

Q1

JANUARY

Healthy starts

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

- Birth Defects Awareness Month
- March of Dimes Birthday, 3
- March for Babies 2022 Campaign Launch, 15
- Healthy Moms Strong Babies Webinar, 20

FEBRUARY

Educate and uplift

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

- Black History Month
- Congenital Heart Defects Awareness Month
- Healthy Moms Strong Babies Webinar, 17

MARCH

Celebrating great women that make a difference for maternal and baby health

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

- Women's History Month
- National Nutrition Month
- Doula Week
- World Birth Defects Day, 3
- International Women's Day, 8
- National Doula Day, 22
- Healthy Moms Strong Babies Webinar, 24
- International Doctor's Day, 30

APRIL

Activate

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
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24	25	26	27	28	29	30

- National Minority Health Month
- World Immunization Week
- National Infant Immunization Week
- Black Maternal Health Week
- National Volunteer Week
- National Infertility Week
- World Health Day, 7
- Anniversary of Polio Vaccine, 12
- Healthy Moms Strong Babies Webinar, 21
- National Superhero Day, 28

★ **March for Babies** (January - May)
 ★ **BlanketChange** (January - December)

Q2

MAY

Celebrate

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

- National Nurses Month
- Preeclampsia Awareness Month
- Maternal Mental Health Month
- Int'l Day of the Midwife, 5
- National Nurse Day, 6
- Mother's Day, 8
- International Kangaroo Care Awareness Day, 15
- Perinatal Awareness Day, 15
- Healthy Moms Strong Babies Webinar, 19

★ **It Starts with Mom Campaign** (May)
 ★ **March for Babies** (January - May)
 ★ **BlanketChange** (January - December)

JUNE

Recognizing all kinds of families

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
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- PRIDE Month
- Men's Health Month
- Father's Day, 12
- Healthy Moms Strong Babies Webinar, 16
- Juneteenth, 19

Q3

JULY

Lifting up National Service Partners

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

- National Cleft and Craniofacial Awareness Month
- Cord Blood Awareness Month
- World Emoji Day, 17
- Bump Day, 21
- Healthy Moms Strong Babies Webinar, 21
- Aunt and Uncle Day, 24
- Parents Day, 26

AUGUST

Back to school

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
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- National Immunization Awareness Month
- Breastfeeding Awareness Month
- Breastfeeding Awareness Week
- Black Breastfeeding Week
- Native Breastfeeding Week
- Healthy Moms Strong Babies Webinar, 18
- National Rainbow Baby Day, 22
- March of Dimes Giving Day, 26 (TBD)

Q4

SEPTEMBER

Celebration of all things NICU

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
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11	12	13	14	15	16	17
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- NICU Awareness Month
- Newborn Screening Awareness Month
- Prescription Opioid and Heroin Epidemic Awareness Week
- Neonatal Nurses Week
- National Grandparents Day, 12
- Worldwide Day of Gratitude, 21
- Healthy Moms Strong Babies Webinar, 22
- Maternity Care Desert Report Release (TBD)

OCTOBER

Honoring loss

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

- Pregnancy and Infant Loss Month
- World Mental Health Day, 10
- Pregnancy and Infant Loss Remembrance Day, 15
- Healthy Moms Strong Babies Webinar, 20
- World Make a Difference Day, 23

NOVEMBER

Mission meets action

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
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20	21	22	23	24	25	26
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- Prematurity Awareness Month
- Report Card Release (TBD)
- World Prematurity Day, 17
- Healthy Moms Strong Babies Webinar, 17
- Giving Tuesday, 29
- National Family Volunteer Day, 20

DECEMBER

Giving back

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
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25	26	27	28	29	30	31

- International Volunteer Day, 5
- Healthy Moms Strong Babies Webinar, 15 (TBD)

★ **Signature Chefs Feeding Motherhood** (September - November)
 ★ **BlanketChange** (January - December)

PLEASE GO TO DIMENSION TO VIEW IN-DEPTH QUARTERLY MARKETING AND COMMUNICATIONS PLANNING INFORMATION

Some national holidays are not included.

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CAMPAIGN AND INITIATIVE SUMMARIES

SIGNATURE CAMPAIGNS

MARCH FOR BABIES

Summary: March for Babies: A Mother of a Movement™ is an engagement and fundraising campaign that energizes supporters to come together to unite, connect and fight for the health of every mom and baby. No matter where supporters are located in the country, they have an opportunity to join this movement how they choose by participating in DIY activities, community or virtual experiences, and in-person events. March for Babies is a time to honor babies born preterm or with birth defects, pay tribute to those lost, and connect with others committed to March of Dimes' mission. Teams can fundraise or donate; however, donations are not required to participate.

Opportunities: Sponsorship, fundraising, storytelling around mission

IT STARTS WITH MOM

Summary: It Starts With Mom is a program to support moms and moms-to-be to feel better prepared for before, during, and after pregnancy. The program offers educational information and resources to give moms and babies the best possible start. Resources range from getting ready to be a mom to managing changes after baby.

Opportunities: Sponsorship, consumer educational content

BLANKET CHANGE

Summary: Blanket Change is a powerful multi-platform advocacy campaign to support improving mom and baby health by working to eliminate racial and ethnic health disparities, improving access to critical health programs and addressing preventable health conditions through expanded research. March of Dimes and partners engage lawmakers and demand #BlanketChange policy improvements in equity, access, research and prevention to protect the health of every mom and baby.

Opportunities: Advocacy, current partner engagement and new partner outreach

PREMATURITY AWARENESS MONTH

Summary: Prematurity Awareness Month is a time to reflect on babies born preterm, how we can improve maternal health to end preventable preterm birth and infant death, and the need to close the health equity gap in our health care system today. World Prematurity Day is on November 17 and is a key moment to support March of Dimes' lifesaving research, advocacy and programs.

Opportunities: Fundraising, current partner engagement and new partner outreach, storytelling around mission

MARCH OF DIMES REPORT CARD

Summary: Each year, the March of Dimes Report Card offers a comprehensive overview of the health of moms and babies by grading the U.S. states, Puerto Rico and 100 cities on preterm birth rates. It includes other information such as infant death, social vulnerability, low-risk cesarean births and other factors and outlines important policy solutions that can make a difference.

Opportunities: Media, stakeholder outreach, current partner engagement and new partner outreach, storytelling around mission

SIGNATURE CHEFS FEEDING MOTHERHOOD

Summary: March of Dimes Signature Chefs Feeding Motherhood is a fundraising campaign that nourishes all aspects of motherhood from prenatal to postpartum. At events throughout the country that include a live auction, leading local culinary talent gather to create signature dishes to raise critical funds for the March of Dimes mission. With the Meals That Matter program, March of Dimes also partners with local chefs, restaurants and businesses, where volunteers deliver lunch and dinners to families and staff in the NICU providing a moment of hope, stress relief and support.

Opportunities: Sponsorship, media, fundraising

NOTABLE INITIATIVES

MARCH OF DIMES GIVING DAY

Summary: March of Dimes Giving Day takes place in August each year to encourage donations from stakeholders, businesses, individuals and others in support of cutting-edge research, advocacy and programs to help every family thrive. March of Dimes promotes the annual Giving Day through storytelling and fundraising.

Opportunities: Sponsorship, fundraising, storytelling around mission

GIVING TUESDAY

Summary: Giving Tuesday is a global generosity movement unleashing the power of organizations to transform their communities and world for the better. On this day, the March of Dimes: Our Mission in Action virtual experience shares the impact of support from programs to research, education and advocacy to help fight for the health of every mom and baby. The organization strongly encourages local markets to engage key constituents in their communities by incorporating Giving Tuesday messaging in their ongoing communications as a moment in time to give.

Opportunities: Sponsorship, fundraising, storytelling around mission