



*Now that you've joined March for Babies, you need to start fundraising.
It's easier than you may think...all you have to do is ASK.*

Online Fundraising is fast, easy and raises more money!

E-mail friends, family and co-workers and ask them to support you and your commitment to babies. Include the link to your personal event page so they can see why you're participating. Donors can easily donate from your page. If they pay by credit card or PayPal there's nothing more to do. If they promise to pay by check or cash, you need to follow-up with them to collect.

- 📧 **E-mail from our Web site** and you can choose from our prepared e-mails. Or start with ours and personalize.
- 📧 **Tell people why you're participating** in March for Babies.
- 📧 **Customize your page** by adding photos and sharing why you're supporting the March of Dimes. Personal event pages that tell a story increase fundraising.
- 📧 **Set an example by making your own contribution**, and then ask others to meet or beat that amount.
- 📧 **Set a challenging goal.** As you get near your goal, increase it. People like to help their friends reach their goal. They will donate more to help you get there.
- 📧 **Link your blog, YouTube video, FaceBook or MySpace page** to your personal event page so people can donate.
- 📧 **Add your YouTube video** to your personal event page or e-mail by copying the link and pasting it in your message.
- 📧 Put the link to your personal event page in your **e-mail signature**.
- 📧 **Follow-up** with people who haven't donated yet; if people haven't responded to your e-mail within 2-3 days, they need a reminder.
- 📧 **Thank** the people who donate to you. And, acknowledge those who say "no", they may donate in the future.

Use just a few of these tips and you'll have great success!

Traditional offline fundraising works, too.

Whether you decide to do all your fundraising offline or combine with online fundraising, you can use many of the same fundraising strategies to reach your goal.

- 📧 **Write letters to spread the word** that you're raising money for the March of Dimes. Tell everyone **why** you're participating, how much you want to raise and how they can support you. Include a stamped return envelope to make it easy for them to donate.
- 📧 **Follow-up** in person or by phone.
- 📧 Don't be afraid to ask **everyone you know**. You may be surprised how many people will say "yes."
- 📧 **Send a thank you note** telling everyone how well you did, how much fun you had and that you'll be in touch with them again next year.

How to Raise \$200 or more!

1. Start with your own contribution of \$20.
2. Ask your partner/spouse for \$20.
3. Ask your boss for \$20.
4. Ask your doctor for \$20.
5. Ask your dentist for \$20.
6. Ask a relative for \$20.
7. Ask your best friend for \$20
8. Ask another friend for \$20.
9. Ask a neighbor for \$10.
10. Ask a member at your place of worship for \$10.
11. Ask a local merchant for \$10.
12. Ask another relative for \$10.