



## Sample email and voicemail messages

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Download resources from [marchforbabies.org/teams](https://marchforbabies.org/teams)

- Team Captain Handbook
- National Incentive Flyer
- How Your Support Helps Poster
- Team Goal Poster
- Local Pin-Up Campaign Details
- Local Ambassador Poster



## Recruitment email

**Subject: Walking together for stronger, healthier babies**

It's March for Babies® season, and [COMPANY] would like you to join our team in support of the March of Dimes.

Need a reason to walk with us? How about nearly *half a million* reasons: that's how many babies are born too soon every year in the United States — [NUMBER FROM peristats.org] of them right here in [STATE].

With you on our team, we can give families hope by raising money to fund lifesaving research and programs that help moms and babies.

Our goal is to raise \$[AMOUNT].

To reach that goal, we need at least [20 PERCENT OF STAFF] people to sign up to raise money and walk.

Can we count you in?

Getting started is easy. Just go to [marchforbabies.org/TEAMNAME](http://marchforbabies.org/TEAMNAME) and click "join this team." And check out our fundraising [here](#).

[NAME]

March for Babies Team Captain

[EMAIL]

P.S. Save the date: our event takes place on [DATE] at [LOCATION].



## Fundraising email

**Subject: March for Babies 2017 — Join us**

Team, it's time to kick it into high gear!

Walking in March for Babies® is a great way to raise awareness about the hundreds of thousands of babies born prematurely or with birth defects. But to make a real impact on improving babies' health, we need to first raise money.

You can do it! Fundraising is fast and easy, and great tools are available to you online:

**Step one:** Visit our fundraising page at [marchforbabies.org/\(TEAMNAME\)](http://marchforbabies.org/(TEAMNAME))

**Step two:** Create your personal page.

**Step three:** Import your email contacts, then send a note to friends, family and everyone you know, telling them about the walk, your goal and how to help.

You can download badges to use in your email signature or on your blog. Reach more friends by sharing your fundraising page on Facebook. Also, the March for Babies iPhone® or Android app make fundraising on-the-go a breeze.

We're on our way: There are [NUMBER] weeks until March for Babies, and we've already raised \$[NUMBER] toward our goal of \$[NUMBER].

Go team!

[NAME]

Team Captain

[EMAIL]



## Bank Day email

**Subject: Bring in your March for Babies cash and check donations**

We've got our eyes on the prize — helping more babies get a healthy start!

Days to go: [NUMBER]

Money raised: \$[NUMBER]

Our goal: \$[NUMBER]

If you've collected any checks or cash donations, we have a collection day on [DATE] between [HOUR] and [HOUR]. Just stop by [LOCATION] to drop them off.

You're all superstars to me, but I'd like to give a special shout out to [NAME] who has raised \$[NUMBER]. Great job!

Keep reaching out with emails to friends, family, co-workers and everyone else you know!

[NAME]

Team Captain

[EMAIL]



## Event info email

**Subject: March for Babies day, time and place**

We're in the final stretch, Team! With the big day only one week away, all your hard work will soon be paying off and bringing hope to families around town and around the country.

Days to go: [NUMBER]

Money raised: \$[NUMBER]

Our goal: \$[NUMBER]

Please keep those donations coming! Now is a good time to follow up with family and friends. Post your progress to the Facebook app. Use our iPhone® or Android app for on-the-go fundraising. Send letters to people who prefer a physical reminder.

And be sure to mark your calendar for March for Babies®: [DATE], [LOCATION]. We're meeting at [TIME] for a group photo and to start the walk together.

Print out the attached event information. The address, a mini-map and my cell number are included here in case you need to reach me on the day of the event.

Thank you for your incredible efforts!

[NAME]

Team Captain

[EMAIL]



## Thank-you email, goal met

**Subject: We did it!**

We reached our goal! I'm thrilled to announce that we raised \$[NUMBER]. Right now, thousands of babies are struggling with birth defects or severe illness because they were born too soon. Thanks to you, we're funding research to find answers and develop preventions for premature birth so more families can avoid this frightening experience.

That's what this was all about. You raised money, you walked and you showed just how deeply [COMPANY] cares about improving the health of babies.

Congratulations, and of course, thank you, thank you, thank you!

I've attached my favorite team photo.

Fantastic job.

[NAME]

Team Captain

[EMAIL]



## Thank-you email, goal not met

**Subject: Our March for Babies goal is within reach**

Team, we're almost there!

March for Babies® may be over, but there is still more we can do. Every baby deserves a healthy start in life. Being born too soon can lead to a lifetime of challenges. People like you and me can change all that. So let's keep our good work going!

To reach our goal of \$[NUMBER], follow up with people you reached out to but haven't heard back from and let your Facebook friends know that there is still time to give.

Raised: \$[NUMBER]

Needed: \$[NUMBER]

We are so close to meeting our goal — I know we can do it!

Thank you so much for all your effort!

[NAME]

Team Captain

[EMAIL]



## CEO Voicemail messages

*These voicemail scripts can be used as is or as jumping-off points for your CEO or executive champion to reinforce your company's commitment to March for Babies.*

### 5 weeks to go

Hi, this is [NAME AND TITLE]. All babies need help, but some need more than others. That's why [COMPANY] is walking in the 2017 March for Babies event. We're raising \$[NUMBER] so the March of Dimes can help reduce the rate of preterm birth in our community. What about you? Walk with us or make a donation today by contacting our Team Captain, [NAME]. Thank you.

### 4 weeks to go

This is [NAME AND TITLE], and March for Babies is just 4 weeks away! What can you do to help us reach our fundraising goal of \$[NUMBER]? Plenty. Share your personal fundraising page with family and friends, and post the link in your social media spaces. Also, using the iPhone® or Android app can make your fundraising a whole lot easier. Remember, your efforts help bring real help to real families.

### 3 weeks to go

Good morning! This is [NAME AND TITLE] with a March for Babies update. So far, you have raised \$[NUMBER]. This is great news for our community's babies and families. But with 3 weeks to reach, and hopefully exceed, our goal of \$[NUMBER], now is the time to step up our efforts. Thank you and keep up the great work!

### 2 weeks to go

This is [NAME AND TITLE], asking you to save a very important date. Our March for Babies walk is on [DATE] at [LOCATION]. With just 2 weeks left to hit our \$[NUMBER] goal, let's step it up by reaching out, raising money and keeping our eyes on the prize — helping moms, babies and families. I look forward to walking with you all!

### 1 week to go

Hello, this is [NAME AND TITLE]. March for Babies is just 1 week away! Now is the time to make these final days count. Send out those last reminders to family and friends to help us reach our goal of \$[NUMBER]! We care about babies, and nothing will stop us from reaching our goal, but we can't do it without you. Thank you!



## CEO Letter to recruit co-captains

*Ask your CEO to send this letter as a memo to all department heads to appoint their captains.*

### **Subject: Your support of March for Babies is requested**

March for Babies® season is here, and [COMPANY] would like you to join our team in support of the March of Dimes.

Every year, nearly half a million babies are born too soon in the United States — [NUMBER FROM peristats.org] of them right here in [STATE]. Having a premature baby is a frightening experience that too many families must endure. Together, we can change that.

The money we raise as a team will help fund lifesaving research, and programs in our community and around the country that help moms have healthier pregnancies and babies begin healthy lives.

[CEO OR EXECUTIVE NAME] will lead the event, but we can't reach our goal without you.

### **Here's how you can help:**

- Appoint one captain for every 50 to 100 people in your department. [CEO OR EXECUTIVE NAME] will work with captains to set department goals. We encourage team members to raise at least \$200.
- Raise \$1,000 or more and become a **Champion for Babies!**
- Support captains by offering them any resources they need. Call on them to update the team during staff meetings.
- Provide incentives such as a paid vacation day to encourage everyone to raise money.
- Walk in March for Babies on [DATE].

Our Team Captain training takes place on [DATE]. Please choose your captains before then, so we can kick off our campaign and start raising money to reach our goal.

Thank you!



## CEO Challenge letter

*Have your CEO sign this letter to send to other local businesses participating in March for Babies. Personalize the letter and print on your company letterhead.*

**[Subject line for email format: Are you up for a challenge?]**

Dear [NAME]:

Sometimes to reach an ambitious goal you have to up the ante. That's why I'm proposing a friendly March for Babies® challenge. Let's see which company's employees raise more money to help babies in [AREA]. We both have about the same number of employees, so it should be a fair test. However, I feel confident that my staff is primed to raise funds and walk!

What are the stakes? The 2nd place company's executive team will host the executive team of the winning company at a [STEAK/COOKOUT/BBQ].

The good news is that the real winners will be the [NUMBER FROM peristats.org] babies born each year in [STATE]. Together we can do more to help the March of Dimes improve the health of babies.

Let the games begin.

Sincerely,



## CEO Vendor letter

*Your CEO or CFO can send this letter to your vendors and business associates asking for support of your team with a donation. You may also customize the letter to request in-kind donations or sponsorship. Print on your company letterhead.*

**[Subject line for email version: [AREA]'s babies need your help!]**

Dear [NAME]:

On [DATE], our company will be walking in March for Babies®.

Our purpose is clear. Premature birth is the #1 killer of newborns. And it's the March of Dimes priority when it comes to helping babies. Families are facing serious challenges, and together we can change that.

[COMPANY] has set a goal to raise \$[NUMBER], and we would like your support of \$[SUGGESTED AMOUNT]. The money we raise will help the March of Dimes fund lifesaving research and programs that help moms here in [COMMUNITY] have healthy babies. Please call me at [PHONE NUMBER] if you have any questions. And be sure to visit our team fundraising page at [marchforbabies.org/TEAMNAME](http://marchforbabies.org/TEAMNAME) to make a donation.

Thank you!