

Get your action plan ready

For more than 70 years, MDA has led the way as the No. 1 voluntary health organization in the United States for people living with neuromuscular diseases. During those years, the NALC has embraced the Muscular Dystrophy Association (MDA) as its only official charity and has stood with it to raise money to help “Deliver the Cure.”

NALC and MDA families know firsthand how diseases like muscular dystrophy and ALS severely limit physical strength and mobility. These diseases take away everyday freedoms, such as walking, playing, hugging, running, talking and even breathing. NALC’s support has contributed to significant progress in the fight to end muscular dystrophy. This year, our collective strength will help accelerate treatments, care and support for MDA families.

MDA is making a huge effort to reach out to as many NALC branches as possible, so you or your fellow branch members might hear from an MDA employee or volunteer checking in to say hello and thank you. They’re making sure that you have the support you need for the rest of your upcoming campaigns. Please be sure to take a few minutes to connect with them and let them know what you need. However, if you don’t get a call or have already gotten a call but need something, feel free to contact me or MDA directly.

The more our branches are connected with MDA, the better we can #DeliverTheCure. From large branches to small, below is a list of easy ways to raise money for MDA:

- Raffles
- Car washes
- Yard sales
- Shamrocks
- Satchel drives
- Texas hold’em tournaments (follow state laws)
- Local credit union partnerships
- Bowling tournaments
- Pool and dart tournaments
- Comedy/karaoke nights
- Charity golf tournaments
- Corn hole and bean bag tournaments
- Bake sales
- Bingo nights
- Branch member donation drives
- Pancake breakfasts or spaghetti dinners
- Muscle walks
- 5K Tough Mudders
- Trivia tournaments

Once you have figured out what you want to do, you need to develop an action plan that includes specific tasks, times and assignments for each person about what needs to happen and when. The committee should

periodically check the progress related to the tasks. The committee should ask itself the following questions:

- Are we on schedule?
- Are our plans still feasible?
- Did we leave anything out?
- Have things come up that we did not anticipate?
- How did we handle them?
- Does new information suggest that changes in strategy are needed?

Finally, review your objectives and strategy with the aim of adjusting and improving if necessary. Depending on what the evaluation shows, celebrate your branch’s accomplishments, make corrections and keep moving forward toward the goal. Then, next year about this time, repeat the whole process over again. If we can keep moving our strategic plan along, we will help get MDA ever closer to finding a cure, and we will provide the help and hope that the MDA families need.

We have a special union. We have been successful in raising money for MDA in past years because of branch leadership and coordinators. Our members, whether active or retired, feel a deep connection to those we serve every day.

I can tell you that the MDA sings your praises at every opportunity. They are grateful for you, my sisters and brothers. If your branch has never been involved with MDA, perhaps it is time to start. I am here for you.

All checks and offline gifts received by the branch should use the NALC Donation Allocation Card (see nalc.org/mda) and mail donations to: Muscular Dystrophy Association Inc., Attn: NALC, P.O. Box 7410354, Chicago, IL 60674-0354. Also, please send copies to NALC Headquarters or to me at the Region 9 NBA office.

I am requesting that all branches send their MDA information and paperwork by Dec. 28. Thanks again for your continued hard work helping to deliver the cure! Remember, helping MDA can help you, too. By supporting MDA, you enhance letter carriers’ public image, boost members’ morale and draw positive attention to NALC.

Again, I want to thank all those who have worked so hard to raise money for MDA. Let me end with this: “Remember, you never know when it might be you or someone you love who may need help.”

—Christina Vela Davidson

