

Donna Sterner

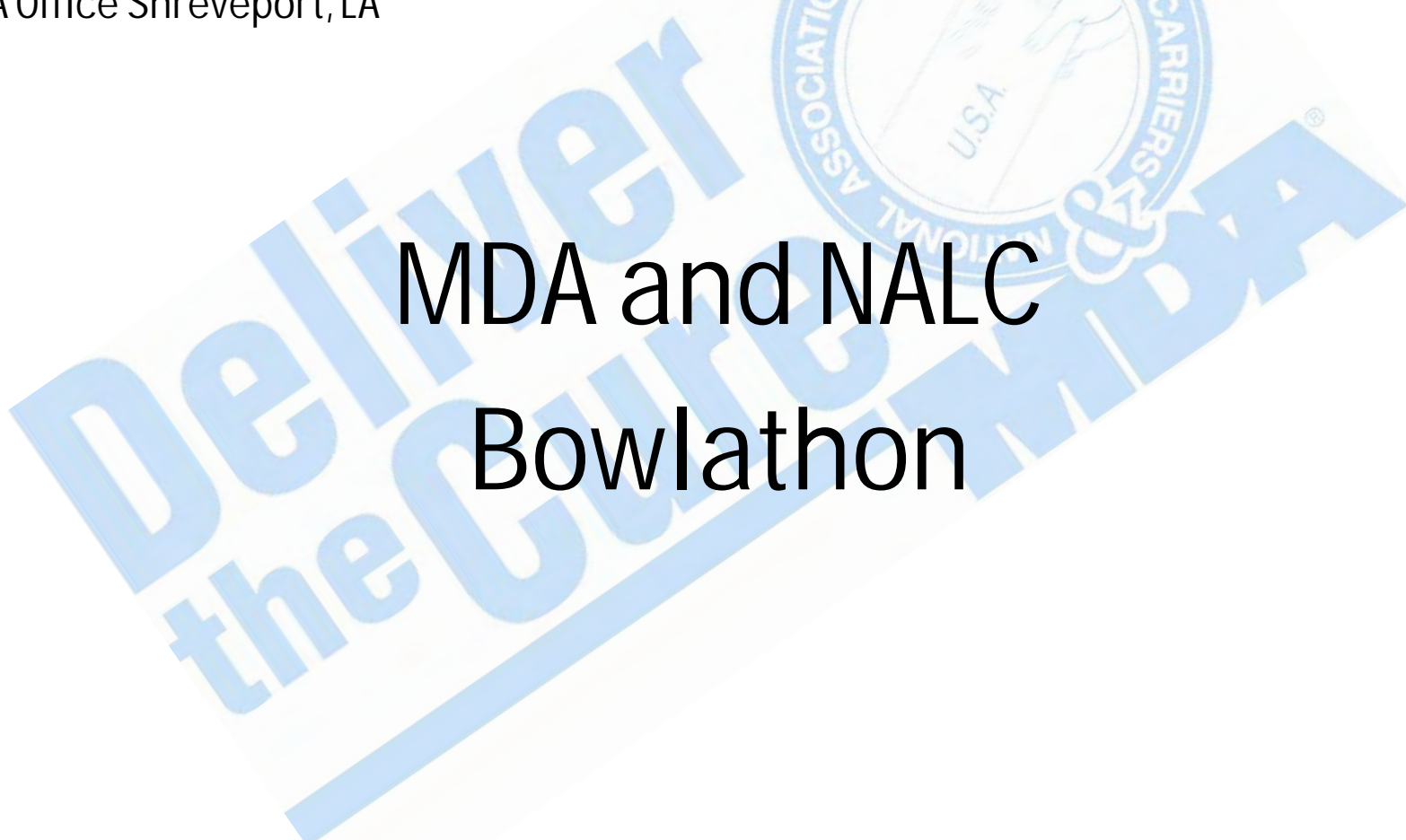
NALC Branch 197 Coordinator

Emily Gillespie & Jessica Ray

MDA Office Shreveport, LA



MDA and NALC Bowlathon



DELIVER THE CURE

Delivering a successful branch
bowl requires MORE....

M – motivation

O – organization

R – recruitment

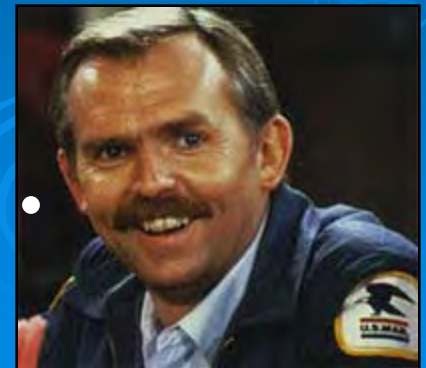
E – enthusiasm




MOTIVATION

- Create a lasting local partnership with a national sponsor
- Implement a new program
- Tap into new market
- “Fun”d-raising and “Friend”-raising

I could
go for
some
bowling!



ORGANIZATION

- Set a date
(provided by NALC – Nov. 7, 2010)
 - Begin looking for potential coordinators
 - Begin meeting with the coordinator(s) and recruit committee members
 - Create a timeline and designate responsibility
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ORGANIZATION (CONT'D)...

- June – find a local bowling center that donates or discounts lanes, shoe fees, etc.; reserve lanes and arrange payment
- July – designate a head coach of the bowlathon and begin recruiting team captains
- August – continue to recruit team captains; create forms and packets for individual teams; create the incentive structure; begin recruiting lane sponsors
- September and October – begin bi-weekly team captain meetings; finalizing sponsors and prizes



RECRUITMENT

- Promote and publicize within the branch
- Set a team captain goal
- Recruit *strong* team captains
- Station visits and pitch at branch meeting
- Advertise at local bowling center and invite local league bowlers
- Ask “Love Network” to promote the event with a PSA

ENTHUSIASM

- Pump up the volume at the station
- Create buzz about door prizes and awards





PROCEDURES

➤ Accounting

- MDA staff sets up night deposit prior to the event
- Set up check-in/check-out area
- Team captains are responsible for collecting all of team's money and waivers and turning them in one hour prior to the bowlathon
- MDA staff/trusted volunteers count money and prepare bank deposit

➤ Incentives

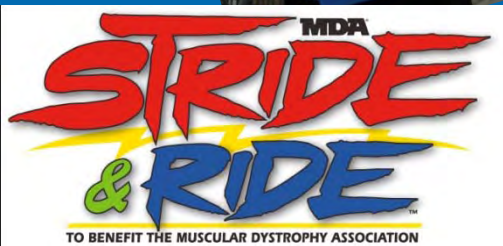
- Collect team incentive log
- Have a volunteer disseminate prizes to each lane during the tournament

➤ Scoring

- Determine scoring method prior to the event – work with bowling center
- Make sure all scores can be promptly tallied and submitted

WHAT HAPPENS ON NOV. 8?

Thank them—and then...
plan year-round NALC activities!!



El Chico CAFE **Deliver the Cure** **MDA**

Join NALC Branch 197 for a night of Mexican food and fun!

NALC Night to Benefit the Muscular Dystrophy Association

EL CHICO Madison Square Garden
4015 Fern Avenue
On **MONDAY, DECEMBER 7th**
From 5:00PM - 10:00PM

*Make sure you tell the hostess that you are with MDA or MDA Night before you are seated.

**MDA will receive 10% of El Chico's TOTAL SALES for the night if we get 100 people there so...

Call the MDA Office @ 762-3632 for more information

