# 2012 NALC
Satchel Drive
A How-To Manual

CELEBRATING 60 YEARS OF PARTNERSHIP

NATIONAL ASSOCIATION OF LETTER CARRIERS

U.S.A.

MDA

IMPORTANT FACTS TO KNOW AND SHARE

- MDA is the nonprofit health agency dedicated to curing muscular dystrophy, ALS and related diseases by funding worldwide research. The Association also provides comprehensive health care and support services, advocacy and education.

- MDA maintains a national network of some 200 medical clinics, including more than 40 MDA/ALS centers, for diagnostic and follow-up care.

- More than 40 neuromuscular diseases are covered by MDA, including ALS, commonly known as Lou Gehrig's disease.

- MDA funds some 300 research projects by leading scientists around the world.

WHAT YOUR DOLLARS WILL BUY:

- The Association is the world's leader in research and services for neuromuscular diseases.

- More than 77 cents of every dollar raised is spent on research, services and education.

- Recognized by the American Medical Association with a lifetime achievement award, MDA has funded pioneering research breakthroughs that also may have implications in Alzheimer's, Parkinson's and Huntington's diseases, some forms of heart disease and age-associated muscle loss.
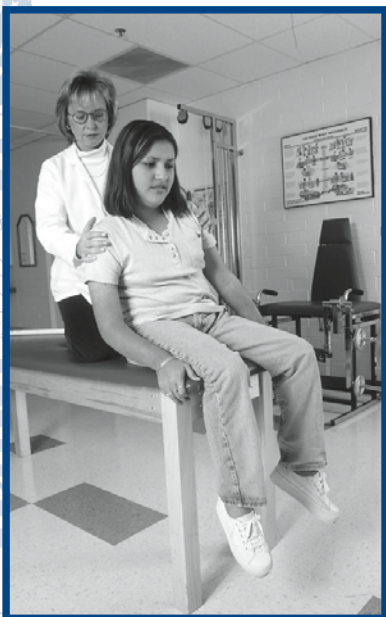
$30	Flu Shot
$70	One minute of research
$100	One support group session
$150	One physical, occupational, respiratory or speech therapy consultation
$300	Professional fees related to initial diagnostic work-up at an MDA clinic
$500	Annual repairs of durable medical equipment
$800	Week at MDA summer camp for a child

YOUR ROLE: THE SATCHEL DRIVE COORDINATOR

The coordinator:

- has leadership skills and works well with colleagues and management;

- makes a commitment to the job;

- is able to recruit strong leaders to help with the drive;

- is enthusiastic and wants to be involved;

- has an interest in learning about MDA, local services, MDA summer camp, etc;

- derives satisfaction from being part of a noble past and a bright future;

- is an active union member interested in furthur developing leadership skills; and

- desires to make an impact in the local community.

YOUR ROLE: WORKING WITH MDA YEAR-ROUND

Your MDA office can provide information, support and guidance to help you with every aspect of your role as a coordinator. A few simple ideas to build rapport with your branch and the MDA District office can include:

- Ask the branch president to write an article about the benefits received from working with MDA to be included in the newsletter.

- Make MDA a part of your branch's awards banquet.

- Visit MDA summer camp.

- Invite an MDA family to have lunch or dinner at the union hall.

- Visit the MDA website at mda.org or the NALC site at nalc.org.

MAKING IT HAPPEN: GOAL-SETTING

1. Successful Satchel Drives – 100% Participation

Start with collection goals that are:

- Challenging
- Realistic
- Attainable

2. The Goal-Setting Process

- Call on key members to be part of the goal-setting process.
- Establish what your market can bear, and do the math worksheet below.
- Analyze last year's results by shift and member contributions.

3. Set New Goals

- Establish branch goals (break it down to $ goals per person).
- Have 100 percent concurrence on goal and strategy.
- Make sure everyone is aware of the goals.

4. Sample Formula

> \# of stations X # of LC per station = total # of LC
> \# of days X # of hours per day = total # of hours per LC
> total LC X total hours per LC = total hours
> total hours X $100 per LC= **Drive Potential**
>
> 10 stations X 5 LC per station = 50 LC
> 3 days X 5 hours per day = 15 hours per LC
> 50 LC X 15 hours per LC = 750 hours
> 750 hours X $100 per LC = **$75,000 Potential**

Remember … Emphasize the importance of everyone's participation for success.

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, an MDA-supplied Income Verification Form should be filled out and signed by all who are present. The yellow and pink copies should accompany the income, and you should retain the white copy. The money should then be secured in a safe or vault until it can be taken to the bank for processing.

DO

- Make a plan to safeguard the bags and bags of money.

- Meet with branch's bank representative to arrange 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'T

- 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.

RESOURCES: SUPPLIES

SUPPLIES

MDA provides supplies specifically designed for the Satchel Drive. Your MDA staff representatives can help you order for your branch.

Double-check with each station and shift to make sure they have everything they need before going out to collect.

Leftover supplies can be stored for next year's drive.
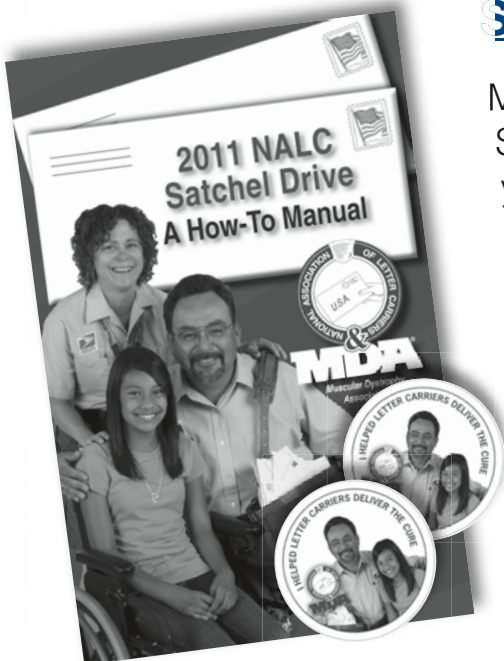
LETTER CARRIER CONTACT FORM (FOR MDA USE)

Name of Branch_____ Incentives_____

Date Delivered _____ # of Members _____ Branch _____

MDA Coordinator: Name _____

Address _____

City/State/ZIP _____

Phone (W) (   )_____ (H) (   )_____

Branch President: Name _____

Address _____

(is address)   Home ❏ or Station ❏

City/State/ZIP _____

Phone (W) (   )_____ (H) (   )_____

Supplies Needed:

Posters_____ Stickers _____ Other _____

Publicity:

Copy to MDA Coord. _____   Amt. Received: _____

Copy to Union Pres. _____   Date Received:_____

Press Release — Date Sent: _____   Previous Year's Net: _____

Kickoff Date: _____   Branch Visits Scheduled: _____

Dates: _____

Misc. _____

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