

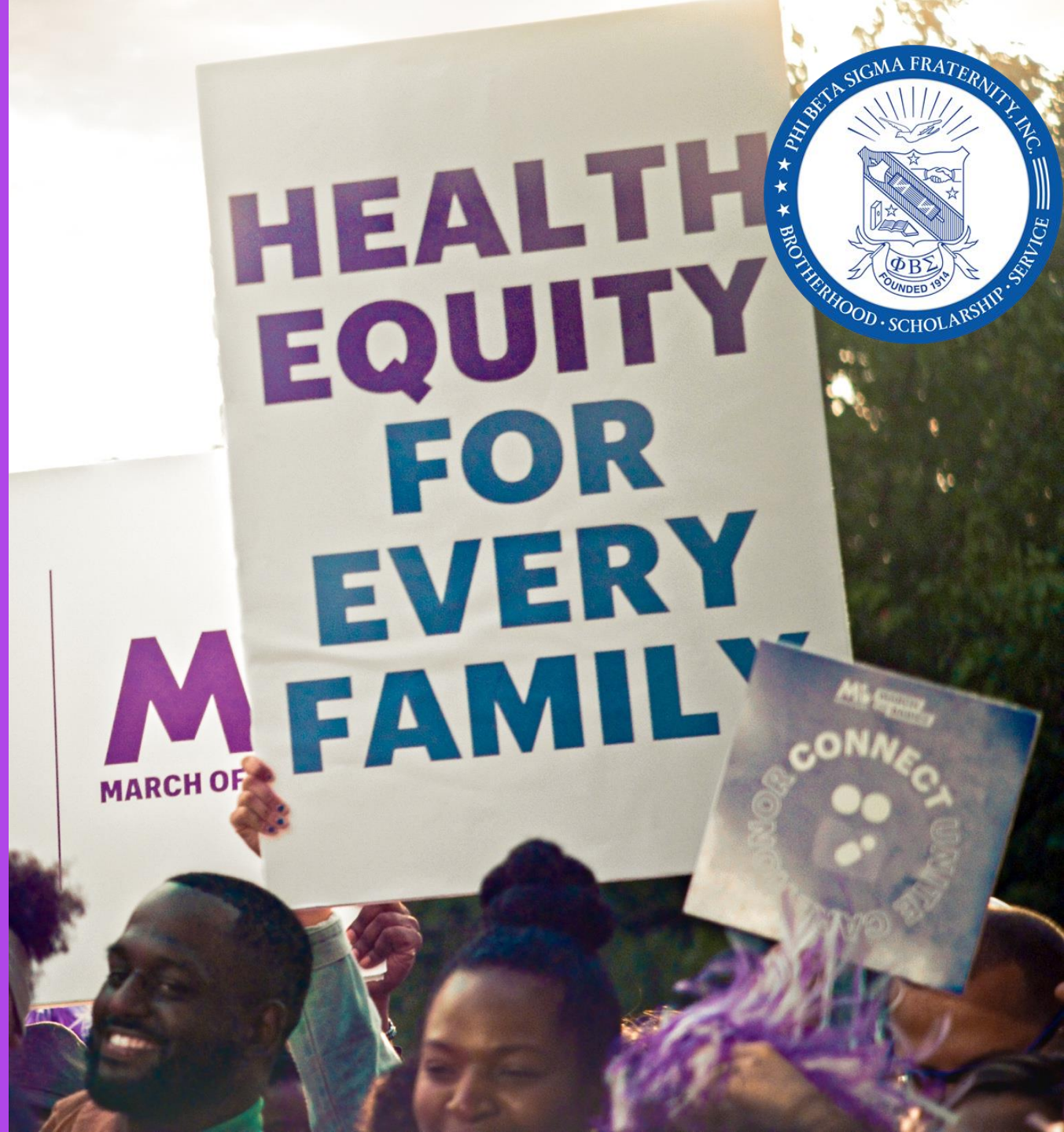


**MARCH  
FOR BABIES**

# A MOTHER OF A MOVEMENT

TO FIGHT FOR THE HEALTH  
OF ALL MOMS AND BABIES

## PEP UP RALLY



Welcome from the  
36th International  
President

**Chris V. Rey, J.D.**

Phi Beta Sigma Fraternity, Inc.





# WELCOME



# A LOOK BACK 2021

**MARCH FOR BABIES**  
MARCH OF DIMES

## A MOTHER OF A MOVEMENT

TO FIGHT FOR THE HEALTH OF ALL MOMS AND BABIES

9:41 marchforbabies.org

**MARCH FOR BABIES**  
MARCH OF DIMES

**MARCH FOR BABIES**  
MARCH OF DIMES

**A MOTHER OF A MOVEMENT**  
FIGHT FOR THE HEALTH OF ALL MOMS AND BABIES.

**JOIN TODAY**

**MARCH FOR BABIES**  
MARCH OF DIMES

## I MARCH FOR THE HEALTH OF ALL MOMS AND BABIES

#MARCHFORBABIES  
MARCHFORBABIES

**MARCH FOR BABIES**  
MARCH OF DIMES

## PROUD TO BE A TEAM CAPTAIN

#MARCHFORBABIES  
MARCHFORBABIES.ORG

**MARCH FOR BABIES**  
MARCH OF DIMES

## A MOTHER OF A MOVEMENT

### TEAM CAPTAIN TOOLKIT

2021

TOGETHER, LET'S BE A PART OF SOMETHING BIG.

# NATIONAL MARCH FOR BABIES 2021 RECAP

**Raised nearly  
\$27 million  
dollars**

**More than 114  
communities  
across the  
country**

**160,000  
participants,  
partners and  
supports**

# THANKS TO YOU



**4 MILLION**  
**BABIES**

born each year received lifesaving newborn screening.



**19 MILLION**  
**WOMEN**

were reached through our programs, education and resources.



**150+**  
**STATE LEGISLATIVE BILLS**

were passed to advocate for the health of moms and babies.



**2,000**  
**MOMS-TO-BE**

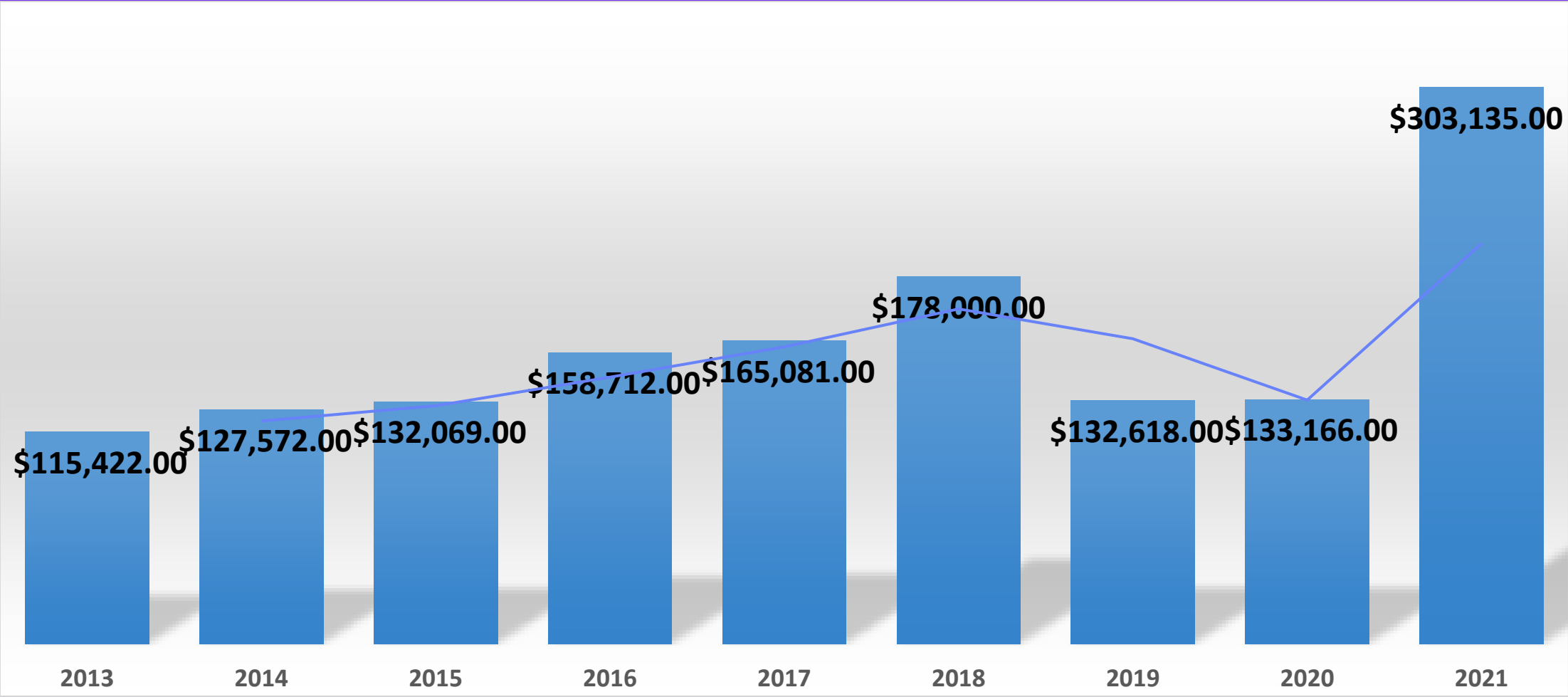
were served through mobile health units to give health care access to uninsured families.

A photograph of a woman with dark curly hair smiling warmly at a young child she is holding. The child is also smiling and has their hand near their mouth. The entire image is overlaid with a semi-transparent blue filter. Large, bold, white text is centered over the image.

# **March of Dimes National Liasion**

**Louis Sutton, Jr.**

# Phi Beta Sigma Fraternity, Inc. March for Babies Total By Year





# Top 5 Individual Fundraisers

Cameron Shaw - \$4,559

Jeremy Oree - \$4,292

Lashun Clayton - \$3,856

Derek Banks - \$3,563

Dejuan Buford - \$3,470



# Top 5 Chapters

Pi Eta Sigma - \$16,070

Phi Beta Sigma Chapter – Los Angeles \$11,553

Omicron Sigma \$9,378

Theta Theta Sigma \$9,302

Rho Beta Sigma \$8,457



# Phi Beta Sigma Fraternity, Inc.

## March For Babies

**2022 Goal: \$300,000**

- 1. We need all chapters (collegiate and alumni) to be involved with March For Babies or make a donation.**
- 2. Goal is to have 60% participation**



# 2022 Regional Goals

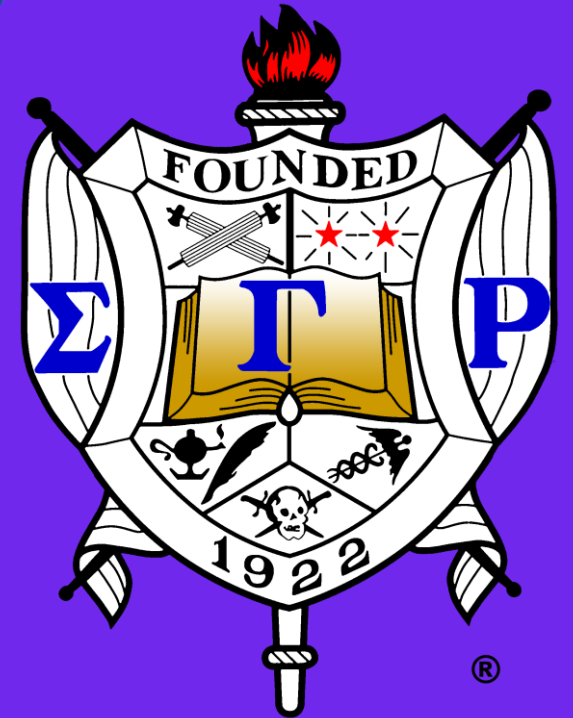
**\*Based on Membership Totals**

<b>REGION</b>	<b>2021 Total Chapters in Region</b>	<b># of Chapters Donating in 2021</b>	<b>% of Chapter Participation in 2021</b>	<b>GOAL: At Least 60% of chapters donating in 2022</b>	<b>NEED TO RECRUIT TO HIT GOAL</b>	<b>GOAL 2022</b>
<b>Eastern</b>	120	30	25%	<b>72</b>	<b>40</b>	<b>\$50,000</b>
<b>Southeastern</b>	64	23	35%	<b>38</b>	<b>41</b>	<b>\$35,000</b>
<b>Gulf Coast</b>	55	21	38%	<b>33</b>	<b>12</b>	<b>\$50,000</b>
<b>Great Lakes</b>	88	31	35%	<b>52</b>	<b>21</b>	<b>\$35,000</b>
<b>Southern</b>	131	61	46%	<b>78</b>	<b>17</b>	<b>\$70,000</b>
<b>Southwestern</b>	61	11	18%	<b>36</b>	<b>25</b>	<b>\$30,000</b>
<b>Western</b>	39	26	66%	<b>26</b>	<b>0</b>	<b>\$45,000</b>
<b>PBS TOTALS</b>	<b>558</b>	<b>203</b>	<b>36%</b>	<b>334</b>	<b>156</b>	<b>\$305,000</b>

# BLUE, WHITE AND GOLD CHALLENGE

**PHI BETA SIGMA  
SIGMA GAMMA RHO CHALLENGE!**

- 1. Challenge with Phi Beta Sigma Fraternity, Inc. and Sigma Gamma Rho Sorority, Inc.**
- 2. We must raise more for March for Babies than Sigma Gamma Rho to win!**
- 3. TOTAL \$\$ Raised from challenge**



# A MOTHER OF A MOVEMENT

**NEW EXPERIENCE**



# THE NEW ON PREMISE 2022 EXPERIENCE

*WELCOME TO*



## MFB TOWN



Each March for Babies experience will be set up like a community, so no matter where you march, **you'll know you're in MFB-Town!**

Anchored by flagship streets and 4 diverse neighborhoods, MFB-Town will be filled with places to **play, learn, advocate, rest, remember, gather, and celebrate.**

# TAKE 4 SIMPLE STEPS:

1

## TAKE A STAND

Decide to be a March for Babies team captain and sign up at [marchforbabes.org](http://marchforbabes.org) **TODAY** if you haven't already.

2

## SPREAD THE WORD

Recruit at least 10 team members. Invite family, friends, co-workers and neighbors to join your team. Share your reason for walking.

3

## FUNDRAISE

Make a personal donation to start your fundraising then ask others for donations and support. At [Marchforbabes.org](http://Marchforbabes.org) you'll find email templates, Facebook fundraising links and other tools to help you fundraise. Download the March of Dimes: Charity Cloud App to join the Step Up Challenge.

4

## MARCH WITH US!

Join us on in making the health of moms and babies a priority.





# FUNDRAISING TOOLS

## SOCIAL MEDIA MEMES, APPS, TOOLKITS





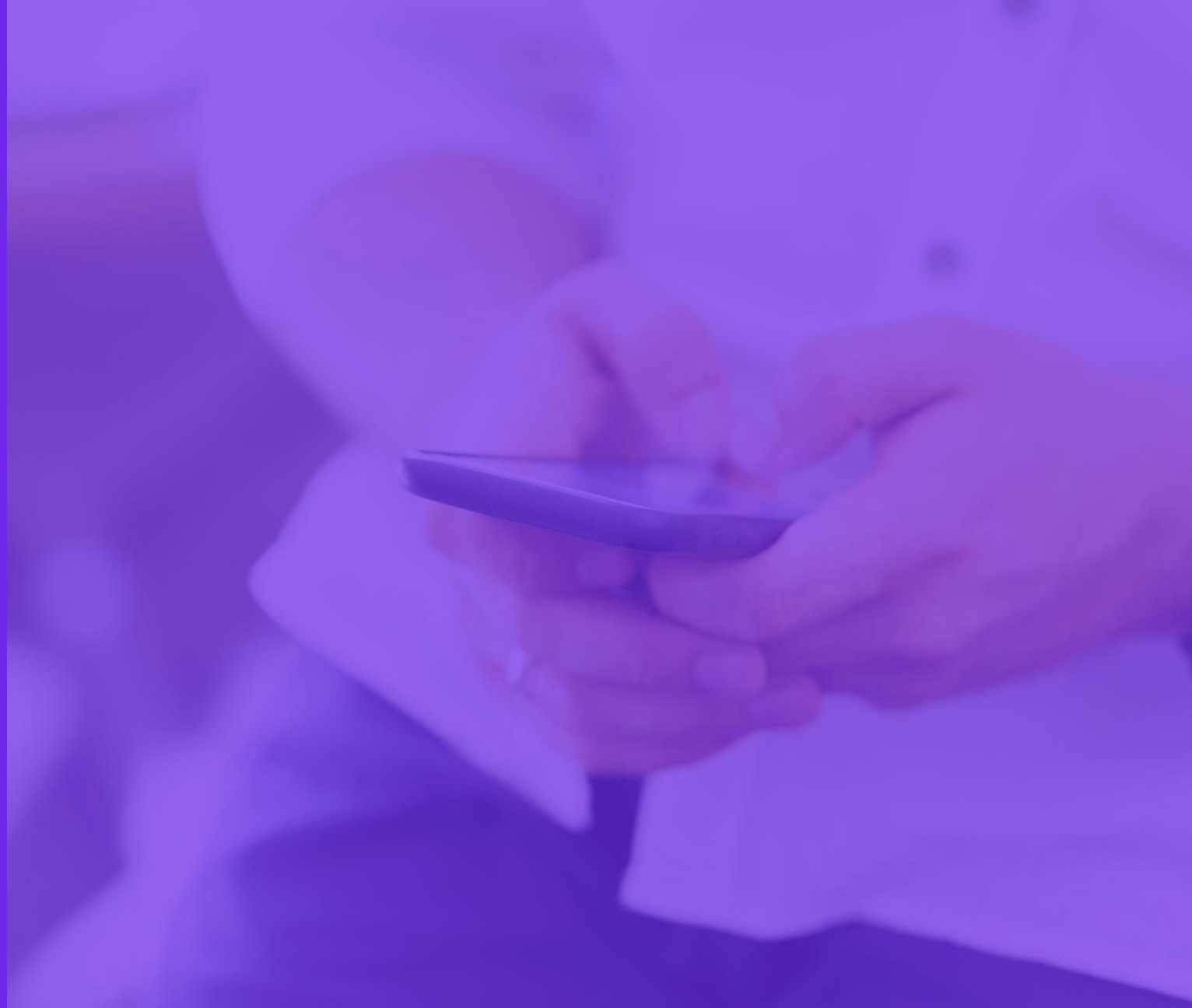
**Md** MARCH  
MARCH OF DIMES FOR BABIES®

# CIRCLE OF CHAMPIONS

# LOYALTY PROGRAM AND BADGES



# SOCIAL SHARE



# March For Babies Chapter Options



## 1. FORM A TEAM:

Register your Chapter and fundraise at  
[www.marchforbabies.org/phibetasigma](http://www.marchforbabies.org/phibetasigma)<sup>1</sup>

**CRITICAL** – For Phi Beta Sigma Credit, name your team  
**"Phi Beta Sigma – CHAPTER NAME"** ex. **Phi Beta Sigma – Delta  
Mu Sigma**

## 2. RAISE FUNDS/CONDUCT EVENT/MAKE A DONATION VIA WEBSITE OR MAIL:

Mail donation check with official donation form marked:  
**"March for Babies Phi Beta Sigma – CHAPTER NAME"**

# WWW.MARCHFORBABIES.ORG/PHIBETASIGMA1

marchforbabies.org/CSO/CSO?csold=901&utm\_source=dv360&utm\_medium=display&utm\_campaign=2021mfb&utm\_content=prospecting

Apps Poptropica Imported From IE

**MARCH FOR BABIES** ABOUT TEAMS TOOLS ▼ FAQs CONTACT US

**PHI BETA SIGMA FRATERNITY, INC**

**PHI BETA SIGMA WALKING FOR BABIES!**

SEARCH FOR MY TEAM

\$29,259

Total goal: \$0

274 Fundraisers | 11418 Visitors

Share this page:

f t in

**Top teams**

1	Phi Beta Sigma - Theta Theta Sigma	\$5,426
2	Phi Beta Sigma - ZBS-Fay-NC	\$3,450
3	Phi Beta Sigma - Pi Eta Sigma (Williamson County)	\$2,472
4	Phi Beta Sigma - Phi Beta Sigma	\$2,085
5	Phi Beta Sigma - Iota Nu Sigma	\$1,843

**Top fundraisers**

1	JOSHUA BRADLEY	\$2,345
2	Jeremy Oree	\$1,692
3	Theo Fowles	\$1,230
4	Percy	\$1,225

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 the March of Dimes is entitled "Building Stronger Fathers." The March of Dimes is the very first partnership of Phi Beta Sigma. This embodies the importance the fraternity places on the mission of the March of Dimes.

Through Building Stronger Fathers, Phi Beta Sigma facilitates the development of educational programs to include teenage pregnancy prevention, health life-styles, prematurity awareness and other health information that helps the male and the family, improving the health of babies by preventing birth defects, premature birth and infant mortality. Building



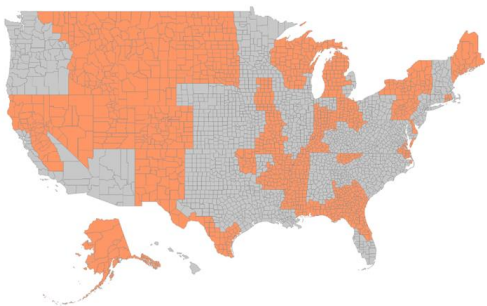
# Phi Beta Sigma Fraternity, Inc. 2022 Chapter Incentives

- Chapter Awards
- Crescent/Social Media Recognition
- Regional Recognition
- International Awards



## Whole State Support

Alaska  
Arkansas  
Colorado  
Delaware  
Idaho  
Indiana  
Maine  
Mississippi  
Montana  
Nevada  
New Hampshire  
New Mexico  
North Dakota  
Rhode Island  
South Dakota  
Utah  
Vermont  
Wyoming



# COAST TO COAST REGION

## Additional Support By State & Large Cities

**CALIFORNIA:** Sacramento, Fresno, Modesto, Bakersfield

**FLORIDA:** Jacksonville, Gainesville, Panama City, Pensacola, Tallahassee, Orlando, Ocala, Daytona Beach

**GEORGIA:** Augusta, Brunswick, Lagrange, Macon, Savannah, Statesboro

**IOWA:** Ames, Des Moines, West Des Moines

**KENTUCKY:** Bowling Green, Owensboro

**MASSACHUSETTS:** Bistol County

**MARYLAND:** Cecil County

**MICHIGAN:** Battle Creek, Berrien Springs, East Lansing, Flint, Grand Rapids, Jackson, Kalamazoo, Lansing, Midland, Muskegon, Saginaw,

**MISSOURI:** Columbia, Jefferson City, Springfield,

**NORTH CAROLINA:** Camden, Chowan, Currituck, Dare, Gates, Perquimans Counties

**NEW YORK:** Albany, Elmira, Ithaca, Keeseville, Niagara Falls, Rochester, Schenectady, Syracuse, Troy

**OHIO:** Bowling Green, Columbus, Dayton, Lima, Mansfield, Springfield, Toledo,

**OKLAHOMA:** Bartlesville, Broken Arrow, Claremore, Tulsa,

**PENNSYLVANIA:** Allentown, Bethlehem, Easton, Harrisburg, Lancaster, Lebanon, Reading, Scranton, Wilkes Barre, York,

**TENNESSEE:** Cordova, Johnson City, Kingsport, Knoxville, Maryville, Memphis

**TEXAS:** Brownsville, Corpus Christi, El Paso, Laredo, Mcallen, Mission, Victoria

**VIRGINIA:** Chesapeake, Hampton, Newport News, Norfolk, Portsmouth, Suffolk, Virginia Beach, Williamsburg, Yorktown

**WASHINGTON:** Pullman, Spokane

**WISCONSIN:** Appleton, Green Bay, Janesville, La Crosse, Madison, Oshkosh



# MARCH FOR BABIES NEW CREATIVE LOOK AND FEEL

New images will be added to the Video library for March for Babies 2022.

March for Babies: A Mother of a Movement™ logo lockup will be available in brand colors.



# RESOURCES

- Volunteer Learning Center is where we upload specific documents, files, videos and presentations per partner for all member access: <https://volunteer.marchofdimes.org/>
- The Social Press Kit allows your members to access social media posts for Twitter, Facebook, Instagram and LinkedIn: <https://thesocialpresskit.com/march-of-dimes>
- The Video Library allows your members to access branded March of Dimes images and videos that can be shared across your organization:  
<https://videolibrary.marchofdimes.org/2021/03/2021-march-for-babies-tv-psa.html>



# MARCH FOR BABIES YESTERDAY AND TOMORROW



**MARCH  
FOR BABIES**

# QUESTIONS





**A MOTHER OF**

**A MOVEMENT**

**THANK  
YOU**

