

## Finishing strong



**Jim Williams**

**O**ne of the things I tell all the graduates of NALC's Leadership Academy is to finish strong in their efforts at the Academy and in life. My goal is to do the same as I step down from my role as NALC's liaison to the Muscular Dystrophy Association. It has been a privilege to serve the membership in this position. This December will mark nine years since my retirement when then-President Young asked me to fill the role.

So, with just a few months left, my goal is to include in these last four articles some of the things I consider most important when it comes to our relationship with MDA. Please bear with me as I try to communicate how important our relationship is for our future.

No one would argue with the fact that letter carriers are among the most trusted government workers. We are the face of America's postal service and we deliver every day to every city and town. Survey after survey finds that our patrons revere us. We need to make sure that never changes. How do we keep that trust?

**"If the public ever loses their confidence in us, we open the door for Congress to do us even more harm."**

In addition to the work we do for the American public each day, letter carriers are involved in our communities. From our yearly food drive to raising funds for MDA, we affect people on a very personal level. That is why I believe our legislators listen to us. They know the public supports us.

**My goal is to get every branch active with MDA and to get those already involved to increase what they do.** The more we do in our communities, the more we guarantee our chances to have good jobs into the future. If the public ever loses their confidence in us, we open the door for Congress to do us even more harm.

To that end, we are going to be publishing an additional measurement to identify branches that are doing well in these areas. We will continue to award the category winners each year for total fundraising, but we also will be designating branches as either gold, silver or bronze based on their per capita amounts. That designation will be based on taking the total money raised and dividing by the number of members in your branch.

But the branches we are most concerned about are those that do nothing for MDA. I don't know why a branch would put forth no effort for our national charity. Hopefully, this article will convince folks that our work in the community actually supports our efforts to remain viable into the future. I know you are all busy. There are great demands on our time and money. Please consider starting slow by having at least one event in 2015 and growing your commitment next year.

Over the next three months, we will publish the lists for each level of per capita achievement. The measurement for gold will be those branches that average more than \$25 per member. For silver, it will be from \$10 to \$25. All branches that contribute anything each year will be at the bronze level. We will begin providing certificates for their achievement in 2015 next year. If the awards had been granted for 2014, these would have been the "gold"-level branches. They are listed in order of branch size. Next month, we will publish the silver level, and bronze the following month.

### 2014 MDA Gold Level Branches

Branch 358	Northeastern NY	\$25.42
Branch 204	Colorado Springs, CO	\$25.30
Branch 245	Rockford, IL	\$30.82
Branch 387	Yonkers, NY	\$34.04
Branch 619	Green Bay, WI	\$26.93
Branch 74	Saginaw, MI	\$39.37
Branch 828	South Central IN	\$32.39
Branch 822	Appleton, WI	\$33.29
Branch 205	Fargo-West Fargo, ND	\$99.03
Branch 2778	Sparks, NV	\$33.56
Branch 520	Uniontown, PA	\$28.23
Branch 3792	Midland, TX	\$46.43
Branch 1492	Westfield, NJ	\$39.99
Branch 443	Hagerstown, MD	\$40.94
Branch 88	Galesburg, IL	\$38.55
Branch 127	Jefferson City, MO	\$115.65
Branch 685	Fredericksburg, VA	\$25.64
Branch 490	Manitowoc, WI	\$48.34
Branch 63	Zanesville, OH	\$58.95
Branch 302	Watertown, NY	\$29.00
Branch 775	Niles, MI	\$30.00
Branch 4249	Manteca, CA	\$83.15
Branch 2591	De Land, FL	\$39.70
Branch 4102	Scotch Plains, NJ	\$44.81
Branch 1852	Lenoir, NC	\$47.06
Branch 579	Adrian, MI	\$81.30
Branch 5229	New City, NY	\$40.77
Branch 94	Vicksburg, MS	\$32.43
Branch 1450	Coos Bay, OR	\$103.52
Branch 2396	Brookhaven, MS	\$46.55

Thanks to these 30 branches that have excelled in MDA fundraising by averaging more than \$25 per member. I join with the whole NALC Executive Council in appreciation for what you do!