

A MOTHER OF A MOVEMENT

TO FIGHT FOR THE HEALTH OF ALL MOMS AND BABIES



2023 LOYALTY & RECOGNITION PROGRAM

By joining March for Babies: A Mother of a Movement™, you are stepping up to make a real difference in your community now and for generations to come.

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.

MARCHER LEVEL

By raising \$100, you'll receive a March for Babies Signature T-shirt.



FRIEND LEVEL

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



CHAMPION LEVEL

By raising \$1,000, you'll receive a Circle of Champion Hat and recognition as a part of the Circle of Champions on personal March for Babies page.

ACTIVATOR LEVEL

By raising \$2,500 you can fund Meals That Matter* provided for NICU families/new baby families, healthcare and frontline workers.

MOBILIZER LEVEL

By raising \$5,000 join a Virtual Lunch with a Researcher to learn about March of Dimes priorities, impact and how to help 'mobilize' the mission of the March of Dimes in your community.

DEFENDER LEVEL

By raising \$15,000-49,999 you will receive a Virtual Tour of a March of Dimes Mom & Baby Mobile Health Center and learn about March of Dimes priorities, impact and how to help 'mobilize' the mission of March of Dimes in your community.

PIONEER LEVEL

By raising over \$50,000 you'll participate in a Virtual Lunch with a Mission Impact Fund leader from your topic of interest to learn about March of Dimes priorities, Mission portfolio, March of Dimes impact and how to help 'mobilize' the mission of the March of Dimes in your community.

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, 2023.

The qualification deadline for ALL recognition rewards is June 30, 2023.

One fundraising reward per participant.

Subject to change without notice.

***How do I receive my T-shirt, sign, and hat?

T-shirts will be ordered online and will be available for pick-up at your March for Babies experience on event day. The sign and hat 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 experience date in order to receive in time for the event. Participants who achieve \$100 fundraising level after March for Babies experience day, please contact your local March of Dimes team for t-shirt delivery options.

*FOR RECOGNITION AT THE \$1000 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 15, 2023 through December 1 2023, and March of Dimes will use best efforts to complete by December 31, 2023.

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 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.

Legal information and disclaimers subject to change without notice.

Please check back at marchforbabies.org/tools for updated legal terms and conditions.