



## 2012-2013 Alabama FBLA Partnership Plan March of Dimes Alabama Chapter

Goal: To partner with the Alabama FBLA State Office Administrator, State Officers Student Council and Council Advisers, to produce a year round plan that continues the development of March of Dimes mission awareness, fundraising and participation with all Alabama FBLA Chapters. Through this partnership the March of Dimes will educate FBLA members statewide about the March of Dimes mission and support the FBLA Chapters in raising \$45,000 in support of our mission to give every baby a healthy start.

### **Objective 1 - PLANNING**

To create a state plan timeline with state officers, advisers and administrators.

#### **Activities**

- MOD to submit state plan to officers/advisers for approval August 11, 2012
- Attend Executive Council Planning Meeting February 2013
- Letter from FBLA President to FBLA Chapters in State August 29, 2012
- Letter/packet from March of Dimes to FBLA Chapters August 30, 2012

### **Objective 2 – RECOGNITION**

March of Dimes to offer appropriate and timely recognition for FBLA club participation at National, Statewide and Local School levels.

#### **Activities**

- Recognition of top Chapters at National Meeting July 2012
- FBLA Chapter recognition at AL State Conference April 2013
  - Plaques awarded to Chapters raising a minimum of \$750\*
    - \*March of Dimes 75<sup>th</sup> Anniversary Beat Your Best Challenge
  - Certificate recognition for all participating Chapters
- FBLA logo recognition on March of Dimes Alabama Chapter website
- Recognition at State March of Dimes board meeting

### **Objective 3 – MISSION**

To raise awareness with FBLA Chapter members and peers of March of Dimes mission to prevent birth defects, premature birth and infant mortality.

#### **Activities**

- FBLA members to create a March of Dimes mission-focused State Project
- **Participate in World Prematurity Awareness Day November 17, 2012**
- Neonatal Intensive Care Unit (NICU) Tours in local areas
- March of Dimes National TeamYouth Newsletter
- FBLA Newsletter – Blueprint for Success



#### **Objective 4 – FUNDRAISING**

AL FBLA Chapters, supported by March of Dimes staff, will raise \$45,000 through various year-round activities.

#### **Activities**

- Participate in World Prematurity Awareness Day November 17, 2012
- Participate in March for Babies state-wide
- Register and fundraise using March for Babies Online Fundraising Tool (OFT)
  - [www.marchforbabies.org](http://www.marchforbabies.org)
- Partner with local elementary schools to host a WonderWalk event
- Participate in Blue Jeans for Babies November 16, 2011
  - Information included in March of Dimes packets
- Sell cut-outs – pumpkins, squares, or your own design!
- Utilize FBLA Fundraising form to track FBLA Chapter activity
  - All forms to be faxed to Linda Gross at 334-279-7362
- Host Mini-Walk at FBLA State Conference April 2013
- Banners for Babies at FBLA State Conference April 2013

#### **Objective 5 – VOLUNTEER DEVELOPMENT**

To develop a mentoring relationship with youth that encourages personal growth and community involvement.

#### **Activities**

- Serve as Youth on Board (1 per March of Dimes Division)
- Create one minute TV commercial promoting March of Dimes mission for school
- Host a March for Babies sign-up day at your school
- Partner with local elementary schools for mission awareness
- Presentations at local churches, schools, organizations
- Partner with PBL on university campuses, where available
- March of Dimes Grant Forms (FBLA website – March of Dimes link)



More than 4 million babies were born in the United States last year and the March of Dimes helped each and every one through 75 years of research, education, vaccines and breakthroughs.

Thank you for working together for stronger, healthier babies!