

A few changes and a new handbook for the NALC/MDA partnership



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Thanks to each of the 500-plus branches that participated in MDA fundraising in 2016, NALC raised nearly \$1.3 million. I am hoping that we can double the amount of NALC branches participating by 2020. Regardless of where your branch was in 2016, please consider what can be done in the coming years to help the members of NALC “Deliver the Cure” for MDA.

Our revised handbook could be the first step in NALC branches’ continued success in MDA fundraising. The handbook will provide you with information about choosing and

planning for successful events. Details on securing funds and reporting are also included in the guide. You will find links and examples to help your branch with the execution of new and existing events.

Resources in the handbook include:

- Sample letters requesting monetary donations or requests for in-kind gifts/items for your local event
- Tips for planning a successful fundraiser
- List of available supplies
- Partnership guidelines
- Examples of event expenses and incentives
- Explanation of how the NALC MDA Honor Roll is structured
- List of event coordinator responsibilities
- Event ideas—including a way to get Combined Federal Campaign donations reflected in branch totals
- Other helpful information, including how to contact NALC and/or MDA for guidance or assistance

“The handbook and this department are available to help make your events fun and successful for those involved.”

Change in Honor Roll categories

In 2007, NALC made a revision to the way branches were selected as winners for the NALC/MDA Honor Roll. In prior years, NALC had five categories and two winners were chosen from each category. NALC modified this the following year to give all branches a better chance to compete and have opportunities to participate in Honor Roll incentives. The time has come again to make a minor modification to the categories. Two changes are coming.

Gold, Silver and Bronze levels for donations raised on a per-capita basis were established in 2014. The criteria for those include:

- **Gold Level:** \$25 or more per member
- **Silver Level:** less than \$25 but more than \$10

- **Bronze Level:** less than \$10 but more than \$5
- **Honorable mention:** less than \$5

The Bronze level will be revised and “Honorable Mention” will be added to identify levels of effort. The decision about category size was made to even out the number of branches in the top two categories and to have fewer branches with a membership size of below 2,500 competing with branches more than double that size. No matter what category you are in, if you look at what branches in your category are raising for MDA, you may discover that if you did just a bit more, you may be able to take the top spot. Is your branch up to that challenge?

Categories (based on total membership size) are:

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

The handbook and this department are available to help make your events fun and successful for those involved. Work with your local MDA coordinator, who can help you plan your event and get the details covered in a professional way.

Include MDA families, who look forward to meeting those who work so hard on their behalf. Our members who attend events will be able to put a name with a face for those we help with our fundraising efforts. Magic happens when NALC members meet MDA families, who are some of the most courageous people you could ever meet. This partnership will not only make your efforts more successful, but will also create an environment where our members look forward to the next opportunity to make a difference in our pledge to deliver the cure for MDA.



San Diego Branch 70 recently held a successful bowlingthon to help deliver the cure for the Muscular Dystrophy Association.