



Workshops coordinated by the Member Relations
Committee and developed by the CNH District

A District Projects Workshop



MARCH FOR DIMES

Presented by

SAVING BABIES, TOGETHER

Introduction

- The March of Dimes is a not-for-profit organization with a mission **to improve the health of babies** by preventing birth defects, premature birth, and infant mortality.



History

- Established in 1938 by Franklin D. Roosevelt under the name "National Foundation for Infantile Paralysis"
- Original purpose: combat polio
- Began fighting premature birth in 1958
- In the U.S., 1 in 8 babies are born prematurely annually
- Almost 13 million premature babies are born each year worldwide – over 1 million die

A History of Success

- Polio Vaccine
- Establishment of NICUs
- Fetal Surgery
- PKU Test
- Surfactant
- Nitric Oxide
- Birth Defects Prevention Act
- State Children's Health Insurance Program (S-CHIP)



Global Programs

- Every year an estimated 8 million children are born with a birth defect.
- At least 3.3 million children under the age of 5 die annually because of serious birth defects.
- The March of Dimes Global report on birth defects gives a global estimate of serious birth defects.
- Overall mortality & disability from birth defects could be reduced by up to 70 percent if the recommendations in this report are broadly implemented.

March of Dimes and Youth

- *Enriching and enduring lifelong experiences through opportunities to:*
 - Build leadership skills
 - Network among like-minded student leaders nationwide
 - Give back to communities and make a difference locally
 - Become involved in meaningful civic engagement, including advocating for local and national policies
 - Be educated about a healthy lifestyle today and in future
 - Earn community service credits and enhance resume
 - Develop public speaking skills while building character and self-confidence

The Big Event: March for Babies!

Sign up at marchforbabies.org/kiwanis

Raise \$250+ and earn a banner patch for your Key Club!



WALKING TOGETHER
FOR STRONGER,
HEALTHIER
BABIES

march of dimes
march for babies



Fundraising: Utilize the Web

- E-mail campaign:
 - Sign up online at marchforbabies.org and start sending e-mails! Check out the animated e-cards to make a fundraising splash with your friends and family.
- Facebook application:
 - Get the March for Babies Facebook app to display your fundraising goal on your Facebook page and give people a chance to donate to you. Visit apps.facebook.com/modfacebookapp (you must have a Facebook account).
- Fundraising Badges:
 - Include on emails, blogs, & websites (marchforbabies.org/spread_the_word.aspx)



Fundraising: Creativity Counts

- Bowling for Babies:
 - Ask your local bowling alley if they'll participate in a night where all proceeds will go to the March of Dimes.
 - Advertise the night around your school or campus, inviting students and faculty to attend.
- Club March of Dimes:
 - Ask your local ice skating or roller skating rink to donate their facility for one night to your March for Babies team.
 - Plan activities & ask local businesses to donate fun items for a raffle at the event.
 - Club March of Dimes will become *the social event of the year*.



Including the Mission in Your Ask

- The mission of the March of Dimes is to improve the health of babies by preventing birth defects, premature birth and infant mortality.

We carry out this mission through research, community services, education and advocacy to save babies' lives. March of Dimes researchers, volunteers, educators, outreach workers and advocates work together to give all babies a fighting chance against the threats to their health: prematurity, birth defects, low birthweight.



Teen2Teen Health Education

- **Teen2Teen is the March of Dimes health education series for students – & you can be a peer educator with the Teen2Teen Materials! This PPT shows all that Teen2Teen has to offer.**
- **To find out more, visit our Web site to watch the videos online and review the curriculum at www.marchofdimes.com/youth**



Your Impact

- Spread awareness among high school students that 1 in 8 babies is born too soon.
- Work together on campus to help all babies have a healthy start.
- Raise valuable dollars for
 - **Research into causes of premature birth**
 - **Community programs to help mothers & children**



Take Action!

1. Join March for Babies at marchforbabies.org/kiwanis! Sign up, start your team and find your local event.
- 2. Participate in Prematurity Awareness Month & Global Prematurity Day (17th) this November.
- 3. Call your local March of Dimes office to see what volunteer needs they have, such as helping with the NICU Family Support Site needs!

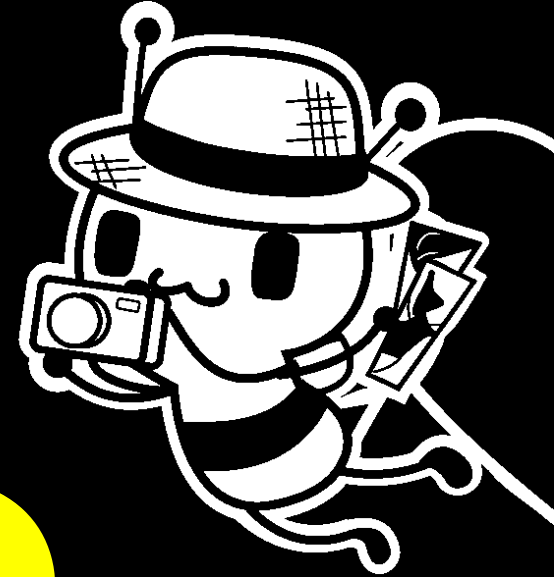


Key Club Resources

- March of Dimes Team Youth teamyouth@marchofdimes.com
- National Youth Council available at marchofdimes.com/youth & facebook.com/marchofdimesyouth
- Connect with your local chapter!
 - Visit “Contact us” at marchofdimes.com
 - Get help with fundraisers and volunteer opps

QUESTIONS COMMENTS OR CONCERNS

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Thank you for listening!

If you should have any questions, please feel free to contact us at..