessening the effects of bias.

MISSION EQUIVALENCIES (CONTINUED)

COMMUNITY ENGAGEMENT

DOLLAR AMOUNT:	HEADERS:	DESCRIPTIONS:
\$25 - \$5,000	CREATE POSITIVE CHANGE TRANSFORM THE HEALTH OF ALL FAMILIES HONOR MOTHERHOOD	Your donation can protect first responders with much-needed equipment, including PPE such as masks. Your donation can shower a mom in need with essential baby items and celebrate her and her family. Your donation can help distribute essential supplies such as 2,133+ NICU bags to families in need. Your donation can provide 5,292+ meals for frontline workers and NICU families. Your donation can support initiatives such as It Starts With Mom to reach more than 95 million women to raise awareness and funds for our mission.

EXAMPLE:

\$2,000 GIFT

HONOR MOTHERHOOD

Your donation can help distribute essential supplies such as 2,133+ NICU bags to families in need.



For questions regarding the March of
Dimes brand guidelines, please contact
MarCommProjects@marchofdimes.org

MARCHOFDIMES.ORG