

More than one way to make a difference



Jim Williams

“Act as if what you do makes a difference. It does.”—philosopher William James

This month, NALC and the Muscular Dystrophy Association will celebrate the success of those branches that won their categories in our 2012 Honor Roll. One of the many activities we have planned will be to join kids at the MDA Camp on July 17 in Apopka, FL, near Orlando. That day, we will help kids take part in an art project that will honor letter carriers and the jobs you do every day in your communities. After the art is completed, we will choose at least one that will be an example at the national headquarters of MDA in Tucson, AZ.

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Last month, a Muscle Walk was held on June 23 in New York City to honor former President Emeritus Vincent Sombrotto, who passed away in January after a long illness. This one-day event was the first of many and we hope that branches around the country will be interested in honoring Vince’s memory in the same way. Thanks to Region 15 Regional Administrative Assistant Orlando Gonzales, who worked with many volunteers from the tri-state area. What a great way to remember President Sombrotto’s commitment to MDA!

Recently, I heard about a creative and successful fundraiser that is unique and shows how a small group of people can have great impact. Here are some excerpts from a letter I received from Auxiliary 395 and Branch 531 in West Virginia.

Capital City Auxiliary #395 has a total of 9 members for 2013. This small Auxiliary set a lofty goal for an MDA project this year—to make over 10,000 chocolate covered Easter Eggs to sell for \$1.00 each.

Because of all this hard work, we were able to exceed our goal and made a total of 10,400 small eggs. But this was only half of the project—we had to sell these eggs. Besides having individuals sell eggs to their family and friends, we were able to place these eggs in various businesses to help sell them (this included 2 elementary schools, an insurance headquarters, post office break rooms, a beauty salon, and 3 independent grocery stores).

At the end of the project, we donated approximately 200 of the small eggs to a battered women’s shelter so the children would have some candy for Easter. The supplies for the project cost \$3,749.27 and our gross sales were \$10,333.16 to give a net profit of \$6,583.89. In addition to this, we had earlier sold Rada knives with a net profit of \$337.90 which gave a total for MDA of \$6,921.79. We added \$78.21 from our treasury to make a donation of \$7,000.00!

Thanks to Stan Cantley, treasurer of the auxiliary, and to all who helped, including Branch 531 volunteers who worked to prepare the eggs for sale.

Now I understand full well that your branch might not be interested in selling eggs. But this small auxiliary came up with an idea and worked very hard to be successful. Maybe your event might be one of the national suggestions, like a bowlathon or muscle walk. Perhaps a Texas hold’-em tournament or a golf event is more your interest. Whatever the choice, remember to make it fun and try to include those in the membership and the public if you can. On the NALC web page, you can access the NALC *Deliver the Cure* handbook, which is full of ideas. (See nalc.org/commun/mda.)

We still have too many branches that do not participate in any way with MDA. The first step is to work with branch leadership to appoint someone who would fill the job as branch MDA coordinator. Then meet with your local MDA representative to develop a relationship. These are professionals who know their job and can help with everything you might need. Take the first small step with an event that is easy, and just be determined to take it slow. You don’t have to make huge amounts of money the first year. Surround the coordinator with volunteers so that they don’t have to do all the work. This is a great opportunity to mentor future leaders of your branch.

Remember, the key to making a difference is acting on what we know. Make a muscle and make a difference!

An update to MDA Honor Roll

We need to acknowledge two branches that were overlooked in the 2012 Honor Roll. Southeast Pennsylvania Merged Branch 725 raised \$1,835 and Mount Prospect, IL Branch 4099 contributed \$1,352.