

# Geneva finished strong; now it's up to us to move the needle



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**F**irst things first: I want to thank Geneva Kubal for her steadfast efforts on behalf of MDA. As NALC's national liaison to the Muscular Dystrophy Association, Geneva worked tirelessly to raise money and to keep local branches informed about MDA's programs and studies. Thank you, Geneva, for all that you've done.

Brothers and sisters, you are the driving force that enables MDA to support affected families across America. Your donations and volunteer efforts are the heart of NALC's MDA program, making it possible for MDA to continue its groundbreaking research into treatments and

cures for neuromuscular diseases.

MDA special events are a fun way to join your community in raising vital funds and awareness to support families living with muscle-debilitating diseases. As President Fredric Rolando has stated, "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."

Helping MDA can help you, too. By supporting MDA, you enhance letter carriers' public image, boost members' morale and draw positive attention to NALC.

Join your brothers, sisters and community at an MDA event—or create your own—to raise vital funds and awareness to help MDA families live longer and grow stronger.

Here is a list of events you and your branch members can do together:

- **Deliver the Cure Branch Bowlathons**—This bowling fundraiser unites employees, family members, friends and the community in a friendly competition. Make it a branch occasion, or challenge other branches.
- **NALC Satchel Drive**—NALC's signature person-to-person fundraising effort has branch members gathering at pre-confirmed retail shopping locations or sporting events to raise funds.
- **MDA Muscle Walk**—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.

Events you can get involved with on an individual level include:

- **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 diseases that take away physical strength and mobility. While they are "locked up," Jailbirds (participating community leaders) network with other leaders to 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 payroll deduction. To receive branch credit, provide a copy of Office of Personnel Management (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.

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)

**The key to being a successful MDA fundraiser is determining** 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. You need to evaluate your branch members' participation level and set a fundraising goal. Then create a branch committee with the approval of your branch president and delegate event responsibilities within your event committee.

If you're creating your own fundraiser, set a date, time and location. Secure these logistics 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. And work with MDA staff to publicize your event one to three months in advance. You can ask your MDA staff about templates and resources they have to help you with promotion, including fliers/posters, newsletters, donation request letters, announcements at branch meetings, and press releases.

Most events will have some organization costs. All expenses, including incentives, are taken out of the event proceeds submitted to MDA by the local branch. These expenses can include 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 costs low and to get as many items donated as possible. Please reach out to your local MDA representative or NALC Headquarters with any additional questions.

**Start small and grow your involvement! I want to hear from every branch.** We need you more than ever. Any support you can offer to help me get off to a great start would be sincerely appreciated. Geneva finished strong, and I hope to pick up where she left off to maintain what we have and grow our commitment in the future.