



Deliver the Cure with **MDA** Guidebook



“Your MDA fundraising efforts are nothing short of spectacular. Thanks to you, families served by MDA have a future with hope. Let’s keep up the great work, letter carriers, and deliver that cure for kids and adults with muscular dystrophy.”

— Fredric Rolando, NALC President

Joe was diagnosed with spinal muscular atrophy (SMA type 2) when he was 15 months old. Joe recalls his very early years: “My doctors told me I wouldn’t live past 12 years old. They told my parents I wouldn’t go to high school or graduate from college. I’m grateful I’ve proved them wrong.”

In 2015, to celebrate his 24th birthday and doubling his original life expectancy, Joe went skydiving with friends, despite his fear of heights and flying. Joe was securely strapped to his skydiving instructor when the jump occurred. As he got ready to feel the wind on his face at 120 miles per hour, he overcame his fear by shouting “YOLO!” (You only live once.)

“My dream is to inspire all types of people to live beyond their perceived limitations and achieve the success inside them.”



Click [here](#) to watch video.



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NALC and MDA: A Life-Changing Partnership

In 1952, the National Association of Letter Carriers (NALC) became one of the Muscular Dystrophy Association's (MDA) first national sponsoring organizations and declared MDA to be the NALC's official charity. The union's first nationally coordinated campaign to raise funds for MDA took place during Thanksgiving week in 1953. Countless letter carriers returned to their routes, carrying their satchels and soliciting donations door-to-door. The all-volunteer effort was called "The Letter Carrier March for Muscular Dystrophy" nicknamed "The Porchlight Brigade." That year, letter carriers raised nearly \$4 million throughout the country.

Since that time, the NALC has remained faithful to its commitment to support MDA's mission, raising more than \$1 million each year and organizing countless special events.

Each day, freedoms like walking, talking, hugging and breathing can be taken away from kids and adults with muscular dystrophy, ALS and related diseases that weaken muscle strength and limit mobility. Together, we can change that. MDA is fighting to free individuals — and the families who love them — from the harmful effects of these diseases.

Because of generous partners like you, it's a time of hope and progress as MDA works to deliver effective treatments, care and support to the families it serves. MDA families are deeply grateful to letter carriers for caring and helping MDA move closer to finding lifesaving solutions. Together, we're helping kids and adults live longer and grow stronger. Here's how:



Finding research breakthroughs across diseases

MDA takes a big-picture perspective across neuromuscular diseases to uncover breakthroughs that will accelerate treatments and cures. The power in this research approach is that knowledge and information from one disease can often yield progress in others to speed urgently needed answers for families.



Caring for kids and adults from day one

MDA provides early diagnosis, highly specialized care and access to promising clinical trials at MDA Care Centers in top hospitals and health care facilities across the United States and Puerto Rico.



Empowering families with services and support

From providing trained information specialists that offer one-on-one support, to offering support groups, educational seminars and giving kids the best week of the year at MDA Summer Camp, MDA is here to help families get the help and support they need in hometowns across America.

Helping MDA can help you, too. It's a great way to demonstrate to the public how much you care about your community. By supporting MDA, you can:

- Help enhance letter carriers' public image
- Boost members' morale
- Draw positive attention to the National Association of Letter Carriers



"MDA means hope. It means strength. It means courage. MDA has been great helping [our son] overcome everyday limitations, and I can't be more thankful."

— Josh Lybrand,
whose son Ethan is living with
Duchenne muscular dystrophy

Like us on Facebook!

facebook.com/MDAnational
facebook.com/deliverthecure



Get Involved and Make a Difference

Additional easy ways to raise money for MDA:

- Casual days
- Raffles
- Car washes
- Bake sales
- Pool and dart tournaments
- Comedy/karaoke nights
- Bingo nights
- Pancake breakfasts/spaghetti dinners
- Branch member donation drives
- Local credit union partnerships
- Trivia tournaments
- Charity golf tournaments
- Texas hold'em tournaments (in accordance with state law)



Join your community at an MDA event — or create your own event — to raise vital funds and awareness to help MDA families live longer and grow stronger. Your participation also will create excitement and teamwork within your branch knowing you've made a big difference in the lives of kids and adults with muscular dystrophy.

Local MDA representatives are available to support you in your fundraising efforts as a branch and as individuals.

Events you and your branch members can do together:

- **Deliver the Cure Branch Bowls** — An MDA bowling fundraising event unites employees, family members, friends and the community in a friendly competition. Make it a branch occasion, or challenge other branches through friendly competition.
- **NALC Satchel Drive** — As the NALC's signature person-to-person fundraising effort, the Satchel Drive engages the community in this important cause. Branch members gather at pre-confirmed retail shopping locations or sporting events to raise urgently needed funds for MDA.
- **MDA Muscle Walk** — Join MDA in their national walk program to support and celebrate MDA families in your community. Every fundraising event includes a 3K to 5K course designed for participants of all ages and abilities, including a wheelchair and equipment friendly course. Make it a branch event for your members.

Events you can get involved with as an individual:

- **MDA Team Momentum** — Cross the most meaningful finish line of your life when you walk or run a half or full marathon with MDA and raise crucial funds and awareness as you dedicate your miles to freeing families from the harm of muscle-debilitating diseases.
- **MDA Lock-Up** — Community leaders join forces with MDA by agreeing to be "locked up" while they raise money for their "bail," which helps bring more everyday freedoms to kids and adults with muscular dystrophy, ALS and related diseases that take away physical strength and mobility. While they are "locked up", Jailbirds (participating community leaders) network with other elite executives and show their community how much they care.
- **Combined Federal Campaign** — Make MDA your charity of choice through the Combined Federal Campaign (CFC) and give back through their payroll deduction campaign. To receive branch credit, provide a copy of the [OPM Pledge Form 1654](#) to your local branch MDA coordinator and NALC Headquarters. If your branch does not have an MDA coordinator, send all copies to NALC Headquarters.

Please notify the NALC Headquarters to help you promote your individual participation to increase your fundraising efforts.

Keys to Being a Successful MDA Fundraiser

- Determine which event or events would be best for your branch. It is best to make this decision three to six months before you want to host or participate in the event.
- Evaluate your branch member's participation level and set a fundraising goal.
- Create a branch committee with the approval of your branch president.
- Delegate event responsibilities within your event committee.
- If you're creating your own fundraiser, set a date and time, and choose a location.
- Secure these logistical items two to four months in advance.
- Send out donation request letters for items you may need, including: refreshments, auction items, prizes, event supplies, decorations and volunteers. MDA staff are available to help you.
- Work with MDA staff to publicize your event one to three months in advance. Ask your MDA staff about templates and resources they have to help you promote, including:
 - Fliers/posters
 - Newsletters
 - Donation request letters (See example in the Appendix)
 - Announcements at branch meetings
 - Press release
- On the day of the event, convert all cash to a check or money order, complete [NALC Activity Report](#) and mail to your local MDA office and NALC headquarters. Visit mda.org and insert your ZIP code to find your local MDA office, or call the NALC national MDA coordinator for assistance at 202-756-7403. See page 17 for instructions on securing funds.
- Send thank-you letters and celebrate your success for MDA families.

Turnkey Supplies Make It Easy to Implement

Review the pages that follow for event-specific materials. Most materials are available electronically. Contact your local MDA office for assistance.

If print copies are required, the branch is responsible for any and all printing. If an NALC event needs resources outside of these items, the NALC branch is responsible to reach out to the local MDA and NALC staff for guidance to ensure MDA and NALC branding guidelines are being followed.



“MDA fundraising doesn’t have to be one event — it can be fun events all year-round. You have to include MDA as a part of your ongoing branch activities, and be aware of small opportunities that arise from time to time that can help raise money.”

— NALC Branch 358 President,
Bill Cook

Reminder: If the income goal for your fundraising event is \$5,000 or above, you can contact your local MDA staff to submit a request for an event website.

Partnership Guidelines

MDA and NALC have collaborated to determine the best support for NALC fundraising programs and encourage NALC branch volunteerism in support of MDA as our signature charity. It is the intention that the guidelines below will aid NALC branch members and MDA staff in strengthening relationships and driving mutually beneficial outcomes.

- MDA staff will only be directly engaged in managing and attending NALC-hosted fundraising events if they meet an income threshold of \$5,000.
- For events projected to raise more than \$4,000 net (gross less expenses), MDA recommends that branch event coordinators work with MDA staff to coordinate the most cost-effective means of supporting and organizing the event, especially for golf events. In many instances, MDA is in a better position to negotiate greens fees, catering and incentives, thereby reducing costs and increasing net income.
- All incentives must be paid for by the sponsoring branch.
- Designated NALC member completes the NALC Activity Report after every fundraising event and mails a copy to NALC Headquarters or emails it to the National MDA Coordinator at MDA@nalc.org. The activity report should also be included with check/money order being sent to the local MDA office. All funds and activity reports must be mailed/emailed immediately following the event. The activity report form is used to help both the NALC headquarters and MDA keep track of the fundraising activities that occur throughout the year. Visit mda.org and enter your ZIP code to find the MDA office near you, or call NALC headquarters at 202-756-7403 to reach the NALC national MDA coordinator.

MDA Support for NALC Fundraising Events

Event Income Range	Branch Buddy	MDA Staff Management Available	Custom Fundraising Event Website Available	In-Person Planning Meeting	MDA Fundraising Supplies Provided	MDA Family Scheduled by MDA to Attend Event	Phone/Email Support
Only the top 50 largest branches by membership	✓	✓	✓	✓	✓	✓	✓
\$5,000 +		✓	✓	✓	✓	✓	✓
\$1,000 to \$4,999					✓	✓	✓
\$1 to \$999					✓	✓	✓

Please note:

- Staff management includes event planning, coordination and event attendance.
- Family attendance includes in-person attendance, providing family notes or a video from a family.
- Phone/email meeting includes fundraising counsel and/or family coordination.
- Contact your local MDA staff to request the custom fundraising event website to be set up for your event.

Event Expenses and Incentives

Most events will have some associated cost(s) to organize the event. All expenses, including incentives, are taken out of the event proceeds submitted to MDA by the local branch. This can include expenses such as venue rental, printing costs or incentive costs for T-shirts or other prizes. **Branches will receive credit for the net amount reflected after expenses.** It is important to keep the cost low and to get as many items donated as possible. Please reach out to your local MDA representative with any additional questions.

NALC Honor Roll Awards

The NALC Honor Roll Awards are presented by NALC Headquarters and given to NALC branches that raise the most money to benefit MDA in each of the 10 categories below in addition to a Grand or Gold Prize as determined by the NALC.

IMPORTANT: The NALC Honor Roll reflects the net amount received by MDA during the reporting period and all proceeds must be received by the local MDA office by December 15 of each calendar year.

The categories, based on membership size, include:

- **Category 1:** More than 2,500
- **Category 2:** 1,500-2,499
- **Category 3:** 1,000-1,499
- **Category 4:** 700-999
- **Category 5:** 500-699
- **Category 6:** 350-499
- **Category 7:** 200-349
- **Category 8:** 100-199
- **Category 9:** 50-99
- **Category 10:** 1-49

All of the above will appear in the NALC Honor Roll that is published annually. The Honor Roll is followed by a list of reported MDA fundraising results. Next to each branch's name is the total they raised for the year. Each branch who raises \$1000 or more will receive a Certificate of Achievement. In non-convention years, the NALC national MDA coordinator will determine the best way to distribute awards.

The top 10 branches in their category, will be rewarded with an incentive trip to be announced by the NALC President after the Honor Roll is published in the Postal Record.

View the latest NALC Honor Roll [here](#).

Important Note Regarding MDA Solicitations Received by U.S. Mail

Branches should not expect credit for donations sent to MDA through direct mail solicitations. It is not possible for MDA to track. Send all donations you wish to receive credit toward the Honor Roll directly to your local MDA office.



MDA Deliver the Cure Branch Bowl

A bowling fundraiser can be a fun and simple way to raise money and spend time on the lanes with friends, family and colleagues. Make arrangements with a bowling alley to rent a group of lanes, or the entire building, and start recruiting teams.

Keys to Planning a Successful Event:

- **Identify the event lead or bowl coordinator.**
- **Start early and find the right location.**
 - Look for a local bowling alley that donates or discounts lane and shoe fees.
 - You will need at least 20 to 30 lanes, or one lane per team of four to five bowlers.
 - Request three games per team, and plan to average about three hours of playing time.
 - Considering finding a space within the bowling alley large enough to host a pre-bowl pre-party.
 - When selecting the date of the event, try not to schedule it during a conflicting NALC or community event.
- Recruit the team captains and bowlers.
- MDA staff members can help you with packet materials and to verify incentive prizes.
- The bowl coordinator is responsible for finding team captains for the event. Ideally, an event would have a goal of 20 team captains and a total of 80-100 bowlers.
- Invite other branches to participate and create a fun competition.
- Remember bowlers and teammates can come from anywhere, and they don't have to be good bowlers.
- **Ask for donations.**
 - Ask a company to either donate food for the pre-party or underwrite the cost of food. Name the pre-party after that sponsor.
- **Fundraise.**
 - Each bowler is asked to raise a minimum of \$100 for MDA. So, set an event fundraising goal based on the amount of bowlers you think you can recruit.
 - If bowlers didn't collect money up front on their pledge forms, set a date at the latest for two weeks after the event to have all money collected.
 - Record pledges on displayed barometer or poster board.
- **Create a fun event experience.**
 - Don't forget to involve your MDA staff in all event plans, and give volunteers written instructions of event day details.
 - Recruit registration volunteer(s) to collect all of the team captains or individual bowler pledge kits and count money collected from each team.
 - Attendance prizes. You can award prizes during bowling time for first player to "strike" or ask random bowling trivia over the PA system. Consider selling MDA paper pinups before and drawing a name from the pinups to win a prize.

The collage includes the following forms:

- Deliver the Cure Branch Bowl with MDA Flyer:** A flyer with the MDA logo and text: "Join us for a fun event to help kids and adults with muscular dystrophy in our community live longer and grow stronger! Month, XX, 20XX Time Location Additional Information Muscular Dystrophy Association".
- Bowler Donation Log:** A form titled "Bowler Donation Log" with fields for "Team Captain Name", "Bowler Information" (Name, Email, Phone, Address, City, State, ZIP), and a table for recording donations. The table has columns: "Bowler Name", "Pledge Amount", "Bowler Name", "Pledge Amount", "TOTAL".
- Team Organization Form:** A form titled "Team Organization Form" with fields for "Event Date", "Event Time", "Event Location", and "Event Fundraising Goal". It includes a table for recording team members and their pledges.
- Team Captain Responsibilities:** A sheet titled "Team Captain Responsibilities" with sections for "Recruit Team Members", "Help Fundraise", "Stay Connected", and "Have Fun". It includes a "Thank you for your support of MDA and taking on this role as team captain!" message.



Responsibilities of the Bowl Coordinator

The main responsibility of bowl coordinators is to plan the event and recruit team captains. It is important to communicate regularly with team captains and share all event details, including the event's fundraising goals.

Other responsibilities include:

- Make the event fun to attend, and be sure to communicate how your team is making a difference by helping MDA families in your community and hometowns across America.
- Build morale with your team of bowlers and team captains by communicating with them often and creating a fun event.
- Designate volunteers or members to help with important day-of event details, including:
 - Arrive at the bowling center early.
 - Designate 1-2 individuals to check in the participants. Tip: if you're organizing participants into teams of four, keep their packets in one group so that all their fundraising can go toward potentially winning the team award, still giving credit to individual participants.
 - If you choose to do a pre-party, see if you can get the bowling center to give you a room to serve donated beverages, food or snacks. Designate 1-2 individuals to manage the pre, during and post-logistics of the pre-party.
 - Consider recruiting volunteers to get items donated to reward participants throughout the event, such as "the next strike" or "top fundraiser".
 - Bowl coordinators are responsible for handling all funds. See page 17 of this document for instructions.

The Role of the Team Captain:

- Recruit team members (bowlers). Ideally, you should recruit four to five people for your team.
- Each member on your team must collect a minimum of \$50 to participate in the event. Inspire those team members to raise at least \$100. Be sure to tell them how the money they raised is helping provide urgently needed programs, services and support to kids and adults living with muscular dystrophy, ALS and related life-threatening diseases.
- Communicate all event details to your team members, including any incentives and prizes available.

Deliver the Cure Branch Bowl Resources:

Click on the document names below to access files.

- [Bowl Coordinator Overview](#)
- [Team Organization Form](#)
- [Event Flier](#)
- [Team Captain Overview](#)
- [Bowler Donation Form](#)



NALC Satchel Drive



Satchels aren't just for mail. They are also for helping raise money for MDA's lifesaving mission to help kids and adults living with muscular dystrophy live longer and grow stronger. When you host a satchel drive in your community, you're not only helping to raise awareness and funds for MDA, but you're also building great community awareness for your branch and the important work you and your members do every day. Every successful satchel drive starts with a coordinator.

The Role of the Satchel Drive Coordinator:

- Secure a location, date and time for the event.
- Recruit strong leaders to help with the drive, and call on key members to be part of the goal-setting and planning processes.
- Work with the local MDA office to get all of the supplies needed to organize and execute the event.
- Promote the event to the community – including your friends and family.

Keys to a Successful Satchel Drive:

- 100 percent participation by branch members
- Start with collection goals that are challenging, realistic and attainable.
- Analyze last year's results by shift and member contributions.
- Communicate event goals and logistics often.
- Establish branch goals (break it down to fundraising goals per person).

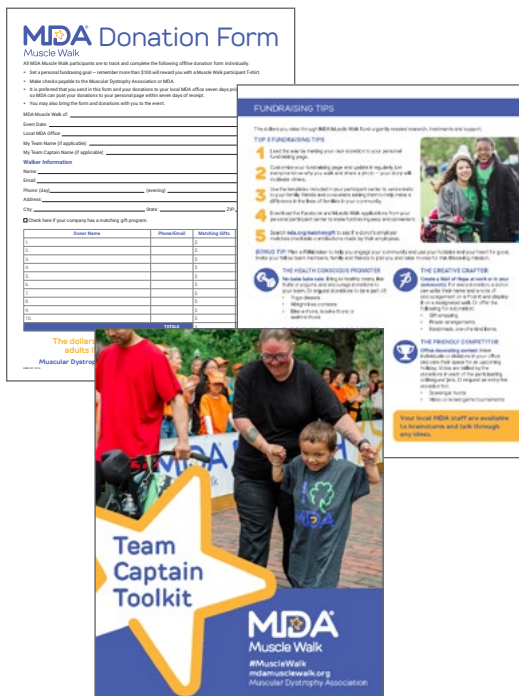
Satchel Drive Resources:

Contact your MDA representative to order fundraising materials that will support your selected special event program. Click on the document names below to access files. Once customized, these files can be printed by your branch for use. You can also contact your local MDA office for assistance on printing options.

- [Event flier](#)
- [Recruitment flier](#)
- [Donation sticker](#)



MDA[®] Muscle Walk



MDA Donation Form
Muscle Walk

All MDA Muscle Walk participants are to track and complete the following offline donation form individually.

- Set a personal fundraising goal – remember more than \$100 will reward you with MDA Muscle Walk participant T-shirt.
- Make check payable to the Muscular Dystrophy Association or MDA.
- It is guaranteed that you used this form and your donation to your local MDA office when you participate in the walk.
- A \$100 donation will reward you with a personalized MDA Muscle Walk T-shirt.
- The MDA office will be on hand to assist you with the form.

MDA Muscle Walk of _____

Event Date: _____

Location: _____

My Team Name (if applicable): _____

My Team Captain Name (if applicable): _____

Walker Information

Name: _____

City: _____

Phone (City): _____ (Country): _____

Address: _____

City: _____ State: _____ ZIP: _____

☐ Check here if your company has a matching gift program.

Donor Name	Phone/Email	Matching \$100
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

The dollar adults!

Team Captain Toolkit

MDA Muscle Walk
#MuscleWalk
mdamusclewalk.org
Muscular Dystrophy Association

Help Us Bring Strength to Life

The MDA Muscle Walk is a life-changing experience that unites families, friends, neighbors and businesses to forge powerful connections and celebrate the strength of MDA families living with muscular dystrophy, ALS and related life-threatening diseases.

We invite you to join us, and help advance MDA's efforts to free individuals — and the families who love them — from the harm of muscular dystrophy and related diseases. Your participation provides the opportunity to engage your customers, employees and community in a meaningful way.

As a nationwide series of fundraising events and walks, there's a local event just for you and your branch.



REGISTER: Visit mdamusclewalk.org or the [NALC national MDA Muscle Walk](#) page to find a local event near you and start a team. Choose a team name and set a collective fundraising goal.



RECRUIT: Invite everyone you know to join your Muscle Walk team. Let them know this is more than a walk. Muscle Walk is a life-changing experience that unites families, friends, neighbors and local businesses to forge powerful connections, celebrate the strength of MDA families and transform hope into answers.



RAISE FUNDS: Every dollar you raise helps families in our community and across the country today. Contributions fuel MDA's efforts to find research breakthroughs across diseases; to care for kids and adults from day one; and to empower families in hometowns across America with services and support.



RECOGNIZE: MDA needs caring team members like yours that will engage their families and friends to help us make an impact in our community together. Keep your team members motivated, feeling appreciated and successful.



RALLY: Muscle Walk gives us the opportunity to unite around a cause that binds us together and celebrate all the stars in our lives — you, supporters, caregivers, friends and family — who make this journey possible. Everyone is invited.



For Team Captains: Step-by-Step Instructions to Create a Muscle Walk Team for Your Branch

1. Visit the NALC's national MDA Muscle Walk page at www2.mda.org/nalcmusclewalk.
2. Click "Register" at the top of the page and enter your zip code on the next page to find an event near you.
3. Click on the name of the event you would like to join.
4. Click the "Register" button.
5. Click on the "Start a Team" button.
6. Sign Up or Sign In
 - a. If you've previously participated in an online MDA event, enter your username and password
 - b. If you are new to MDA, create a new username and password and follow the prompts to complete your profile.
7. Insert team information, including the following:
 - a. Create a Team Name: You can name your team whatever you want! But, we suggest starting your team name with your NALC Affiliation. For example, NALC Branch (Number), NALC Auxiliary (Number), NALC (State) Association or NALC Region (Number).
 - b. Select Team Company: NALC
 - c. Enter Team Recruitment Goal (how many team members you're hoping to recruit)
 - d. Select Team Division: Community/School
 - e. Enter Fundraising Goal (the total dollars your team plans to raise)
8. On the steps that follow, enter your personal fundraising goal and personal information for your personal fundraising page.

For Team Members: Step-by-Step Instructions to Join Your Branch's Muscle Walk Team

1. Visit the NALC's national MDA Muscle Walk page at www2.mda.org/nalcmusclewalk.
2. Click the "Register" button at the top of the page and enter your zip code on the next page to find an event near you.
3. Click on the name of the event you would like to join.
4. Click on the "Join a Team" button
5. Sign Up or Sign In
 - a. If you've previously participated in an online MDA event, enter your username and password
 - b. If you are new to MDA, create a new username and password and follow the prompts to complete your profile.
6. Search for and select the team you wish to join. Tip: Search by Team Company: NALC
7. Follow the prompts to complete your registration.

You can see all NALC teams for MDA Muscle Walk events on the national NALC MDA Muscle Walk page here.

The screenshot shows the NALC MDA Muscle Walk website. At the top, there's a navigation bar with "Register" and "Donate" buttons. Below the header, a banner image shows people participating in a walk. The main content area features a "Welcome to the NALC Muscle Walk Page!" section with a progress bar showing \$4,608 raised out of a \$5,000 goal (79%). It also displays "Total Gifts: 73" and "Participants: 51". Below this, there's a section for "Top Company Events" with a table listing various events and their fundraising goals. At the bottom, there are two sections: "Top Participants" and "Top Teams", each with a search bar and a list of names and amounts.

Event Name	Amount Raised	Participants	Register
MDA Muscle Walk of Greater Phoenix Area	\$1,954	7	Register
MDA Muscle Walk of Twin Cities MN	\$1,574	15	Register
MDA Muscle Walk of Tampa Bay	\$560	15	Register
MDA Muscle Walk of Sacramento	\$175	3	Register
MDA Muscle Walk of Greater Washington	\$160	3	Register
MDA Muscle Walk of Nashville	\$145	1	Register
2017 MDA Muscle Walk of Greater Hartford	\$40	1	Register
MDA Muscle Walk of Lexington	\$0	1	Register

Participant Name	Amount	View
Cynthia Staley	\$251	View
Christopher Arnone	\$125	View
Gordy Mocune	\$125	View
Shirley Hise	\$125	View
John McPherson	\$100	View
Joe Rian	\$99	View
Susan Chavez	\$85	View
Tom Phillips	\$55	View
Curtis Roessler	\$40	View
Sue Dombrowski	\$40	View

Team Name	Amount	Join
NALC Branch 28 Walk for Hunter	\$1,475	Join
NALC BRANCH 1902	\$1,413	Join
Gateway Station Branch 1477	\$375	Join
Roadrunner Branch 6156 Sun City	\$275	Join
NALC 576	\$266	Join
NALC Branch 133	\$175	Join
NALC Headquarters	\$150	Join
Carriers 4 the Cause	\$145	Join
NALC Branch 9	\$99	Join
St. Pete Main NALC 1477	\$95	Join

Questions?

Visit the Muscle Walk website and see their frequently asked questions and answers.



MDA[®]

Team Momentum



Team Momentum is the Muscular Dystrophy Association's only endurance program, created to empower individuals of all athletic abilities to train for a full or half marathon and dedicate their miles to help accelerate research, care, support and services for MDA families. This life-changing program provides a world-class customized training program and a committed community of MDA coaches, team members and families that inspire individuals to reach their personal goals.

We invite you and your branch to join us and help advance MDA's efforts to free individuals — and the families who love them — from the harm of muscular dystrophy, ALS and related life-threatening diseases that severely weaken muscle strength and mobility. Contact NALC Headquarters after registering to participate in MDA Team Momentum to ensure individual income generated is credited back to your branch.

With MDA Team Momentum, you'll defy your personal limits and receive VIP benefits:

- The opportunity to meet MDA's courageous families to inspire you
- Free entry and access into sold-out, world-renowned races
- Access to MDA's personal certified coaches and a world-class customized half or full marathon training program
- A committed community of support from teammates, volunteers and mentors
- Training, race gear and race weekend VIP amenities
- Easy-to-use tools, including a welcome packet, a fundraising page, a Facebook app and social media tips

Visit mdateam.org to join MDA Team Momentum for an upcoming race and make it the most meaningful race yet!



MDA[®]

Lock-Up



Do a little time, do a lot of good.

MDA Lock-Up is a fun and inspiring community event where community and business leaders join forces with MDA by agreeing to be “locked up” while they raise money for their “bail” in support of MDA’s mission.

When you go behind bars and raise bail, you make it possible for MDA to continue funding groundbreaking research across diseases to find treatments and cures, support kids and adults from day one and empower families with services and support in your community and hometowns across America.

It's easy to get involved. Simply follow these four steps:

- 1 Visit mda.org/lockup and find an event near you.
- 2 Register to become a Jailbird.
- 3 Raise money for bail.
- 4 Attend your MDA Lock-Up event and network with other business and community leaders.

Contact NALC Headquarters after the event to ensure individual income generated is credited back to your branch. You also can nominate other branch members to join you as a Jailbird.



Make MDA Your Charity of Choice Through the Combined Federal Campaign


The Combined Federal Campaign (CFC) is the most inclusive workplace giving campaign in the world, with the number of participating charities estimated at more than 20,000 nonprofit organizations worldwide. The CFC provides opportunities for federal workers to become involved in their communities, and branch members can play a vital role in boosting CFC contributions to MDA. The CFC makes it convenient and easy to give back through a payroll deduction campaign.

Event Type: Combined Federal Campaign

As the NALC's official charity, branch members are encouraged to promote MDA among their choices by designating MDA on the appropriate pledge form, [OPM Pledge Form 1654](#), provided during the fall campaign.

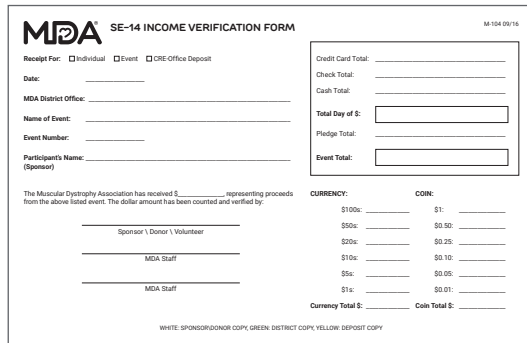
Sponsor NALC — (MDA), the NALC's official charity (CFC No. 10561).

Donations made through the Combined Federal Campaign can be credited to the member's branch if the branch sends a copy of the completed pledge form, along with the [NALC Activity Report](#), to NALC Headquarters within two weeks after the campaign ends. If the member writes a check for the campaign, try to get a copy of that as well. This information will be helpful for us to document this fundraising effort. Please reach out to the NALC Headquarters if you have questions or concerns.

The image shows a sample of the OPM Pledge Form 1654. It is a complex form with multiple sections. At the top, it includes fields for 'CFC Campaign Number', 'City/State Code', and 'Attention Payroll Office'. Below this is a section for 'Enter Last Name, First Name, and MI'. The form also includes a 'Work Address & Zip Code' section. A large section titled 'CONTRIBUTION' contains a table for 'ALLOWED SOURCE' with columns for 'AMOUNT', 'FREQUENCY', and 'TOTAL GIFT'. This table is used to specify the contribution amount and frequency (e.g., \$100 per month). Below the table is a 'Check # Cash Amt.' field. The form also includes a 'Date of Contribution' field. At the bottom, there is a 'SIGNATURE' section with lines for 'Name', 'Address', and 'City/State/Zip'. The form is labeled 'OPM Pledge Form 1654' and 'Revised January 2010'.

OPM Pledge Form Example

Securing Funds



The form is titled "MDA SE-14 INCOME VERIFICATION FORM" with a date of "M-104 09/15". It includes fields for "Receipt For:" (Individual, Event, CRE Office Deposit), "Date:", "MDA District Office:", "Name of Event:", "Event Number:", and "Participant's Name: (Sponsor)". There are also fields for "Credit Card Total:", "Check Total:", "Cash Total:", "Total Day of \$:", "Pledge Total:", and "Event Total:". A section for "The Muscular Dystrophy Association has received \$_____ representing proceeds from the above listed event. The dollar amount has been counted and verified by:" includes lines for "Sponsor \ Donor \ Volunteer", "MDA Staff", and "MDA Staff". A "CURRENCY:" section lists denominations from \$100s to \$1c, and a "COIN:" section lists denominations from \$1 to \$0.01. At the bottom, it says "Currency Total \$:" and "Coin Total \$:". A footer note reads "WHITE: SPONSOR/DONOR COPY, GREEN: DISTRICT COPY, YELLOW: DEPOSIT COPY".

MDA SE-14 Income Verification Form

In tandem with MDA, please be aware of these money handling tips:

Whenever possible, have the proceeds taken to a local bank to be counted and verified. A check or money order (the cost may be donated because it is for MDA) should be made payable to MDA for the amount of funds from your drive. If it is not possible for your branch to have the funds deposited and accounted for by a bank or lending institution, procedures should be in place to have the funds counted in a secured area. This accounting should be handled by a designated group (minimum of three individuals) of volunteers.

After the money is counted and verified, money should be secured in a safe or vault until it can be taken to the bank for processing. Money should be turned into MDA within two days or less after the event has taken place. A copy of the NALC Activity Report should be included with check/money order being sent to the local MDA office. All funds must be mailed into the MDA office by December 15 each year to be counted toward the calendar year and to be included in the Honor Roll. Outstanding pledges where money has not yet been received cannot count toward your year-end total.

MDA can provide a receipt, called the SE-14 Income Verification Form, for all cash or checks upon request. Please mail a copy of any receipts for all cash or checks, along with the [NALC Activity Report](#), to the NALC National Headquarters. Please reach out to the local MDA office or NALC Headquarters if you have questions around special circumstances.

Dos:

- Make a plan to safeguard the money.
- Meet with branch's bank representative to arrange for the counting and depositing of funds.
- Provide specific instructions in writing.
- Obtain money bags, seals, wrappers and ID tags.
- Establish a safe, secure area to handle funds.
- Arrange money pickups from specific locations.
- Determine system to track individuals, shifts and station collections.

Don'ts:

- Take securing of funds for granted.
- Store money overnight in home, station, office or car.
- Bring money to MDA office.
- Never count money alone — always have a buddy system to verify results.

Appendix

The following two donation template letters are available for you to customize for your local event. If you need assistance editing the templates please reach out to your local office.

Donation Template Letter #1: Request for Monetary Donation in Support of Local Event

[Click here to download the template \(MS Word\)](#)



**Deliver
the Cure
with MDA®**

Date

To **First Name/Company Name:**

The National Association of Letter Carriers is a proud sponsor of the Muscular Dystrophy Association (MDA). We are committed to support MDA's mission by raising funds and organizing special events to free individuals — and the families who love them — from the harmful effects of muscular dystrophy, ALS and related life-threatening diseases.

Our local Branch is in the process of organizing a fundraising event for MDA and we are hoping that you will partner with us by making a monetary donation in support of our event on [date].

[Share information about your event — who, what and where]

Your contribution is tax-deductible and participation will help local children and adults with muscular dystrophy live longer and grow stronger. Thank you in advance for making a difference for families living with neuromuscular disease. Your participation means so much to the families who count on MDA for help and hope.

Sincerely,

NALC Main Point of Contact/Event Lead

National Association of Letter Carriers



Appendix

Donation Template Letter #2: Request for In-Kind Gift/Item for Local Event
[Click here to download the template \(MS Word\)](#)



Deliver
the Cure
with MDA

Date

To First Name/Company Name,

The National Association of Letter Carriers is a proud sponsor of the Muscular Dystrophy Association (MDA). We are committed to support MDA's mission by raising funds and organizing special events to free individuals — and the families who love them — from the harmful effects of muscular dystrophy, ALS and related life-threatening diseases.

Our local Branch is in the process of organizing a fundraising event for MDA and we are hoping that you will partner with us by donating a gift certificate, door prize, or service to assist in the overall fundraising and success of the event. [List specific item(s) you want from this company/person]

[Share information about your event – who, what, when and where]

Your contribution is tax-deductible and participation will help local children and adults with muscular dystrophy live longer and grow stronger. Thank you in advance for making a difference for families living with neuromuscular disease. Your participation means so much to the families who count on MDA for help and hope.

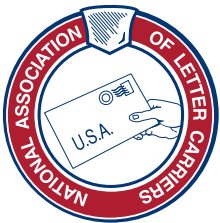
Sincerely,

NALC Main Point of Contact/Event Lead

National Association of Letter Carriers



Making Progress Toward Lifesaving Results



National Association of Letter Carriers

 nalc.org

 202.756.7403

 mda@nalc.org

 facebook.com/deliverthecure



For Strength,
Independence & Life

Muscular Dystrophy Association

 mda.org

 800.572.1717

 mda@mdausa.org

 facebook.com/MDAnational

 [@MDAnews](https://twitter.com/MDAnews)



Designated a "Top-Rated Charity" by the American Institute of Philanthropy, MDA is the first nonprofit to receive a Lifetime Achievement Award from the American Medical Association for "significant and lasting contributions to the health and welfare of humanity."

