



A MOTHER OF A MOVEMENT

2021 MARCH FOR BABIES LOYALTY AND RECOGNITION PROGRAM



By joining **March for Babies: A Mother of a Movement™**, you're choosing to make a visible difference in the lives of families now and for generations to come—a difference we'll show you at every step of the way.

To thank and reward your efforts, we're unveiling our new **Loyalty and Recognition Program**. You can receive recognition at both the local and national level, special mission recognition items, as well as certain items that can be earned, all based on the level of fundraising achieved. Below is a description of each recognition level.

\$25 LEVEL RECOGNITION

By raising \$25 and personalizing your page, you'll receive a Thank You for joining March for Babies mailer with a March for Babies branded magnet.

\$100 LEVEL RECOGNITION***

By raising \$100 on your personal page, you'll receive a March for Babies T-shirt.

\$250 LEVEL RECOGNITION***

By raising \$250 on your personal page, you'll have the opportunity to personalize a March for Babies "Why I March" sign.

\$500 LEVEL RECOGNITION*

By raising \$500 on your personal page, you'll:

- Receive a Thank You message from March of Dimes President and CEO Stacey D. Stewart.
- And we will provide "Meals that Matter" to NICU families or staff or frontline workers.

\$1,000 LEVEL RECOGNITION***

By raising \$1,000 on your personal page, you'll be part of our **Circle of Champions**. You'll also receive a Walk in a Box with items to celebrate your walk and share on social, including:

- 2 masks
- 2 superhero capes
- Finish line banner
- Set of pom poms
- 5 Balloons
- Confetti popper

You'll also:

- Receive recognition during your local Event Day celebration.
- Be listed by name on the Wall of Fame on your local March for Babies page and on a scrolling slide at the national virtual awards celebration.



\$5,000 LEVEL RECOGNITION***

By raising \$5,000–\$9,999 on your personal page, you'll receive the benefits of previous recognition levels plus:

- A Thank You email including an advocacy related video message.
- An invitation for March of Dimes virtual advocacy training to learn about our mission, how you're helping moms and babies, and how to effectively advocate in your community.
- Your name and photo (where provided) listed on your local March for Babies page's Wall of Fame and personal recognition at the national virtual awards celebration.

\$10,000 LEVEL RECOGNITION*

By raising \$10,000–\$14,999 on your personal page, you'll receive the benefits of the \$1,000 recognition level plus:

- Your fundraising will help March of Dimes provide a tablet to NICU staff to help connect families with their infants when they can't physically be there.
- A Thank You email that'll include a NICU themed video message.
- A March for Babies ¼ zip fleece.***
- Your name listed nationally on marchforbabies.org and by name and photo (where provided) on your local March for Babies page's Wall of Fame, and personal recognition at the national virtual awards celebration.

\$15,000 LEVEL RECOGNITION*

By raising \$15,000–\$24,999 on your personal page, you'll receive the benefits of the \$1,000 recognition level plus:

- Your fundraising will provide training opportunities for 5 nursing staff from the award-winning catalog of the March of Dimes Training Institute. Recipients will be recognized as a Nurse Champion for the entire year.
- An email with a Thank You video related to nurses.
- Online recognition at the \$10,000 level, plus photo (where provided) nationally on the marchforbabies.org.

\$25,000 LEVEL RECOGNITION

By raising \$25,000–\$49,999 on your personal page, you'll receive the benefits of the \$1,000 recognition level plus:

- \$2,021 of your money raised will fund the March of Dimes COVID-19 Intervention and Support Fund to support research, education and equipment, such as blood pressure cuffs, masks and other PPE to keep families safe.
- A Thank You email to include information and a video about the COVID fund.

- You'll receive email correspondence about the COVID-19 fund and your name will be listed on the Impact Report.
- Online recognition at the \$15,000 level.

\$50,000 LEVEL RECOGNITION

By raising \$50,000–\$99,999 on your personal page, you'll receive the benefits of the \$1,000 recognition level plus:

- Your fundraising will provide Supportive Pregnancy Care (SPC) to parents-to-be where the need is essential and will have the greatest impact.
- You'll receive an invitation to a national VIP event hosted by March of Dimes President and CEO Stacey D. Stewart, with an SPC coordinator who'll share program information.
- Online recognition at the \$15,000 level.

\$100,000 LEVEL RECOGNITION

By raising \$100,000 or more on your personal page, you'll receive the benefits of the \$1,000 recognition level plus:

- Recognition as a supporter of a new or existing virtual NICU Family Support® (NFS) program where the need is most essential and will have the greatest impact.
- An Invitation to a national VIP event hosted by March of Dimes President and CEO Stacey D. Stewart, with a NICU family, a NFS coordinator and doctor who will share program information.
- A March for Babies ¼ zip fleece***
- Online recognition at the \$15,000 level.

INCENTIVE FOR A TEAM ACHIEVEMENT— \$250,000 LEVEL RECOGNITION

By raising \$250,000 or more as a team:

- Your fundraising will provide training opportunities for 5 nursing staff from the award-winning catalog of the March of Dimes Training Institute. Recipients will be recognized as a Nurse Champion for the entire year.
- Your fundraising will support the establishment of a new 2-year in-person NICU Family Support program at a hospital and your name/team name will be recognized on a plaque in the NICU.
- You'll receive a Thank You email with a video message about NFS and an invitation to a national VIP event hosted by March of Dimes President and CEO Stacey D. Stewart, with a NICU family, NFS coordinator and doctor who'll talk about the program.
- Online recognition at the \$15,000 level.

IMPORTANT INFORMATION ABOUT THE LOYALTY AND RECOGNITION PROGRAM

GENERAL INFORMATION

How are individual recognition levels determined?

- Recognition level is based on the actual amount fundraised from online and offline donations by the individual fundraiser on their personal March for Babies page and received by March of Dimes by June 30, 2021.
- The qualification deadline for ALL recognition rewards is June 30, 2021.
- One fundraising reward per participant.
- Subject to change without notice.

***How do I receive my T-shirt, fleece and/or Walk in a Box?

- The T-shirt, sign, fleece and Walk in a Box must be ordered by the recipient and will be sent directly from vendor. Qualification level must be reached and items ordered 7 working days before recipient's virtual experience date in order to receive in time for the event. Otherwise, items will arrive after the virtual experience.
- T-shirt, fleece, sign and Walk in a Box must be requested by July 31, 2021.

*FOR RECOGNITION AT THE \$500 AND \$5000 AND ABOVE LEVELS:

Do all of the funds I raise go to the mission recognition item?

- No. The incentive level of funds raised is NOT the amount being committed, only a portion. This amount may be pre-determined, is at the sole discretion of March of Dimes and may be limited or discontinued at any time.

Do I have to order the mission recognition?

- No. Mission recognition will be delivered regardless of any fulfillment process performed by the fundraiser.

When will the mission recognition items be fulfilled?

- Mission recognition will commence August 1 through November 30, and March of Dimes will use best efforts to complete by December 31, 2021.

How will I know that my mission incentive program occurred?

- You'll receive a copy of the Impact Report to demonstrate that your mission impact has been fulfilled.

Can I designate where or how the mission recognition will be used?

- No. A portion of your March for Babies fundraising will be allocated to a location deemed most in need

- by March of Dimes. There is no guarantee the funds allocated will stay in the market in which they were raised. The remaining funds will be unrestricted revenue to be utilized at the discretion of March of Dimes.

**If I qualify for the advocacy training but can't attend any webinars, how can I access it?

- You can attend any one of the three sessions, or we'll send you the recording of the training.

If I opted out of March of Dimes emails, will I get my recognition emails?

- No. If you have opted out of March of Dimes emails, you won't receive March of Dimes email notices. However, you will get emails from the vendor, unless you also opted out of those.

Can I request to NOT include my name or photo on the local or national March for Babies site?

- Yes. You must notify March of Dimes if you don't want your name or photos listed on local or national March for Babies websites.

Legal information and disclaimers subject to change without notice. Please check back at marchforbabies.org/tools for updated legal terms and conditions.