

PROJECT: UMA Miles for Babies Driver's Manual (#RD09-011)

Miles for Babies Driver's Manual

NOW!	Put your 2009 Miles for Babies Decals on all your buses Contact the March of Dimes at milesforbabies@marchofdimes.com for additional decals if needed
	Announce the campaign to your staff <ul style="list-style-type: none">▪ Encourage them to participate▪ Ask them for fundraising ideas
	Please do not contact your local March of Dimes chapter at this point; someone will contact you before July 31
	Questions??? You can always contact us with any questions you may have at: milesforbabies@marchofdimes.com

July 2009	Meet with your staff <ul style="list-style-type: none">▪ Display the Miles for Babies poster in your break room and office. The poster can be downloaded at milesforbabies.org/tools▪ Brainstorm fundraising ideas▪ Get them involved
	E-mail/mail all of your customers and vendors and ask them to support Miles for Babies <ul style="list-style-type: none">▪ Use the flyer that can be downloaded at milesforbabies.org/tools▪ Include the flyer with all of your invoices▪ Ask them to match your donations, promote the campaign or make a donation in your honor. Fundraising ideas and suggestions can be found at milesforbabies.org/tools
	If you haven't heard from your local March of Dimes chapter before July 31, please contact us at milesforbabies@marchofdimes.com

miles for babiessm



August 2009	Meet with your local March of Dimes chapter Provide them with details of your auction package. Ideas for enhancing your package can be found at milesforbabies.org/tools
	Follow-up with another email/ mailing to all of your customers and vendors and ask them to support Miles for Babies <ul style="list-style-type: none"> ▪ Use the flyer that can be downloaded at milesforbabies.org/tools ▪ Continue to include the flyer with all of your invoices ▪ Ask them to match your donations, promote the campaign or make a donation in your honor. Fundraising ideas and suggestions can be found at milesforbabies.org/tools
	When taking bookings this month, ask your customers if they would like to add on a donation for Miles for Babies
	Place the Miles for Babies advertisement (which can be found at milesforbabies.org/tools) <ul style="list-style-type: none"> ▪ Replace your existing advertisements with the Miles for Babies ad ▪ Contact your local newspaper's representative about placing the ad. If you do not have a rep, you can find a list of local newspapers in the Yellow Pages. ▪ Show your community what you are doing to protect the health of babies!

September 2009	Continue to place the Miles for Babies advertisement (which can be found at milesforbabies.org/tools)
	Send press releases to your local newspapers, magazines and media outlets (you can find a list in your local Yellow Pages) <ul style="list-style-type: none"> ▪ Ask them to promote Miles for Babies
Miles for Babies Day!	Hold a Miles for Babies Day celebration party at your headquarters <ul style="list-style-type: none"> ▪ Ask local delis/supermarkets to donate food and beverages ▪ Ask local companies to donate auction/raffle prizes
	See the Fundraising Ideas that can be found at milesforbabies.org/tools for more ideas

miles for babiessm



October
2009

Donations are due to the March of Dimes

- Donations can be made online at milesforbabies.org - make sure you enter your company name to ensure you receive proper credit
- Donations can be mailed to:
Miles for Babies
1275 Mamaroneck Ave
White Plains NY 10605

Checks should be made payable to the **March of Dimes** and should reference your company name to ensure you receive proper credit

Thank all of your donors/customers for supporting Miles for Babies

miles for babiessm

