

July online fundraising challenge



Christina Vela Davidson



The NALC Branch Challenge for MDA is another way to virtually raise money for MDA as the COVID-19 pandemic continues. I am challenging each NALC member to raise or donate at least \$10 to Deliver the Cure, the NALC fundraising event for the month of July.

We have been supporting MDA for many years, and we plan on being by its side until a cure is found. Kids and adults with neuromuscular diseases need our support now

more than ever to continue to have access to the care they need, especially in the midst of a pandemic.

Set up a page or make a donation at NALC's fundraising link: mda.donordrive.com/event/nalc2020.

Recognition

Each week in July: The top 10 NALC fundraising branches will receive a thank-you video from an MDA family.

At the end of July: The top two NALC fundraising branches in July will win a Zoom call with MDA national ambassadors, including new MDA National Ambassador Ethan LyBrand (see below).

MDA National Ambassadors

Each year MDA selects National Ambassadors to represent the thousands of people living with neuromuscular disease and inspire the community through their personal stories. This year, MDA has two National Ambassadors representing the spectrum of people living with neuromuscular disease: Tana and Ethan. They will be sharing our important mission with MDA partners, sponsors, and supporters.



Meet Ethan LyBrand

"I hope to make other kids happy," Ethan says. "I'm excited to go talk to people about having this disease and still living life to the fullest every day."

- 👤 Age: 10
- 📍 Hometown: Decatur, Alabama
- ⚕️ Diagnosis: Duchenne muscular dystrophy

In school, Ethan LyBrand's favorite subject is history — he loves learning about the past. As an MDA National Ambassador, he's hoping MDA will make history for future generations of kids like him, too, with new treatments and cures for all types of muscular dystrophy.

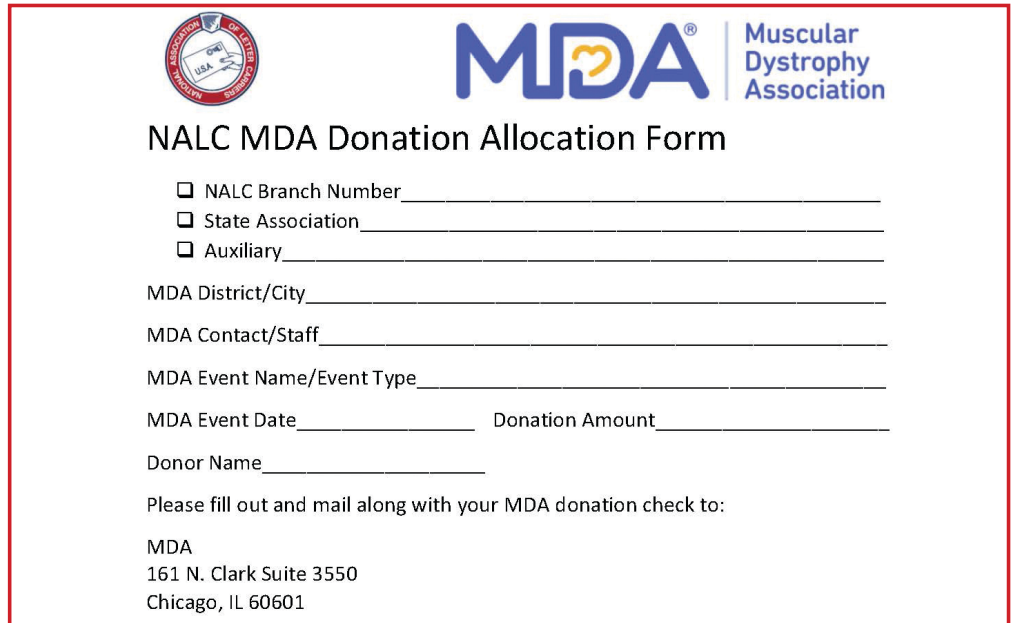
Ethan was diagnosed with [Duchenne muscular dystrophy \(DMD\)](#) in June 2011, two days before his second birthday. The next month, Ethan's parents, Jordan and Josh, found their local MDA.

Fundraising challenge (continued)

Actions

NALC branch presidents: If you've not done so already, please set up an online campaign for your branch at mda.donordrive.com/event/nalc2020 (see instructions below).

Checks and offline gifts received in July can count toward the branch challenge; be sure to use the enclosed NALC Donation Allocation Card and mail donations to: MDA, 161 N. Clark St., Suite 3550, Chicago, IL 60601. Please send copies to NALC Headquarters as well.



NALC MDA Donation Allocation Form

NALC Branch Number _____

State Association _____

Auxiliary _____

MDA District/City _____

MDA Contact/Staff _____

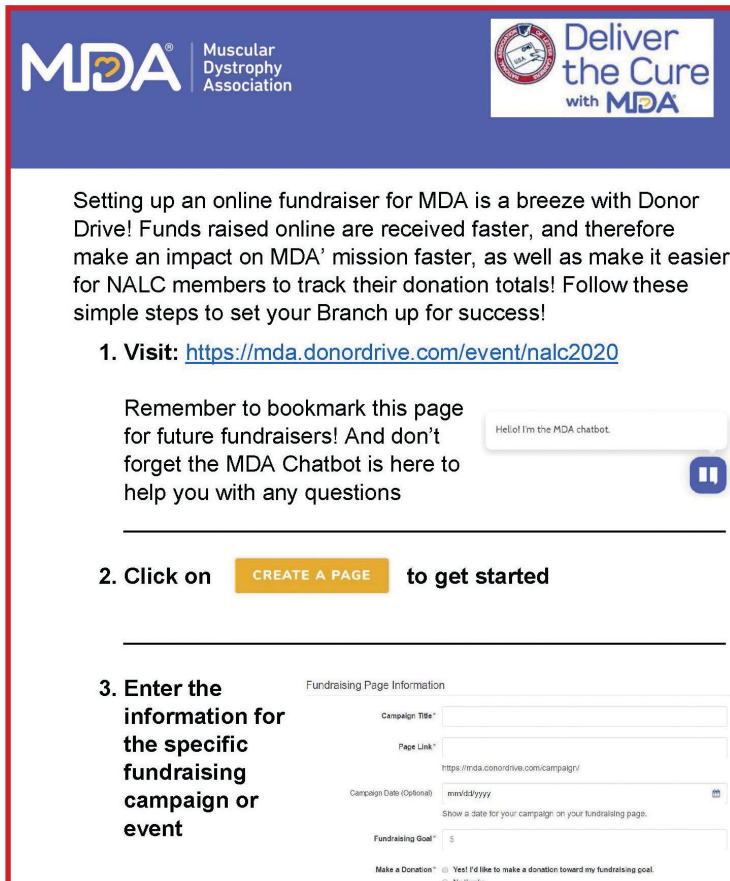
MDA Event Name/Event Type _____

MDA Event Date _____ Donation Amount _____

Donor Name _____

Please fill out and mail along with your MDA donation check to:

MDA
161 N. Clark Suite 3550
Chicago, IL 60601



MDA Muscular Dystrophy Association

Deliver the Cure with MDA

Setting up an online fundraiser for MDA is a breeze with Donor Drive! Funds raised online are received faster, and therefore make an impact on MDA's mission faster, as well as make it easier for NALC members to track their donation totals! Follow these simple steps to set your Branch up for success!

- Visit:** <https://mda.donordrive.com/event/nalc2020>

Remember to bookmark this page for future fundraisers! And don't forget the MDA Chatbot is here to help you with any questions

2. Click on **CREATE A PAGE** to get started

- Enter the information for the specific fundraising campaign or event**

Fundraising Page Information

Campaign Title* _____


Page Link* <https://mda.donordrive.com/campaign/>

Campaign Date (Optional) mm/dd/yyyy

Show a date for your campaign on your fundraising page.

Fundraising Goal* \$ _____

Make a Donation* Yes! I'd like to make a donation toward my fundraising goal. No, thanks.



MDA Muscular Dystrophy Association

Deliver the Cure with MDA

- Enter your Branch number and click "Continue to Next Step"**

Registration Questions

What is your branch number? _____

CONTINUE TO NEXT STEP Cancel

- Enter your personal information as Branch President, and owner of the campaign**

Name: First Name _____ Last Name _____

Enter my name as (Optional) _____

State* _____

City* _____

State/Province* (SELECT) _____

Zip/Postal Code* (10101, 10102) _____

COUNTRY* UNITED STATES _____

Phone* (101)123-1234 _____

NALC ID#* 123-123-1234

Please verify the email address: Muscular Dystrophy Association (123456) _____

- Create a username and password so you can log back in to manage the pages**

Account Information

Email Address* _____

PHONED _____

Create Password* _____

CREATE PAGE Cancel

- Congrats! You can now customize your page and start fundraising!**

Thanks for creating your page!

You did it! You've created a page for our cause.

CUSTOMIZE YOUR PAGE