



MDA branch coordinators— the key to success

By now, I hope your branch has appointed a person to lead our efforts with the Muscular Dystrophy Association. Experience has taught us that a key ingredient is to have someone who will keep the branch's eye on the prize throughout the year. Of course, the MDA coordinator needs the support of branch leadership to make it work, but branch leaders have so many jobs to juggle. An MDA coordinator can make all the difference.

If your branch has not taken this important step, now is the time to do so. For those branches that have a coordinator, give them all the support you can by meeting with them to plan events for this year. Set up times at least every other month to help them keep on task so that no details slip through the cracks. Budget for the needs of the event and use the professional MDA staff locally to get their input and advice.

I want to thank those who worked so hard in 2009 on fundraising efforts. I don't have the final numbers yet, but I expect to be able to publish the individual branch totals in May. Each category winner will accompany me to Las Vegas in September at the national telethon. Do not miss the opportunity to praise those who have done the work at branch meetings and social events. MDA coordinators and volunteers deserve to hear they have done well for MDA and the branch.

It is March already and now is the time to plan for your MDA events for 2010 if you haven't done so. Set up at least two events this year and make sure you take part in the annual national bowlathon on November 7. Last year's bowlathon raised more than \$329,000 for MDA and the families they help. The following branches did not report in time to get in *The Postal Record*, but I am listing them here because every branch deserves credit for their work:

Br. 4319, Anchorage, AK	\$2,724
Br. 106, Montgomery, AL	\$1,000
Br. 469, Mobile, AL	\$4,324
Br. 2200, Pasadena, CA	\$1,544
Br. 4716, Naples, FL	\$1,200
Br. 825, Oak Brook, IL	\$2,595

Br. 1, Detroit, MI	\$2,500
Br. 894, Havelock, NC	\$894
Br. 3984, Jacksonville, NC	\$1,032
Br. 436, Racine, WI	\$1,570

It may not seem to be the case, but August will be here before we know it. Plans are being made now for the national convention in Anaheim. We will be having an MDA reception on Sunday afternoon where we will be having a drawing for a Harley-Davidson motorcycle and other Harley items. The winner need not be present to win, so I hope and expect that many of our members will buy tickets for a chance to win.

I want to thank the Harley-Davidson company for their generosity in this regard. As many of you know, Harley is also a national sponsor for MDA and they are great friends of ours. Members of the NALC Motorcycle Club will get the first chance to buy tickets and we are planning for about 500 to 1,000 to attend the reception, which will be from 1 to 3 p.m. on Sunday, August 8. Tickets will be on sale beginning next month after my article is published. All the details will be there. I will have more information in next month's article, so stay tuned.

At our MDA seminar on Friday of the convention, I am proud to announce that Luke Christie will again be with us. His parents, Brad and Gloria, will be addressing the attendees during that session to talk about how the Muscular Dystrophy Association has made a difference in their lives. MDA's message of help and hope has resonated with them. You will be blessed to hear their story.

Finally, at least for this month, I want to end with some information from MDA. As those of you who read my articles know, I published a letter from president and CEO Gerry Weinberg about MDA's financial crisis. Gerry sent out an update recently, and while the crisis is ongoing, he wanted to say that he appreciated all our efforts on their behalf. MDA has had to tighten its belt, as we all have, and many more cuts had to be made. Just know: The cuts were necessary, but they will hurt. The only thing we can do is to keep up our efforts and increase them if we can. Every dollar makes a difference. ☒