



Renewing our commitment to a worthy cause—Part 1

In 1953, the NALC made a commitment that has spanned generations of letter carriers. We decided to stay in the fight until a cure was found to beat a family of diseases that attacked young children and adults who bore a genetic marker for neuromuscular illnesses.

That first year of support raised an incredible total of \$3.4 million. Letter carriers all over the country went door to door asking their patrons to donate to the Muscular Dystrophy Association. This so-called Porch Light Brigade was a tremendous success. Every year since then letter carriers have worked to “deliver the cure.”

For the past three years, it has been my great pleasure to represent the NALC, along with our MDA coordinator Halline “Chug” Overby, at the national MDA telethon. I was able to present to MDA our commitment to continue the fight in the form of a check for over \$1 million for each of

database at Headquarters to track each branch’s MDA involvement and will trigger a mailing in mid-March. We requested that the forms be returned by March 1.

The packet we will mail later this month will include a DVD and a new packet of information to help branches in fund-raising efforts. President Young and I traveled to MDA’s national headquarters in January to film this new DVD. Branches will be able to use the video to show at branch meetings to communicate NALC’s renewed dedication to this worthy cause. Branches that turn in their form after March 1 will also receive the new packet but responding as soon as possible obviously allows a branch to get started even sooner in raising money.

The packet will contain a great deal of new information to help branches infuse energy into their efforts. Working with MDA professionals, we have put together a list of fund-raising ideas for branches to use. As part of the “top 25” ideas for fund-raising, we have included a planning outline to use in putting together a fun and successful effort. We want to support branches as much as possible, especially newly ap-

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those years. While that is a lot of money, for which we can be proud, I know we can do better.

President Young has asked that I take on the job of NALC MDA Coordinator and follow the example of a great champion of letter carriers, “Chug” Overby, who has served with distinction at every level of our organization. He has always worked effectively for MDA. It is now my challenge to continue his good work.

To that end, we have instituted a plan that we believe will cause NALC’s contribution to grow. This January, President Young mailed to each branch a letter asking that an MDA coordinator be appointed. Accompanying this letter was a form which asked for information including mailing addresses for the branch president and MDA coordinator, as well as other related data. Once returned, we will enter this information in a

pointed MDA coordinators.

Additionally, the packet will include information about non-fundraising opportunities for NALC members to be involved. Every summer, MDA sponsors over 90 camps across the country for kids with neuromuscular diseases and their families to experience the joy of the outdoors. Many volunteers are needed to make this a success. Almost every camp has a day where sponsors can be a part of the camping experience and meet the kids who attend. The packet will include a listing of camps, their locations and a contact person to arrange to volunteer or visit.

All in all, there are a number of initiatives that we will publicize over the coming weeks and months. My next article will highlight the rest of our ideas to increase our commitment to our national charity. ✉