

A MOTHER OF A MOVEMENT

TO FIGHT FOR THE HEALTH
OF ALL MOMS AND BABIES

MARCH TAKEOVER



Encourage your friends and family to join you in the March for Babies: A Mother of a Movement™ MARCH TAKEOVER.

Calling all March for Babies participants to join us in a 'MARCH TAKEOVER'! Challenge friends and family to sponsor one (or more) days during the month of March, with the goal to have every day of the month sponsored at least once! People can choose days personal to them (birthdays, anniversaries, etc.) or days that are meaningful for moms and babies (International Women's Day, World Birth Defects Prevention Day, National Doula Day, etc.). Below you will find instructions, tips and suggested days of activation to be a part of the March for Babies 'MARCH TAKEOVER' are below!

INSTRUCTIONS

Copy and paste the link to your fundraising page on [MFB.org](https://www.marchforbabies.org) into a post on your Facebook page OR create a March for Babies fundraiser directly in Facebook*!

*click here for info on: [How do I create a nonprofit fundraiser on Facebook? | Facebook Help Center](#)

TIPS

- ❑ **Set your goal for the MARCH TAKEOVER!**
 - How much would you like to raise during the month of March?
 - If you get each day of the month sponsored at least once, you'd raise \$496

- ❑ **Announce that your joining the March for Babies MARCH TAKEOVER!**
 - Write a post to announce that you're participating in the MARCH TAKEOVER!
 - Use the March for Babies 'MARCH TAKEOVER' graphics and photos, or personal images and videos to share why you joined A Mother of a Movement™

- ❑ **Lead by example**
 - Identify the people and days you want to sponsor during the month of March
 - Write a post and TAG the people you're honoring and the days you're sponsoring
 - Be sure you total up the financial impact of those days and donate to your MFB page to jumpstart the fundraising!



Anne Genevieve Gallivan Templeton

10m ·

I'm participating in the March for Babies 'MARCH TAKEOVER'! My goal is to raise at least \$496 during the month of March by getting people to sponsor each day of the month to support healthy moms, babies and families. If we can get each day sponsored twice - we'll double our impact in March! I'm getting us started today in honor of my grandfather (Herb Provence's) birthday! I'm also going to sponsor Birth Defect Prevention Day on 3/3/22, International Women's Day on 3/8/22, St. Patrick's Day on 3/17/22 and honor my cousin, [Morgan Ramsey](#) for National Doula Day on 3/22/22. $1+3+8+17+22=51$ - I just donated \$51 on my March for Babies fundraising page to get things started! Who's next?!

<https://www.marchforbabies.org/annegenevieve>

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Anne Genevieve Gallivan Templeton

Also... 3/7 is **Laura Amos McDaniel's** birthday, 3/15 is **Meredith Lucius Papadea's** birthday, 3/17 is also Julie's Random Acts of Kindness Day, in honor of my amazing friend **Julie Accetta** and 3/26 is **Bronwyne Chapman's** birthday. I'll be sponsoring these days in honor of each of these amazing women and the impact they have had on the world with a \$65 donation! ($7+15+17+26=65$)

Like Reply 1m

❑ Where it makes sense, add your fundraiser link to new posts and comments on other pages

- Keep your fundraiser visible on your Facebook page's timeline by pinning it to the top of your feed. When you're creating a new post, you can simply copy and paste the link to your fundraiser in the status box of your post. When people click the link in your post, they'll be taken directly to your fundraiser. You'll find the link to your fundraiser along the right-hand side of your Facebook fundraiser page.

Fundraiser link

Copy your fundraiser link to share it through email, Instagram, Twitter or wherever else you connect with friends.

<https://www.facebook.com/donate/23934>

Copy link

❑ Thank donors by tagging them

- A powerful way to thank and recognize donors is to tag them in your Facebook posts. Not only will they feel special, but this can lead to increased repeated donors. Their friends might see your fundraiser this way, and you'll reach a whole new audience of potential donors.

ACTIVATION DATES

- ❑ Women's History Month
- ❑ National Nutrition
- ❑ World Birth Defects Prevention Day 3/3
- ❑ International Women's Day 3/8
- ❑ National Doula Day 3/22 & Week 3/22-3/28
- ❑ Healthy Moms Strong babies Webinar 3/24
- ❑ Internal Doctor's Day 3/30
- ❑ Local considerations:
 - Pep Up Rallies
 - Launch of retail campaigns or major team efforts



Lissette Vargas

Friends (+) ▾

INTERNATIONAL DOULA WEEK IS MARCH 22 – 28, 2022

Let's honor the work of doulas and raise our voices to advocate for coverage of doula care to improve equity in maternal health outcomes.

Would [Sara Hyde-Lampa](#) make a donation to help me reach my goal of \$25.?