



**MARCH
FOR BABIES**



BUILDING STRONGER FATHERS

MARCH OF DIMES PARTNERSHIP GUIDE

March of Dimes is proud of our long-standing partnership with Phi Beta Sigma. The U.S. remains among the most dangerous developed nations for childbirth, especially for people of color. Together we're building stronger fathers and making a difference for families. We need your help to give every family the best possible start.

WHAT ARE THE COMPONENTS OF THIS PARTNERSHIP?

This is your exclusive March of Dimes partnership guide. In it you'll find tools and ideas for success. March of Dimes will support you and your Phi Beta Sigma chapter to close the health equity gap and end preventable preterm birth and maternal and infant death. Together let's ensure that family gets the best possible start.

MARCH FOR BABIES: A MOTHER OF A MOVEMENT

This is the oldest fundraising and awareness march in the United States. Since 1970, March of Dimes has raised almost \$2.5 billion through March for Babies to support our research, programs and advocacy to help parents throughout their pregnancies. March for Babies is held annually in communities across the nation—like yours! By joining March for Babies: A Mother of a Movement™, you're lifting up communities, creating connections and taking action to make America more equitable ensure that every family is healthy. marchforbabies.org/phibetasigma

BUILDING STRONG FATHERS

These local-level programs are hosted by chapters, with assistance from their local March of Dimes. March of Dimes supplies the materials. The chapter, or March of Dimes, invites a speaker to teach the community about the importance of fathers in the lives of children, especially in minority communities. This is a very simple but effective community-based program.

SIGMA BETA CLUBS/MENTORING

Phi Beta Sigma Fraternity, Inc. is the first black greek letter organization with a national youth auxiliary group, the Sigma Beta Club. The Sigma Beta Club is a vital part of the "Building Stronger Fathers" partnership with the March of Dimes. Through the Sigma Beta Club we offer mentoring and promotion of fatherhood and father figures. The Sigma Beta Clubs are important and are needed to assist with March for Babies to raise funds to improve maternal and infant health. All Sigma Beta Clubs should conduct March for Babies marches and other events in this toolkit along with their sponsoring alumni chapter. The Sigma Beta Clubs should sign up their Sigma Beta Club Team for March for Babies on the Phi Beta Sigma/March For Babies page, using "Sigma Beta Club" in the name. For example: Tau Sigma Chapter Sigma Beta Club.

THE MARCH OF DIMES ADVOCACY ACTION CENTER

Be a part of the fight for healthy moms and strong babies by joining our advocacy network. We need you to add your voice to the thousands of March of Dimes advocates calling for policies that promote the health of women, children and families. Men of Sigma can subscribe to the mailing list to get periodic updates and alerts about important issues where the voices of Sigma will make the biggest impact.

marchofdimes.org/partnersspeakup

INNOVATIVE CHAPTER PROGRAMS

The chapters of Phi Beta Sigma are among the most innovative and dynamic of all the Greek letter organizations. We strive for innovative fundraising programs and events, and we're asking you to engage creatively in our partnership with the March of Dimes. Chapters with the most innovative programs will be recognized and showcased, so please get to work on your own program and donate the proceeds to the March of Dimes through your chapter page at marchforbabies.org/phibetasigma

BROTHERS, DID YOU KNOW?

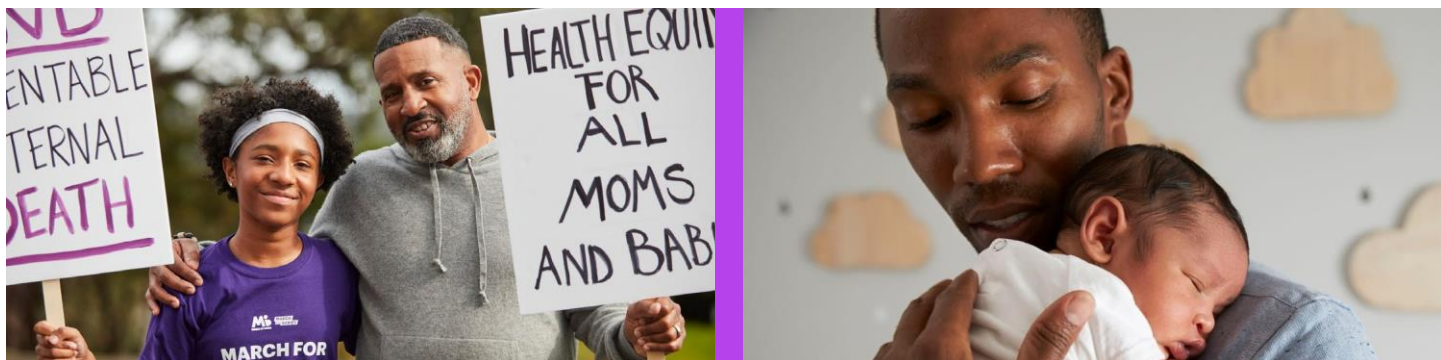
March of Dimes was the first partner of Phi Beta Sigma and we've been working together since the 1980s.

Through this partnership, our organizations collaborate to improve the health of moms and babies while building strong fathers and male role models in the African-American community through leadership and volunteering, awareness and fundraising activities and *Strong Sigma Fathers* seminars.

The work we perform through this partnership is part of our international initiative with the White House entitled, "I Am My Brother's Keeper" and is a key driver of the International Social Action Program.

Our fraternity is committed to the following actions:

- Volunteering for local March of Dimes chapters, committees and boards. Sign your chapter up to volunteer by emailing events@marchofdimes.org.
 - Preterm birth and its complications are the largest contributors to infant death in the U.S. and globally. By drawing attention to our Prematurity Awareness Month campaign and leading chapters in March for Babies: A Mother of a Movement, you'll be helping pioneer research, advocacy, education and programs to ensure that every family is healthy.
- Raising at least \$200,000, with each chapter contributing a minimum of \$800 to March for Babies. (At least \$250 must be donated per chapter to qualify for International Chapter of the Year.)
- Bringing attention to Prematurity Awareness Month (November) each year.
- Co-sponsoring and leading, with March of Dimes, Building Stronger Fathers workshops in our communities.
 - As part of our commitment to "Culture for Service, Service to Humanity," chapters are encouraged to facilitate workshops on building "Building Stronger Fathers" to encourage young dads to be active in the lives of their children. This program is presented in part with March of Dimes. Resources are available by contacting your local March of Dimes office, which can provide information about upcoming events and volunteer opportunities. After completing this workshop, we ask that you send pictures and use the PIA system to describe your event and provide best practices for other chapters to use when conducting this program.



THIS YEAR WITH PHI BETA SIGMA'S SUPPORT



We advocated on **150+ STATE LEGISLATIVE BILLS** to improve health equity and ensure every family is healthy.



We provided health care to **MORE THAN 2,000** uninsured and under-insured pregnant people through our mobile health units.



We supported **50K+ FAMILIES** through our NICU initiatives, including the NICU Family Support™ programs and the My NICU BABY® app.

Each year in the U.S., 2 babies die every hour and 700 women die from causes related to pregnancy—and the majority are Black moms and babies. By partnering with March of Dimes, you'll help us level the playing field to improve maternal and infant health through advocacy, education and research. Here are some of the ways that you can make a difference for families everywhere.

NEED MORE SUPPORT?

We're here to help, with everything from ideas to resources. Visit marchofdimes.org/contactus to learn about opportunities in your area and to connect with your local March of Dimes office.

MOMS AND BABIES NEED YOUR HELP!

Preterm birth and its complications are the largest contributors to infant death in the U.S. and globally. However, in this country women of color up to 50 percent more likely to give birth preterm and their children face up to a 130 percent higher infant death rate. Together let's prioritize the health of families—especially moms and babies of color.

MARCH OF DIMES INVESTMENT

With our partners and supporters, March of Dimes is working to address health disparities, improve access to health care and end preventable preterm birth and maternal health risks and death so that every family is healthy today and for generations to come.

CHECK OUT YOUR LOCAL PREMATURETY STATISTICS

Visit marchofdimes.org/peristats to find out how many babies are born too soon each year in your community.



**The money you raise is giving hope to 360,000 babies born preterm each year.
Help Phi Beta Sigma reach \$300,000 and 40 percent participation.**

Phi Beta Sigma has set an incredible goal to raise at least \$300,000 this year, and in order to reach it, 40 percent of active chapters must donate at least \$800 through March for Babies or innovative chapter fundraising events. Use the chart below to motivate your chapters to participate in March for Babies.

REGION	# CHAPTERS DONATING	REGION GOAL
Eastern	30	\$44,798
Southeastern	23	\$36,521
Gulf Coast	21	\$46,735
Great Lakes	31	\$36,938
Southern	61	\$68,536
Southwestern	10	\$28,597
Western	26	\$41,530

HOW TO JOIN MARCH FOR BABIES: A MOTHER OF A MOVEMENT

GET STARTED AT MARCHFORBABIES.ORG/PHIBETASIGMA

- The first step is yours! Register for March for Babies.
- Register your chapter to gain access to online tools to help reach your goals, including customizable individual and team fundraising pages. Be sure to include “Phi Beta Sigma” and your chapter in your team name.
- As a team, set your fundraising goals (individual and chapter). Goals are the key to a successful campaign. Setting goals is a great way to motivate members. **A good individual goal is \$300—many surpass this number, however if you raise \$100 on your own you get the official March for Babies T-shirt!**

RAISE FUNDS TO HELP BABIES

- Ask for donations in person, online and/or send letters. Encourage members to do the same. Keep in mind that it takes an average of three asks to each person to get a donation.
- Maximize your contacts. Keep talking about your chapter’s goal. Follow up with those who said they were interested in giving but haven’t yet committed.
- Stay motivated. Send updates to your team and donors to celebrate your chapter’s progress and to encourage team members to reach their goals.

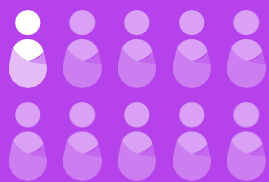
CELEBRATE YOUR SUCCESS AT MARCH FOR BABIES

Thank everyone! Honor top fundraisers, post your chapter’s total on social media and let your members know the difference they are making for babies.

We need your help to give every baby a healthy start in life. Your Phi Beta Sigma chapter can work together to support your local community, raise awareness and make a difference!

MARCH FOR BABIES—DAY-OF SUPPORT

At March for Babies: A Mother of a Movement, millions of people join their family and friends in communities across the nation, and we need hands-on service to make the day a success. Contact your local March of Dimes office at marchofdimes.org/contactus for more information.



1 IN 10 BABIES
is born preterm

Preterm birth is the
**#1 CAUSE
OF DEATH**
in newborns

Preterm birth is
a leading cause of
**LASTING
CHILDHOOD
DISABILITIES,**
such as learning, vision and
lung problems

CONNECT WITH YOUR LOCAL MARCH OF DIMES OFFICE

Your local March of Dimes staff may have a variety of volunteer opportunities for you and your chapter, from volunteer boards to event committees to community programs providing help for families. Visit marchofdimes.org/contactus to find your local office.

PARTNERS IN ADVOCACY

Our voices can be heard on Capitol Hill and in state houses across the country. Become an advocate, get informed and take action to improve the health of moms and babies. Sign up today at and select “Take Action.”

OPPORTUNITIES FOR THE NEXT GENERATION OF LEADERS

From being a March for Babies team captain to sitting on youth leadership boards, you can find a variety of leadership opportunities for your Sigma Beta clubs and college chapters.

- Visit marchforbabies.org/students for resources, guides and best practices specifically for high school and college students to host their own March for Babies campaign.
- March of Dimes National Youth Council consists of 19 college leaders across the country passionate about our mission and committed to promoting, supporting and implementing youth leadership development on a national level. Nominations open annually in January. To learn more, visit marchofdimes.org/youth

SPEAKING POINTS

What do you say when talking about the March of Dimes? Check out these speaking points. Go the extra mile and engage your social community on Facebook and Twitter.

- Preterm birth means a baby is born too early. Babies aren't fully developed until at least 39 weeks of pregnancy. Important development of their brains, lungs and eyes occurs in the last few weeks of pregnancy.
- Each year in the U.S., approximately 360,000 babies are born preterm.
- In the U.S., women of color have an up to 50 percent higher rate of preterm birth than White women and their children face up to a 130 percent higher infant death rate.

Preterm birth and its complications are the largest contributors to infant death in the U.S. and globally. Even babies born just a few weeks too soon can face serious health challenges and are at risk for lifelong disabilities, such as cerebral palsy, lung problems and vision and hearing loss.

LOCAL, NATIONAL AND GLOBAL RESOURCES


There are a variety of resources about the serious effects of preterm birth (some included in this guide). Share these resources with your Jack and Jill members, chapter and community. These include:

- Use the **starting your team—step by step** guide available on the next page for tips and help in registering for March for Babies.
- To see how your states ranks on this year's **March of Dimes Report Card** visit marchofdimes.org/mission/reportcard.aspx

SIGN UP | SIGN IN

MARCH FOR BABIES
MARCH OF DIMES

ABOUT TEAMS TOOLS FAQs CONTACT US



PHI BETA SIGMA FRATERNITY, INC

PHI BETA SIGMA WALKING FOR BABIES!

Phi Beta Sigma Fraternity, Inc. partnership with the March of Dimes is a major fraternity initiative under the International Program of Social Action. Phi Beta Sigma's partnership with

SEARCH FOR MY TEAM

\$5,206

Total goal: \$0

15 Fundraisers | 18200 Visitors

Share this page:

Top teams

- 1 Phi Beta Sigma - \$3,478
Delta Kappa Sigma
- 2 Phi Beta Sigma - \$724
Epsilon Rho Sigma
- 3 Phi Beta Sigma - \$701
Alumni - Rock Hill
- 4 Phi Beta Sigma - \$253
Sigma Zeta

NEW TO MARCH FOR BABIES?

1. Sign up at marchforbabies.org/phibetasigma

FIND A TEAM AND JOIN

Search by... Team name

Change location 100+ mi. of 10605 or State

Advanced search:
Applied filters:
Company/School/Org
State

Teams - PHI BETA SIGMA FRATERNITY, INC
Team results (213 results):

Team Name	Location	Team Captain Raised	Registration
Beta Beta Sigma Chapter	San Antonio, TX	\$0	JOIN DONATE
Delta Xi Sigma 1914	Milwaukee, WI	\$0	JOIN DONATE
Epsilon Beta Sigma / Sigmas of The Ville	Louisville, KY	\$0	JOIN DONATE
Iota Mu Sigma Sigma Beta Club Ft. Worth, TX		\$0	JOIN DONATE
Mnsigma	Bloomington, MN	\$0	JOIN DONATE
Phi Bet Sigma Fraternity, Inc. Epsilon Nu Sigma chapter	Baltimore, MD	\$0	JOIN DONATE
Phi Beta Sigma - Alpha Nu Sigma	San Jose, CA	\$0	JOIN DONATE

2. Select your state from the list to find your team or chapter

Team results (213 results):

Team Name	Location	Team Captain Raised	Registration
Beta Beta Sigma Chapter	San Antonio, TX	\$0	JOIN DONATE
Delta Xi Sigma 1914	Milwaukee, WI	\$0	JOIN DONATE
Epsilon Beta Sigma / Sigmas of The Ville	Louisville, KY	\$0	JOIN DONATE
Iota Mu Sigma Sigma Beta Club Ft. Worth, TX		\$0	JOIN DONATE
Mnsigma	Bloomington, MN	\$0	JOIN DONATE
Phi Bet Sigma Fraternity, Inc. Epsilon Nu Sigma chapter	Baltimore, MD	\$0	JOIN DONATE
Phi Beta Sigma - Alpha Nu Sigma	San Jose, CA	\$0	JOIN DONATE
Phi Beta Sigma - Epsilon Sigma	Seattle, WA	\$0	JOIN DONATE
Phi Beta Sigma - Iota Alpha Sigma	San Jose, CA	\$0	JOIN DONATE
Phi Beta Sigma - Kappa Lambda Chapter	Seattle, WA	\$0	JOIN DONATE
Phi Beta Sigma - AAX Sigmas	Morrisville, NC	\$0	JOIN DONATE

3. Team/Chapter not listed? Select "sign up" and create a team on the next page

Phi Beta Sigma - Alpha Eta Sigma	Montgomery, AL	\$0	JOIN DONATE
Phi Beta Sigma - Alpha Eta Sigma	VIRTUAL CITY FO...	\$0	JOIN DONATE
Phi Beta Sigma - Alpha Kappa Sigma	Richmond, VA	\$0	JOIN DONATE
Phi Beta Sigma - Alpha Lambda Sigma	Greenville, SC	\$0	JOIN DONATE
Phi Beta Sigma - Alpha Omega Sigma - Korea	VIRTUAL CITY FO...	\$0	JOIN DONATE

<Prev 1 2 3 4 5 6 7 Next> View All

Please sign in or use the link below to sign up and create a team.

SIGN UP

Please sign in or use the link below

SIGN UP

TIMELINE FOR SUCCESS

FALL SEPT-NOV

- Chapter/state/region programs promoting fatherhood and mentoring
- Join your local March of Dimes office for Lobby Day
- Prematurity Awareness Month–November
 - Contact your local March of Dimes to get involved in their Prematurity Awareness Month activities
 - November 17 is Prematurity Awareness Day–Wear March of Dimes gear and say a special prayer for babies and their families at chapter meetings

WINTER DEC-FEB

- Participate in March for Babies during the months of January – June
- Register at marchforbabies.org/phibetasigma then select your state/add your local chapter name
- Chapter/state/region programs promoting fatherhood and mentoring

SPRING MAR-MAY

- March for Babies during the months of January – June
- Chapter/state/regional programs promoting fatherhood and mentoring
- Adopt a NICU at your local hospital, pick a holiday (Mother’s and/or Father’s Day) and bring the family and staff a meal. Toiletries are always needed, as are books for siblings who have a new brother or sister in the NICU
- If your chapter cannot participate in March for Babies, use your imagination and develop your own events to raise funds. Send emails and use social media to contact your family and friends asking for their support. Submit the funds you have raised through your chapter page at marchforbabies.org/phibetasigma

SUMMER JUN-AUG

- Chapter/state/regional programs promoting fatherhood and mentoring

YEAR-ROUND ACTIONS

- Volunteer at events at your local March of Dimes office
- Join a board or committee through your local March of Dimes office
- Be an advocate. Subscribe to marchofdimes.org/partnersspeakup

INTERNATIONAL LEADERSHIP TEAM

International Director of Social Action

Malwan Johnson

socialaction@phibetasigma1914.org

International Partnership Chairman – March of Dimes

Bro. Louis Sutton, Jr.

pbsmarchofdimes.sa1914@gmail.org

March of Dimes, Director, Strategic Volunteer Partnerships

Meredith Repik

1550 Crystal Drive, Suite 1300

Arlington, VA 22202

T: 843-614-3355

mrepik@marchofdimes.org

For the most up-to-date March of Dimes offices please visit

marchofdimes.org/contactus

**PHI BETA SIGMA FRATERNITY, INC. – STRONG SIGMA FATHERS
IN PARTNERSHIP WITH THE MARCH OF DIMES
BUILDING STRONGER FATHERS - INTERNATIONAL FATHERHOOD PROGRAM**

PURPOSE

To promote fatherhood in the communities in which chapters of Phi Beta Sigma Fraternity, Inc. serves; since the men of Phi Beta Sigma are great fathers, role models, and are passionate about the welfare of our youth the men of Sigma will contribute positively by uplifting fathers and mentoring around the world to peak during the month of June (Father's Day Month).

TARGETS

Single males, new fathers, estranged fathers and youth in our communities (male and female)

STRATEGY

Develop, organize, sponsor and conduct programs (during the month of June) in your chapters, community centers, churches and other venues doing any one of the following items:

1. Conducting seminars and town halls about why fathers are vital in our communities.
2. Giving strategies on parenting techniques for fathers in the community.
3. Volunteering with mentoring programs to include Sigma Beta Clubs and Adopt-A-School and other programs promoting positive father figures to include Reading In Classrooms.
4. Phi Beta Sigma Father Daughter/Dance OR an Honor Our Fathers Program (major chapter fundraiser)
5. Legal Issue Seminars–Teaching fathers about child support, visitation, legitimation and navigating the welfare system and their children.
6. Participate in Dad Take Your Child To School Day on the First Day of School
7. Participate in Career Day at various schools in the community.

WHEN

- Chapters begin planning events in fall
- Chapters hold Building Stronger Fathers events and programs during Father's Day Month in June

HOW

Chapters are to secure the meeting space and promote, work with their local March of Dimes, then market the event to attract attendees.

FORMAT

Conducting a Fatherhood Program is very easy. Once you set a date contact your International Chair Bro. Williams and your local March of Dimes for available resources for your program.

CHAPTER BEST PRACTICES (PLEASE DO ANY ONE OF THE FOLLOWING OR DEVELOP YOUR OWN IDEA):

- Chapters are asked to have a Phi Beta Sigma Father/Daughter Dance OR an Honor Our Fathers Program. The chapter can use this project to promote fatherhood in the community as well as a fundraiser.

- Brothers can conduct community town hall meetings (with community leaders) and round table discussions on current fatherhood issues (but please prepare the discussion topics beforehand).
- Brothers can bring in a fatherhood expert from the community or from their local church to speak about the importance of fathers and to answer questions. March of Dimes can help gather speakers.
- Brothers can bring in a local Family Law Attorney to speak about legal issues facing single fathers and how to handle legal situations to include: custody, child support, visitation and legitimation so they can legally be involved and supportive in their children's' lives.
- Chapters can partner with their local Zeta Phi Beta Chapters. Assist with Storks Nest. Conduct Fatherhood Programs in partnership with your local Zeta Phi Beta Sorority Chapters.
- Work with Sigma Beta Clubs and speak about issues that fathers speak to their sons about.
- Take youth and Sigma Betas outdoors to have fun and exercise on properties managed by the US Fish and Wildlife Service.
- DOCUMENT-DOCUMENT-DOCUMENT! Take pictures! Complete a PIA for the event! Post and Promote your event via Social Media with **#StrongSigmaFathers**

REPORTING

It is VITAL to the success of this project that you report your activities via PIA or to your International Chair Brother Louis Sutton - SA1914@gmail.com

