

VOLUNTEER LED COMMUNITY BABY SHOWER

What is it?

Volunteers drive our work at March of Dimes and we can reach more parents during their pregnancy journey through volunteer led community baby showers/mom and baby giveaways. These showers can help meet immediate needs in your community by getting items together that families need to support baby. This can take the form of a giveaway, drive-through gift pick up, dropping gifts off to parents, or another format that works best in your community.

Through your volunteer leadership, the March of Dimes brings the baby shower to them!

ROLES

Please review the roles below and ensure you/your volunteer group is able to fulfill these roles and responsibilities:

VOLUNTEER(S)

- ✓ Connect to site partner (doesn't have to be a MOD partner hospital. Can be women's centers, hospital, NICU, etc.)
- ✓ Secure volunteers
- ✓ Plan the shower/giveaway
- ✓ Secure location, date
- ✓ Notify your March of Dimes contact of date/location
- ✓ Solicit In-kind donations
- ✓ Create cards and extras
- ✓ Store donations
- ✓ Pack gifts, provide food
- ✓ Set up the shower/giveaway
- ✓ Clean up the shower/giveaway

MARCH OF DIMES NATIONAL /LOCAL (IF APPLICABLE)

- ✓ Provide March of Dimes resources for families
- ✓ Share Volunteer Led Community Baby Shower Guide and Resources
- ✓ Provide talking points to speak about March of Dimes at the shower
- ✓ Follow MOD internal processes

HOSPITAL/SITE

- ✓ Provide the total number of beds/families for donations

HOW YOU CAN DO IT

- 1. Get connected:** Volunteers/groups interested in hosting a volunteer led community baby shower/event, need to let your March of Dimes staff contact know before you kick off the planning process. Your March of Dimes staff contact will connect with you/your group to discuss your event and what resources March of Dimes has in your area to support. **It's important to connect the March of Dimes staff contact first.** Please reach out to Patty Gentry at pgentry@marchofdimes.org.
- 2. Familiarize yourself with the resources available to you (next page).**
- 3. Build your team:** You'll need volunteers to help solicit in-kind donations, prepare gifts, set up and break down on the day of the shower.
- 4. Plan it:** Put together your plan and with support from your March of Dimes staff contact, finalize a plan for the shower/event. Get creative and think about how your group can make this shower/event special. Come up with a list of people and places to target for donations and define how people should approach potential donors. Also determine where donations should be sent or who within your volunteer group can store donations.
- 5. Get those donations:** Secure donations. You'll want a mix of girl, boy and gender-neutral gifts.
Tip: If you have various chapters/regions interested in supporting, you can ask each chapter to provide a donation as a way to engage more people in your event (i.e. chapter/region one donates wipes, chapter/region two donates diapers, etc.). You can also tap into other local volunteer groups that may be interested in making blankets or other items to support your project.
- 6. Plan a packing party:** Get everyone involved in putting together gifts and creating decorations and take-home goodies.
- 7. Invite families if needed:** Invite families to attend and if needed work with your March of Dimes staff contact to create and send invitations. Keep in mind to bring a few extras and gender natural gifts. See list of recruitment ideas below.
- 8. Do it:** Host the baby shower/event/giveaway and celebrate with the families (if able).
- 9. Thank the volunteer team:** You have touched these families lives in such a special way. Thank and reflect on the experience together and be sure to thank those who helped along the way. .

SAMPLE TIMELINE

This timeline is based on hosting an event during Founder's Week

- ✓ September: Start planning and secure site partner (check out the volunteer checklist)
- ✓ September: Secure in-kind donations and gifts
- ✓ Late September/Early October: Reconnect with site partner to discuss any protocols for families and ensure invites have gone out to targeted attendees
- ✓ October: Finalize details
- ✓ Founder's Week: Host packing party and host event

VOLUNTEER CHECK LIST

Please walk through the checklist with your site contact as you plan this engagement and determine with your group what's feasible.

Questions to figure with your volunteers and March of Dimes primary contact:

- How often does your group plan to host? Just once or several times a year?
- Will volunteers be purchasing items or collecting donations? Donations must be new. Who will store the donation?
- If a donation, who do you intend to ask?
- Who will drop off the donations? Do you intend to have volunteers drop off donations/gifts? Is your group hoping to interact with families(if applicable)?

Questions to ask the Site/NICU/hospital site:

- Are volunteers able to bring the donations to the hospital? Can volunteers interact with the families? If so, what's the best timing? Is there a location onsite to set-up?
- Does the hospital have restrictions on volunteers? If so, be very specific in what is feasible for volunteer engagement at the site. Often, NICU's don't allow visitors during cold and flu season, have infection control policies, or else keep volunteer activities separate to protect the babies.
- How many and what type of item donations are needed (approx.) for this site?

Please note that each Site/NICU/hospital partner has different requirements of volunteers. Some hospitals might require volunteer training to access the facility or have strict infection control policies that prevent direct access.

RESOURCE ARE AVAILABLE HERE

- | | |
|--|---|
| ✓ Sample timeline and planning checklist | ✓ Game suggestions |
| ✓ Item tracking spreadsheet | ✓ Raffle entry form |
| ✓ Sample in-kind letter | ✓ Contact card |
| ✓ Sample donation "thank you" | ✓ Ideas for where to recruit birthing persons |
| ✓ Item ideas | ✓ Community Baby Shower Logo, letterhead and customizable social templates (from your staff partner) |
| ✓ Photo release waiver (needed for any photo with peoples' faces included) | ✓ Approved images/videos:
videolibrary.marchofdimes.org |
| ✓ March of Dimes resources for families | |

CLOSE OUT YOUR EVENT

Please share the following information with your March of Dimes staff contact following your event.

- | | |
|---|--|
| ✓ Date of your event | ✓ Number of volunteers that supported your project (estimate okay) |
| ✓ Location of your event/shower. Be specific. | ✓ Please share the top five in kind donations received |
| ✓ Number of moms/families served | ✓ Please share any images and photo release waivers procured |