

Retailer Pin-Up Guide to Success

A March for Babies Pin-Up Campaign can grab your customer's attention and motivate them to support your business because you are supporting the March of Dimes. It's easy. Just use the March for Babies Pin-Up Cards to get started, display them in a high traffic area and help provide a fighting chance for every baby.

How a March for Babies Pin-Up Campaign Works

1. Partner with a local March for Babies Volunteer by agreeing to support their fundraising efforts by selling March for Babies Pin-Up cards.
2. Display your "Proud Supporter" signs in prominent locations throughout your store; register, front window, etc.
3. Pick a visible wall within your business to display the March for Babies Pin-Up cards. After every purchase of a card hang on the wall
4. Train your staff to always ask for a donation of \$1 or more at the point of purchase. All proceeds go directly to the March of Dimes whose mission is to provide every baby a fighting chance
5. Create incentives for your staff who sell the most March for Babies Pin-Up creating some friendly competition
6. Promote your involvement on social media, with your existing customer base (via email or word of mouth) and through local media
7. Collect funds throughout the chosen weeks, months, etc. all to be donated to the March of Dimes and will be picked up by your March for Babies Volunteer
8. Celebrate your support by joining your local March for Babies Walk!



For more information about the program, please contact your local March of Dimes office.

The March of Dimes is the leading nonprofit organization for pregnancy and baby health. For more than 75 years, moms and babies have benefited from March of Dimes research, education, vaccines, and breakthroughs. For the latest resources and health information, visit our websites marchofdimes.org and nacersano.org. To participate in our annual signature fundraising event, visit marchforbabies.org.