



A MOTHER OF A MOVEMENT

TO FIGHT FOR THE HEALTH OF ALL MOMS AND BABIES

2024 LOYALTY & RECOGNITION PROGRAM



When you join March for Babies, you're joining a movement. Together we will UNITE, CONNECT, HONOR, and CARE for every family to improve maternal and infant health. As a March for Babies community, we're better together. We're stronger together. We're louder together.

As you fundraise you are helping all families and you can receive recognition at both the local and national level, as well as certain items, all based on the level of fundraising achieved. Below is a description of each recognition level.

Marcher level - \$100

Signature T-shirt

You're marching toward success! At the \$100 level, you've earned this soft-spun cotton T-shirt that proudly proclaims your goal to march for the health of all moms and babies. It's sure to become your favorite tee!



Friend level - \$250

March signs

By the time you've met your \$250 goal, you've truly become a friend to all moms and babies. This customizable sign lets you proudly display why you choose to march and inspires others to join the movement.



Ambassador level - \$500

Belt bag

You're moving toward your goal in a big way—and at the \$500 Ambassador level, you earned an exclusive belt bag. It's handy for someone on the go, but also a great way to show support for the March of Dimes mission.



Activator level - \$750

Ribbed socks

You're making big things happen at the \$750 Activator level! Continue to put your best foot forward with these comfy socks, emblazoned with a cool, exclusive design that lets everyone know you're taking the lead in the fight for moms and babies.



Champion level - \$1,000

Circle of Champions hat or Long sleeve T-shirt

Congratulations! At the \$1,000 level, you've joined our exclusive Circle of Champions and earned the choice of either our March for Babies hat or long-sleeve T-shirt. These high-quality items are our thanks to you for being a true champion for maternal and infant health.



Mobilizer level - \$2,500

Hoodie

At the \$2,500 level, you're mobilizing the community to join the movement to improve mom and baby health. You've earned this high-quality French terry hoodie to wear as a reminder that we're stronger together.



Defender level - \$5,000

Raincoat

Rain or shine, you're there for moms and babies! This raincoat is the perfect jacket any time of year, with an exclusive logo design that brings a little sunshine when skies are gray.



Hero level - \$10,000

Sneakers

You're a March for Babies hero! You've made great strides in the fight for moms and babies, so you deserve some stylish, comfortable sneakers. Choose from exclusive designs that showcase your support of the March of Dimes mission.



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, 2024.

The qualification deadline for ALL recognition rewards is June 30, 2024.

One fundraising reward per participant, per level

Subject to change without notice.

How do I receive my earned items?

For those who will be attending a March for Babies experience in person, items earned at the Marcher - Activator levels must be redeemed 14 days before the recipient's experience date in order to receive in time for the event and may be picked up at the event. For those without an in-person experience - and for all those who earn items at the Champion - Hero levels - redeem by June 30, 2024, and your item will be mailed to the address you provide.

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.