



March of Dimes & FBLA

In 1916, a polio epidemic broke out with a majority of victims being children. In 1921, President Franklin D. Roosevelt was diagnosed with polio and thus the March of Dimes was born. Since then, polio has been beaten through research and the March of Dimes has transitioned its efforts towards improving the health of babies: by preventing birth defects, premature birth, and infant mortality. They carry out these efforts through research, community service, education and advocacy to save babies' lives.

Today, one in every eight babies born is premature. Every year, the number of premature births increases nationwide. The March of Dimes organization looks to any able source for help and FBLA has continuously made a difference. Throughout the past 30 years, March of Dimes has had a highly successful partnership with FBLA-PBL. Over the course of time, FBLA-PBL has raised over \$12 million for the March of Dimes. In the 1997-1998 school year alone, FBLA-PBL raised \$500,000 for THE foundation. In the summer of 1998, a new collaborative initiative was launched: Mission LIFT (Leading Into the Future Together). This program focuses on the development of leadership skills in FBLA-PBL members and participation in March for Babies.

Promoting Prematurity Awareness

What NC-FBLA members can do to help the March of Dimes:

After reading the introduction provided, you know that one in eight babies is born premature. You know that prematurity is a common, costly, and a serious problem. But do your friends know? What about your classmates? And your teachers? Prematurity Awareness Day, November 13, gives you the perfect opportunity to educate people in your school about premature birth, the #1 cause of babies' deaths. Remember, all of November is Prematurity Awareness month!

Mission LIFT Grants

The Mission LIFT grants are designed to reward members and chapters for their support of the March of Dimes Mission LIFT partnership, identify and support innovative ideas and projects that enhance the growth, recognition, and support of FBLA-PBL and the Mission LIFT partnership. Local and state chapters that participate in Mission LIFT are eligible to submit grant requests. Grants may not be used for equipment purchases, but are designed to support programming or activities. Grant proposals submitted for consideration must be designed to be accomplished within a period of no more than 18 months. Grant recipients will be expected to report the outcome of their project in the form of a workshop, article, or project that can be reproduced and shared with other chapters, states, and the March of Dimes. Local chapters may receive grants up to \$1,000. State chapters may apply for grants up to \$2,500. Applications will be evaluated by a panel of judges and announced at the National Leadership Conference. Grants must be postmarked by January 15.

Fund-raising Awareness

Chapters can participate in coin-raising and awareness activities in their local chapter, school, and community throughout. Take the money raised to your local March of Dimes chapter and remember to have them credit your local chapter and designate it to FBLA, FBLA-Middle Level, or PBL. To order coin collection and walk materials, contact teamyouth@marchofdimes.com and provide the number and type of materials you will need (for example, 10 WalkMania kits, 20 Coin Boxes etc).

Contact your local March of Dimes chapter for resources and support! Find them by visiting www.marchofdimes.com/youth and enter your zip code in the box at the top. While you're there, sign up for the YouthTimes newsletter for fresh & fun fund-raising ideas, award and scholarship opportunities, and the latest March of Dimes happenings.

March for Babies

March for Babies (formerly WalkAmerica) supports research and programs to help babies in your community and across the country get a healthy start. Join March for Babies and a million compassionate people in nearly 1,100 communities across the nation, including 24,000 company and family teams as well as our national sponsors who walk each year. FBLA-PBL is a March for Babies partner, so put on your shoes and walk for the cause.

Click [HERE](#) to go to the March of Dimes March for Babies site.

- Select "Register Now" and then choose "Join a Team".
- Enter "FBLA" in the search box on the Team page. Then click on FBLA, PBL or ML, to find your chapter.
- If your chapter is not listed, contact your local March of Dimes office to have your chapters name listed as a new team.
- To find your local March of Dimes office, go to www.marchofdimes.com/youth and then enter your zip code in the search box.

Contact your local March of Dimes chapter for resources and support! Find them by visiting www.marchofdimes.com/youth and enter your zip code in the box at the top.

WalkMania

WalkMania is a fun, exciting way to help the March of Dimes save babies' lives. By raising money in WalkMania, you can be a SUPERHERO for babies born too soon or babies who are born sick. These babies need your help to grow up healthy and happy. WalkMania is appropriate for children in third grade to eighth grade and the FBLA-Middle Level chapters are encouraged to participate. Contact your local March of Dimes chapter for resources and support! Find them by visiting www.marchofdimes.com/youth and enter your zip code in the box at the top.

Service Learning Curriculum

The March of Dimes and FBLA-PBL has teamed up to become involved in the service learning movement that is sweeping the nation. This movement integrates classroom learning with community service, a process that vocational education has traditionally developed and supported through its local and nation-wide community service programs. Student achievement is assessed on related projects as an integral part of the curriculum. This service learning

curriculum was designed to be implemented within the classroom or in a chapter workshop and extended into the FBLA-PBL chapter.

This curriculum has five modules:

1. Volunteers: How to Make a Big Impact
2. Marketing Your Event: Maximizing your Mission
3. Selling: Getting Results
4. Public Relations: Getting the Word Out
5. Selling and Organizing Your Event

Each module is aligned to the National Standards for Business Education and contains goals, a teaching outline, overheads, student reading, tests, portfolio assignments, and individual and group activities. There is a strong emphasis not only on service learning, but also on school-to-work and leadership training.

If you would like a printed binder of the materials, it is available for free by contacting CustServ@fbla.org.

Depositing & Reporting Contributions

Now that your project or walk was a success, it is time to deposit and report your contributions. Reporting your contributions will ensure your local chapter, state, and FBLA-PBL are credited for your work.

1. Print and complete the [March of Dimes Fund-raising Report Form](#)
2. Take the money raised to your local March of Dimes chapter
3. Have them credit your local chapter
4. Designate FBLA, FBLA-Middle Level, or PBL

Contact your local March of Dimes chapter for resources and support! Find them by visiting www.marchofdimes.com/youth and enter your zip code in the box at the top.

Recognition Opportunities

The top local and state chapters raising the most money for the March of Dimes are recognized at the National Leadership Conference. Grant recipients are also recognized at the National Leadership Conference. Additional recognition opportunities are available on the local and state March of Dimes and FBLA-PBL levels.

Send pictures and articles about your March of Dimes activities for publication in NC-Business Leader by emailing your regional vice president.

Resources

Light Up Your School in Pink and Blue!

Talk to your principal about outfitting your schools outdoor lighting system with pink and blue bulbs. The pink and blue lights will remind your school community about prematurity all month! Check out additional resources below.

Pink and Blue Jeans for Babies!

Invite everyone in your school to wear Pink & Blue Jeans for Babies. Your outfits will show your school's support for the tiniest babies.

Coin-raisers

Chapters can participate in coin-raising and awareness activities in their local chapter, school, and community during Prematurity Awareness Month. Take the money raised to your local March of Dimes chapter and remember to have them credit your local chapter and designate it to FBLA, FBLA-Middle Level, or PBL.

Documents:

- [Mission LIFT Grant Application Form](#)
- [Two Week Fund-raising Plan](#)
- [Building Lighting Letter](#)
- [Activities Section of Team Youth Web site](#)
- [WalkAmerica Fund-raising Ideas](#)
- [WalkAmerica Online Fund-raising Tool Tips](#)
- [WalkMania Overview](#)
- [WalkMania for Students](#)

