

Deliver the Cure

2015 Best Practices Manual
for National Association of Letter Carriers



MDA[®]



MDA[®]
Fighting Muscle Disease

Muscular Dystrophy Association

mda.org

Dear NALC Member:

For more than 60 years, countless NALC members have raised millions of dollars for MDA — the Muscular Dystrophy Association. One bright-eyed, intelligent girl probably isn't aware of that history, but Alexis Villa is very aware of what MDA does for her and her mother — Los Angeles Branch 24 member Sonia Villa. Sonia's daughter has spinal muscular atrophy, a genetic disease that affects voluntary muscle movements.



Letter carrier Sonia Villa and her daughter, Alexis, who has spinal muscular atrophy.

It's because of individuals like Alexis and her mom that we're asking members to redouble their efforts supporting MDA to help save and improve the lives of kids and adults fighting muscular dystrophy, SMA, ALS and related diseases. We urge you to join us in strengthening the commitment between our two organizations. You can make that commitment now by reading through this booklet and selecting a fundraising activity. Next, call your Branch President, volunteer to serve as your branch's MDA Coordinator, and then call your local MDA office to get started.

We're counting on you to carry on NALC's tradition to "Deliver the Cure" and asking you to please keep the momentum going to fight muscular dystrophy.

Thanks for caring!

Fredric V. Rolando
President

Steven M. Derks
MDA President and CEO





1. Introduction..... 4

2. Fundraising for MDA..... 7

3. About MDA..... 15

4. Deliver the Cure Branch Bowl 19

5. 2015 NALC Satchel Drive..... 25

6. 2014 NALC Honor Roll..... 31

We Appreciate Your Support

Because of generous partners like you, there has never been a more hopeful time in the battle against muscular dystrophy and related diseases. By supporting MDA, we can:

- Help enhance letter carriers' public image
- Boost members' morale
- Draw positive attention to the Postal Union



NALC: A Proud History

NALC boasts a rich tradition. In 1889, difficult working conditions led some 60 letter carriers from 13 states to establish the National Association of Letter Carriers. By founding their own labor union to fight for a decent living and justice on the job, these early letter carriers were joining fellow American workers in the fledgling labor movement of the late 19th century.



From its inception until 1970, the NALC fought its battle in Congress because it was Congress that oversaw the operation of what was then the Post Office Department. By 1970, finding strength and unity, the letter carriers along with other postal workers went on strike, which ultimately led to the passage of the Postal Reorganization Act. The Act replaced the old Post Office Department with the independent, publicly owned, quasi-corporate entity called the U.S. Postal Service. Under the new law, postal employees won the right to collective bargaining.

The NALC is organized into a well-defined structure, which is set down in a union constitution. Democratic procedures and lines of authority are specified in order to run an effective union. Union officers and functions are organized into four structural levels that ultimately represent 305,000 members.

NALC and MDA

In 1952, NALC became MDA's first national sponsor and declared MDA to be the NALC's official charity. The union's first nationally coordinated campaign to raise funds for MDA took place during Thanksgiving week in 1953. Countless letter carriers returned to their routes, carrying their satchels and soliciting donations door-to-door. The all-volunteer effort was called "The Letter Carrier March for Muscular Dystrophy" nicknamed "The Porchlight Brigade." That year, letter carriers raised nearly \$4 million throughout the country.

Since that time, the NALC has remained faithful to its commitment to help save and improve the lives of the children and adults MDA serves, raising millions of dollars which have been essential to advancing MDA's mission. MDA families are deeply grateful to Letter Carriers for caring and helping MDA move closer to finding lifesaving solutions.

Branches

Each letter carrier is a member of a local branch, of which there are 2,600 of varying sizes throughout the country.

State Associations

Members also belong to NALC State Associations, which represent the NALC grassroots legislative program in their jurisdictions. State associations hold conventions attended by branch delegates at least once every two years.

Regions

NALC's national administration is grouped into 15 regions, each directed by an elected National Business Agent (NBA). NBAs have extensive authority over union affairs in their regions and serve on the NALC Executive Council.

National Headquarters

National union business is generally conducted at NALC's Washington, D.C., headquarters by nationally elected resident officers.

NALC members share a common bond with the wider American labor movement. In recognition of that bond, NALC is affiliated with the American Federation of Labor and Congress of Industrial Organizations (AFL-CIO), our nation's largest-run labor institution.



Host a Fundraiser

Helping MDA can help you, too. It's a great way to demonstrate to the public how much you care about your community. When you support MDA, you are helping save and improve the lives of people fighting muscular dystrophy and related disorders by finding treatments and cures, supporting families and rallying communities to fight back. Putting together an MDA special event also will create excitement and teamwork within your branch.

Event publicity will enhance your branch's image and boost letter carrier morale. Best of all, when you organize a special event for MDA, you get a sense of pride and accomplishment — not to mention the knowledge that you've made a big difference in the lives of kids and adults with muscular dystrophy.

Your local MDA representative can supply guidance and support materials.



“Your MDA fundraising efforts are nothing short of spectacular. Thanks to you, families served by MDA have a future with hope. So let’s keep up the great work, letter carriers, and deliver that cure for kids and adults with muscular dystrophy.”

— Fredric Rolando, NALC President

The following fundraisers should be supported with the involvement of your local MDA representative:

Deliver the Cure Branch Bowls

The pride and teamwork arising from an MDA bowling event will carry over into your workplace. An MDA bowling event unites employees, family members and others in a friendly competition. Make it a branch occasion, or challenge other branches in your community. See the Appendix for the recipe for an MDA Deliver the Cure Branch Bowl.

MDA Muscle Walk — MDA's National Walk Program

Everyone can participate in MDA's Muscle Walk. This nationwide series of walking events unites communities and families to fight back against muscle disease by raising funds and awareness. Make it a branch event for your members, and join one of MDA's citywide walks. It's a great morale booster that's flexible. MDA does the planning and promotion. You reap the benefits and make a difference.

MDA Team Momentum

Sign up with your branch. 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 to help save and improve the lives of kids and adults fighting muscular dystrophy.

Texas Hold'em Tournaments (in accordance with state law)

Charity poker tournaments are a fun, social, fast-paced and a terrific way to involve branch members, family and friends while raising money for MDA.

Golf

You can Deliver the Cure and drive a hole-in-one with MDA's golf tournaments. Golf provides an excellent way to involve postal customers and outside parties in a day of business and camaraderie. MDA staff will help get you out on the greens for a day of networking and fun.

Trivia Tournaments

Trivia tournaments are ideal for state conventions and any gathering of NALC members — they're easy and can be put together quickly. See the Appendix for a recipe for Trivia Night.

Satchel Drive

The Satchel Drive is the NALC's signature person-to-person fundraising effort. Branch members assemble at pre-confirmed retail shopping locations — entertainment and sporting events are great locations, too!

More Fundraising Ideas

Select from these simple events that can be done without involving your local MDA representative.

Quick and easy events:

- Casual dress-down days
- Auctions
- Raffles
- Car washes
- Bake sales
- Pool and dart tournaments
- Comedy/karaoke nights
- Bingo nights
- Pancake breakfasts/spaghetti dinners
- Branch member donation drive
- Local credit union partnership



Ways MDA staff can help:

1. Sample letters
 - Donation requests
 - Volunteer thank-you's
2. Sample press releases and media materials
3. Donation receipts and tax ID information

“MDA fundraising doesn’t have to be one event — it can be fun events all year-round. You have to include MDA as a part of your ongoing branch activities, and be aware of small opportunities that arise from time to time that can help raise money.”

— NALC Branch President

Sample Fundraiser Timeline

1. Evaluate your branch's membership potential
2. Determine event(s) (three to six months)
3. Organize (three to six months)
 - Create a branch committee
 - Delegate responsibilities
4. Pick a date and time (two to four months)
5. Pick a location (two to four months)
6. Donation request letters for items such as (two to four months):
 - Refreshments
 - Auction items
 - Prizes
 - Event supplies
 - Decorations
 - Volunteers
7. Publicize your event (one to three months):
 - Fliers/posters
 - Newsletters
 - Announcements at branch meetings
 - Press releases
8. Day of event:
 - Have fun!
 - Convert all cash to a check, complete Branch Activity Report Form and mail to your local MDA office.
9. Send thank-you letters

Supplies Make It Easy

Contact your MDA representative to order fundraising materials that will support your selected special event program.



Deliver the Cure Bowl:

- Sponsorship form
- Collection envelope



Golf supply:

- Brochure shell
- Tee signs
- Marketing collateral
- Photo frame holder
- Video presentations



Muscle Walk:

- Muscle Walk brochure
- Poster
- Team Captain Kit
- Team Member Kit
- Marketing collateral

CFC (Combined Federal Campaign) — A Simple Way To Help Deliver the Cure

The CFC is the most inclusive workplace giving campaign in the world, with the number of participating charities estimated at more than 20,000 nonprofit organizations worldwide. As the NALC's "official charity," branch members are encouraged to include MDA among their choices.

CFC provides opportunities for federal workers to become involved in their communities, and branch members can play a vital role in boosting CFC contributions to MDA by volunteering to serve as the administering agent on behalf of the USPS. In this role, you'll be in a position to communicate to branch members the mechanism by which they can contribute through the CFC.

This leadership role also will help you fine-tune many skill sets necessary for serving and advancing through the union's leadership — consider communication, organization, negotiating and planning.

Follow these steps:

1. Contact your MDA Executive Director to help establish MDA's participation in the CFC campaign.
2. Speak with your branch president to discuss/confirm members' participation in the CFC campaign.
3. Confirm with the CFC coordinating agency (usually United Way) that MDA will be able to obtain copies of pledge cards completed by NALC branch members making a pledge to MDA.
4. Make sure your MDA Executive Director completes an FMS Event form designating the name of the event as NALC/CFC and identified as follows:

**Event Type: Combined Federal Campaign
Sponsor NALC — (Branch #)**

MDA annually participates in the Combined Federal Campaign, a workplace-giving program for federal personnel. The CFC is a convenient and easy way for letter carriers to support MDA through a payroll deduction campaign.

Branch members are encouraged to serve in leadership roles coordinating CFC activities and helping to advance MDA's lifesaving mission by designating number 10561 on pledge forms provided during the fall campaign.

PLEASE COMPLETE THIS FORM IN QUINTUPPLICATE EACH TIME YOUR BRANCH CONDUCTS A FUNDRAISING EVENT FOR MDA.



NATIONAL ASSOCIATION OF LETTER CARRIERS ACTIVITY REPORT

This will confirm that our branch or NALC Auxiliary conducted a fundraising campaign on behalf of MDA and raised a total of \$ _____ for MDA's research and health care services programs.

A NALC BRANCH INFORMATION NALC BRANCHES COMPLETE SECTIONS A & C

NALC BRANCH NAME _____ BRANCH NO. _____

BRANCH PRESIDENT _____

BRANCH ADDRESS _____

CITY/STATE _____ ZIP CODE _____ TELEPHONE NO. _____

B NALC AUXILIARY INFORMATION NALC AUXILIARY COMPLETES SECTIONS B & C

NATIONAL SECRETARY/AUXILIARY CONTACT _____

ADDRESS _____

CITY/STATE _____ ZIP CODE _____ TELEPHONE NO. _____

EVENT LOCATION _____ MDA OFFICE TO BE CREDITED (IF APPLICABLE) _____

C FUNDRAISING ACTIVITY INFORMATION NALC BRANCHES AND AUXILIARY COMPLETE SECTION C

TYPE OF FUNCTION _____

DATE OF FUNCTION _____ AMOUNT RAISED \$ _____ \$ _____ \$ _____
(GROSS) (EXPENSES) (NET)

TOTAL AMOUNT MAILED TO _____ ON _____
(NAME OF MDA REPRESENTATIVE) (DATE)

MDA FIELD OFFICE _____
(REQUIRED) (CITY) (STATE)

SIGNATURE _____ (BRANCH PRESIDENT) (DATE)

COPY DISTRIBUTION

1. Mail copy to Mr. Jim Williams, MDA Coordinator, National Association of Letter Carriers, 100 Indiana Avenue, Washington, DC 20001.
2. Mail/deliver copies with donation in check or money order to your local MDA representative (IF APPLICABLE).
3. Mail copy to your NALC business agent.

Completion of this Activity Report will allow President Fredric V. Rolando and the NALC to report on the great job our nation's letter carriers are doing for MDA.

(Extra copies of this form are available from your local MDA representative.)

Put Yourself in the Picture

Helping support MDA shows the public that letter carriers are concerned members of the community. Organizing an MDA special event creates excitement and teamwork within the NALC. The image of letter carriers is enhanced with the publicity of our partnership with MDA.

Certainly, the benefit of having a fundraiser for MDA is the satisfaction from knowing that you're making a difference in the lives of those living with muscular dystrophy. And, there are terrific benefits that encourage members as well!

MDA Awards

NALC branches that raise the most money to benefit MDA in each of the 10 categories and the auxiliary will be rewarded with an incentive trip to be announced by the NALC President in June. The categories are:

Category I	One through 50 members
Category II	51 through 100 members
Category III	101 through 200 members
Category IV	201 through 350 members
Category V	351 through 500 members
Category VI	501 through 700 members
Category VII	701 through 1,000 members
Category VIII	1,001 through 1,500 members
Category IX	1,501 through 2,000 members
Category X	2,001 and over

In addition to the top fundraising awards, the NALC also recognizes all branches in the following categories:

- \$5,000 to \$9,999 — Friends of MDA — Branch receives a certificate
- \$10,000 and over — President's Award — Branch receives a plaque

The Muscular Dystrophy Association

MDA is the world's leading nonprofit health agency dedicated to saving and improving the lives of anyone with muscular dystrophy, amyotrophic lateral sclerosis (ALS) and dozens of other conditions. These diseases are disorders of the muscles or parts of the nervous system that almost always severely limit body movement.

Most of the more than 40 diseases MDA fights are progressive, causing the muscles to gradually weaken over time. Diseases that weaken the muscles often result in people losing basic functions that many of us take for granted, such as walking, standing, breathing, hugging, dressing, eating or even talking. Several also affect the heart and lungs, which can be life-threatening. Some forms of muscular dystrophy appear at birth, while others strike during childhood, young adulthood or even late middle age. ALS, for instance, attacks men and women in the prime of life. Most are genetic in origin, and most limit life span and quality of life. **There are few treatments, and no cures.**

MDA is working tirelessly to change this picture by accelerating worldwide research to develop treatments and cures, by revolutionizing health care services and support to MDA families nationwide, and by rallying communities to fight back through advocacy, fundraising and local engagement.

An estimated 1 million Americans are living with life-threatening neuromuscular diseases, and no one is doing more than MDA to accelerate progress for the families and individuals it serves.



Here are a few of the ways MDA is making a difference today:

- MDA invests more to fight muscular dystrophy than any other nonprofit organization in the United States. MDA is currently funding 250 research projects in 16 countries.
- Last year, 100,000 Americans received direct support from MDA.
- MDA's nationwide network of nearly 200 specialized clinics is the largest in the country, providing comprehensive, world-class care to people with muscle disease. Last year, our clinics supported nearly 57,000 visits.
- MDA helps families get access to the medical equipment they need to maintain independence, such as power wheelchairs, bath equipment and walkers.
- Every year, MDA sends more than 3,500 children with muscle disease to MDA summer camps, where they enjoy a week of barrier-free fun while gaining self-confidence and independence — at no cost to their families.
- MDA empowers families by providing them with information about what matters most: diagnosis, signs and symptoms, medical management, research, clinical trials, health care services and support, support groups and daily living strategies.
- MDA-led advocacy efforts make legislators and policymakers aware of important issues in matters of public policy, research advances and therapy development.

Thanks to its generous supporters like the NALC, there has never been a more hopeful time in the fight against muscular dystrophy. MDA anticipates the number of promising human clinical trials will double in the next 5 years. In this extraordinary time of discovery, MDA is on the brink of unprecedented opportunity, but MDA needs the continued help of NALC members to accelerate progress.

Comprehensive Services Provide Vital Help

To help people in your community meet the challenges imposed by chronic, progressive muscle diseases, MDA sponsors a nationwide network of nearly 200 clinics — including more than 40 specialized MDA/ALS centers — staffed by teams consisting of top health professionals who can advise individuals about the medical management of their conditions. MDA also offers a network of support groups across the country. Through MDA's 100 field offices, MDA staff is available to notify families about various community agencies that can provide assistance in areas such as medical benefits and financial aid.

Through MDA's summer camp program, kids with muscular dystrophy and related diseases in your community have a lot to smile about. Youngsters have the time of their lives at summer camps, which feature activities geared to the special needs of those with neuromuscular diseases. MDA has provided 35,000 weeklong visits for kids at MDA summer camp in the past decade.

MDA summer camps give youngsters an unmatched opportunity to develop new friendships, share interests and build self-confidence. Activities range from outdoor sports, such as swimming and horseback riding, to programs like arts and crafts, and talent shows. Children who attend MDA summer camp often call it "the best week of the year."



Worldwide Research Program Keeps Hope Alive

Each year, MDA funds more than 250 research projects worldwide in its effort to accelerate discovery of treatments and cures for the more than 40 neuromuscular diseases in MDA's program.

MDA has funded the discovery of the genetic underpinnings of almost all diseases in its program and is partnering with biopharmaceutical companies to turn basic science into practical and effective treatments. MDA-funded research holds the promise of minimizing symptoms, prolonging life and potentially reversing the course of a disease. In the past year alone, MDA has contributed to more than 30 clinical trials for novel drugs and other therapies which are aimed at treating a broad spectrum of neuromuscular diseases.

"It's more crucial now to donate to MDA for research because the research and science that is available currently is outstanding, unprecedented and has never been available before," says Alison Willis of Fayetteville, N.Y., a mom whose twin boys with muscular dystrophy took part in a clinical trial testing a potential therapy for the disease.

MDA also helps advance important neuromuscular disease research through its clinical research networks for ALS, DMD, myotonic dystrophy and (in conjunction with the National Institutes of Health) Charcot-Marie-Tooth disease. These networks collect disease information, assess and compare treatment strategies, and allow the conduct of multicenter clinical trials with standardized procedures.

"In years to come, we will see a flurry of treatments that will change the course of people's lives, their families and future generations," says Ericka Simpson, M.D., co-director of the MDA Clinic at Methodist Neurological Hospital in Houston.

Recipe for an MDA Deliver the Cure Branch Bowl Ingredients:

- 1 Event: Bowling is a simple, easy way to raise money that includes all members, their friends and family.
- 1 Location: Look for a local bowling alley that donates or discounts lane and shoe fees. Will need at least 20 to 30 lanes. One lane per team of four to five bowlers. Request three games per team, and plan to average about three hours of playing time.
- 1 Space within the bowling alley large enough for hosting a pre-bowl tailgate party.
- 1 MDA staff member to help you with packet materials and to verify incentive prizes.
- 1 Head Coach of the Challenge Bowl. Head coach is in charge of finding the team captains.
- 1 Company to donate beverages for tailgate party (if allowed by bowling alley).
- 1 Sponsor to either donate food for the tailgate party or underwrite the cost of food. Name the tailgate party after that sponsor.
- 1-2 Registration volunteer(s) to collect all of the team captains or individual bowler pledge kits and count money collected from each team. Record pledges on displayed barometer or poster board.
- 10+ Attendance prizes. You can award prizes during bowling time for first player to “strike” or ask random bowling trivia over the PA system. (Sell MDA paper mobiles before and draw a name from the paper mobiles to win a prize.)
- 20 Team Captains who each recruit four to five bowlers for their team.
(Yields 80 to 100 bowlers)

Directions:

After locating a bowling center, designate the head coach. The head coach will need to identify team captains, or individual bowlers to participate. Ideally, the challenge is to recruit as many branches as team captains with team players. Set a goal for the number of bowlers based on the amount of money you would like to raise for MDA. Don't forget to involve your MDA staff in initial plans, and give volunteers written instructions of event day details.

Mix all the rest of the ingredients together. Hand out the Team Captain instruction sheet as soon as you can. Blend in bowler pledge packets, making sure to fill in the event “who, what and where” information sheet and on any fliers. Add decorations and a theme. Create a fun atmosphere for all to enjoy. Most importantly, if bowlers didn't collect money upfront on their pledge forms, set a date at the latest for two weeks after the event to have all money collected.

- Don't schedule the MDA Deliver the Cure Branch Bowl during a conflicting NALC or community event.
- Involve other branches in a Challenge Bowl competition.
- HAVE FUN!!! MDA appreciates everything you are doing!

Head Coach Letter

Thank you for volunteering to be a “head coach” and to coordinate your organization’s participation in the MDA Super Bowl to benefit MDA — the Muscular Dystrophy Association. We know you will find it to be a fun, easy and worthwhile way to raise funds to fight muscular dystrophy.

As head coach, your main responsibility will be to recruit team captains and communicate to them details of the event, including the emphasis of the group’s fundraising goals. MDA Super Bowls can be a popular social event, so you’ll be amazed that you will reach your goal if it is communicated to all participants. Make the event fun to attend, and be sure to communicate how your team is making a difference by helping MDA find treatments and cures, support families and rally communities to fight back.

EVENT DATE:

BOWLING CENTER:

TIME OF EVENT: Tailgate Party - Bowling -

The best way to build morale with your team of bowlers is to stay in contact with as many members as you can! These team members don't need to know much about bowling or even be good bowlers. They just need to have the ability to get others excited about contributing to a respected charity, MDA, and that it's a FUN event. Perhaps you may invite others from outside your organization.

You and another member/volunteer should plan to arrive at the bowling center early. Someone must be assigned to check in the participants, and if you're organizing them into teams of four, keep their packets in one group so that they pool their funds together for the team award, still giving credit to individual participants.

If you choose to do a tailgate party, get the bowling center to give you a room to serve donated beverages, food or snacks. After they register, the participants are invited to enjoy a tailgate party, basically giving you time to register. That leaves enough time for them to get their shoes, go to their assigned lane, look at auction/ raffle items and mingle before the event starts.

Play games to add excitement. Have donated items and trinkets, MDA giveaways or gift certificates on hand to reward those participants who get the very next “strike,” after you ring the bell. Sell MDA paper mobiles before the event starts for \$1. Put all mobiles in a box, and draw out the winning name to receive a donated prize.

As head coach, we ask for your assistance in the handling of these funds. Money collected the day of the event, or before, should be kept with the adviser and converted into a check or money order and forwarded to MDA immediately, along with a copy of the team accounting form.

In behalf of those served by MDA, thank you for taking on this important role as head coach. You have the most important task of organizing and coordinating this fundraising event. MDA will help you every step of the way. Just ask!

Head Coach — Team Organization Form

#	Team Captain & Phone #	Team Members of Four
1.		
2.		
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11.		
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24.		
25.		

Team Captain Instructions

As an MDA Deliver the Cure Branch Bowl team captain, you play a very important role in the success of this event. Here are some tips to help you get started.

Recruiting Teammates

Remember that your teammates can come from anywhere, and they certainly don't have to be good bowlers. This isn't a tournament, so we aren't concerned about your score. Co-workers, business partners, family members, neighbors, etc., are welcome to join you! Keep in mind, however, that we need to raise money for MDA to participate. Once you have a teammate signed up, give him or her a bowler pledge packet. Ideally, recruit four to five people to be on your team.

Sponsorship

Each bowler is asked to raise a minimum of \$100 for MDA, and it's easier than you may think. Ask your teammates to carry their packet around with them for a week, and simply ask for a donation from everyone they see. You'd be surprised how easy it is to collect \$5 or \$10 at a time by simply asking! We strongly encourage collecting money upfront — collecting pledges after the fact can be time-consuming and may drag out the process.

Be sure to tell people how their donation will make an impact. Every dollar helps MDA save and improve the lives of people fighting muscle disease by finding treatments and cures, supporting families and rallying communities to fight back. NOTE: Bowlers can earn incentives based on the amount of money they collect. Before you know it, you will have reached an incentive level just by asking others for a donation.

Day of the Event

It is recommended that you meet with your teammates prior to the Deliver the Cure Branch Bowl, collect the funds, and fill out the accounting form on the bottom of this sheet. It saves you from doing so in a crowded bowling center. Once you have done so, only the team captain needs to sign in at the event registration. If a member of your team hasn't collected all of his or her funds, he or she must turn in at least \$50 to participate.

Accounting Form

Bowler Name	Prizes Earned* <small>*Check Each Below \$100= MDA Mug \$150= MDA T-shirt \$200= MDA Sweatshirt</small>	T-shirt or Sweatshirt Size	\$ Turned in Day of Event* <small>*must turn in \$50 on day of event to participate</small>	Grand Totals
Bowler #1	Mug __ T-shirt __ Sweatshirt __			
Bowler #2	Mug __ T-shirt __ Sweatshirt __			
Bowler #3	Mug __ T-shirt __ Sweatshirt __			
Bowler #4	Mug __ T-shirt __ Sweatshirt __			
Bowler #5	Mug __ T-shirt __ Sweatshirt __			
Team Totals	Mug __ T-shirt __ Sweatshirt __			

Deliver the Cure Branch Bowl to Benefit the Muscular Dystrophy Association

Date:

Time:

Location:

THANK YOU for participating in the MDA Deliver the Cure Branch Bowl!

The purpose of the Bowl is to raise as much money as possible for MDA to save and improve the lives of people fighting muscular dystrophy, while having as much fun as possible. Not only will you be raising money to benefit MDA, but you can earn some fabulous prizes as shown below.

You should use this packet when asking your friends, neighbors, relatives, people at school, people at work, people at church, etc., for a donation to MDA before you bowl. Bring this kit and funds raised with you to the event. You must raise at least \$50!

WHEN YOU BRING: YOU WILL RECEIVE:

\$50 to \$99

Three games to bowl, shoes and a pass to the tailgate party

\$100 to \$149

MDA mug or CD case and the above

\$150 to \$249

MDA Super Bowl T-shirt and bowl

\$250+

MDA sweatshirt, three games to bowl, shoes and tailgate party pass

\$800

You'll send one local child with neuromuscular disease to summer camp for a week and receive a special plaque plus \$200 incentive prize level

Certificates Will Be Awarded for the Following:

(Remember this is a fun fundraising event, and you don't have to be a good bowler to have a good time at this event!)

Highest Female Game

Highest Male Game

Lowest Female Game

Lowest Male Game

Highest Team Total

Plaques Will Be Awarded for the Following:

Top Individual Fundraiser

Top Fundraising Team

If you have any questions, please contact your team captain, or call your local MDA office. Can't wait to see you at the event.

Event Head Coach _____

Deliver The Cure Bowler Donation Log

Date:

Location:

Time:

Bowler's Name: _____

Team Captain: _____

Thank you for participating in this year's MDA Deliver the Cure Branch Bowl. We hope you have a great time bowling and participating in all the festivities. Please bring this kit and all the money you have collected to the bowling center with you. It will be turned in and processed with the other bowlers. Proceeds from the event will benefit MDA. You can see from the table below what you can earn — and MDA can provide — based upon your fundraising total.

Collect at Least:	You Will Receive:	MDA Can Provide:
\$50 to \$99	Free bowling, food and drink	A day of medical supplies at MDA summer camp
\$100 to \$149	MDA aluminum travel mug or CD case and above	Support group session
\$150 to \$249	MDA T-shirt and bowl	Physical therapy consultation
\$250+	MDA sweatshirt and bowl	Assistance with repairs to durable medical equipment

Awards will be presented to top individual and team fundraisers and bowlers!

Donor Name	Amount Collected	Donor Name	Amount Collected
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
		Total Collections:	\$

THANKS FOR CARING!

2015 NALC Satchel Drive

A How-To Manual



The Satchel Drive Coordinator:

- has leadership skills and works well with colleagues and management;
- makes a commitment to the job;
- is able to recruit strong leaders to help with the drive;
- is enthusiastic and wants to be involved;
- has an interest in learning about MDA, local services, MDA summer camp, etc;
- derives satisfaction from being part of a noble past and a brighter future;
- is an active union member interested in further developing leadership skills; and
- desires to make an impact in the local community.



Working with MDA Year-Round

Your MDA office can provide information, support and guidance to help you with every aspect of your role as a coordinator. A few simple ideas to build rapport with your branch and the MDA District office can include:

- Ask the branch president to write an article about the benefits received from working with MDA to be included in the newsletter.
- Make MDA a part of your branch's awards banquet.
- Visit MDA summer camp.
- Invite an MDA family to have lunch or dinner at the union hall.
- Visit the MDA website at mda.org or the NALC site at nalc.org.

Goal-Setting

1. Successful Satchel Drives – 100 Percent Participation

Start with collection goals that are:

- Challenging
- Realistic
- Attainable

2. The Goal-Setting Process

- Call on key members to be part of the goal-setting process.
- Establish what your market can bear, and do the math worksheet below.
- Analyze last year's results by shift and member contributions.

3. Set New Goals

- Establish branch goals (break it down to \$ goals per person).
- Have 100 percent concurrence on goal and strategy.
- Make sure everyone is aware of the goals.

4. Sample Formula

of branches X # of LC per branch = total # of LC
of days X # of hours per day = total # of hours per LC
total LC X total hours per LC = total hours
total hours X \$100 per LC = **Drive Potential**

10 branches X 5 LC per branch = 50 LC
3 days X 5 hours per day = 15 hours per LC
50 LC X 15 hours per LC = 750 hours
750 hours X \$100 per LC = **\$75,000 Potential**

Remember ... Emphasize the importance of everyone's participation for success.

Securing Funds

In tandem with MDA, please be aware of these money handling tips:

Whenever possible, have the proceeds taken to a local bank to be counted and verified. A check or money order (the cost may be donated because it is for MDA) should be made payable to MDA for the amount of funds from your drive.

If it is not possible for your branch to have the funds deposited and accounted for by a bank or lending institution, procedures should be in place to have the funds counted in a secured area. This accounting should be handled by a designated group (minimum of three individuals) of volunteers.

After the money is counted and verified, an MDA-supplied Income Verification Form should be filled out and signed by all who are present. The yellow and pink copies should accompany the income, and you should retain the white copy. The money should then be secured in a safe or vault until it can be taken to the bank for processing.



Do

- Make a plan to safeguard the bags and bags of money.
- Meet with branch's bank representative to arrange the counting and depositing of funds.
- Provide specific instructions in writing.
- Obtain money bags, seals, wrappers and ID tags.
- Establish a safe, secure area to handle funds.
- Arrange money pickups from specific locations.
- Determine system to track individuals, shifts and station collections.

Don't

- Take securing of funds for granted.
- Store money overnight in home, station, office or car.
- Bring money to MDA office.
- Never count money alone — always have a buddy system to verify results.

Supplies

MDA provides supplies specifically designed for the Satchel Drive. Your MDA staff representatives can help you order for your branch.

Double-check with each branch and its members to make sure they have everything they need before going out to collect.

Leftover supplies can be stored for next year's drive.



Letter Carrier Contact Form (for MDA use)

Name of Branch _____ Incentives _____

Date Delivered _____ # of Members _____ Branch _____

MDA Coordinator:

Name _____

Address _____

City _____ State _____ ZIP _____

Phone (W) () _____ (H) () _____

Branch President:

Name _____

Address _____

(is address) Home or Station

City _____ State _____ ZIP _____

Phone (W) () _____ (H) () _____

Supplies Needed:

Posters _____ Stickers _____ Other _____

Publicity:

Copy to MDA Coord. _____ Amt. Received: _____

Copy to Union Pres. _____ Date Received: _____

Press Release — Date Sent: _____ Previous Year's Net: _____

Kickoff Date: _____ Branch Visits Scheduled: _____

Dates: _____

Misc. _____



CITY	BRANCH #	NET INCOME	CITY	BRANCH #	NET INCOME
ALABAMA			\$12068		
Anniston	448	\$430	Chatsworth	2902	\$3,913
Rocket City	462	\$2,496	Canoga Park	4006	\$677
Mobile	469	\$130	Manteca	4249	\$4,989
Birmingham	530	\$8,012	Carmichael	4494	\$580
Dothan	1630	\$1,000	COLORADO		
ALASKA			\$24,283		
Anchorage	4319	\$1,034	Denver	47	\$3,472
ARIZONA			\$11,861		
Phoenix	576	\$5,329	Colorado Springs	204	\$16,195
Arizona Merged	1902	\$6,411	Fort Collins	849	\$583
Sun City	6156	\$121	Grand Junction	913	\$500
ARKANSAS			\$3,327		
Little Rock	35	\$2,737	Arvada	4405	\$690
Fort Smith	399	\$500	Aurora	5996	\$2,843
Jonesboro	1131	\$90	CONNECTICUT		
CALIFORNIA			\$24,413		
Los Angeles	24	\$3,300	North Haven	19	\$7,396
Central CA Coast	52	\$3,153	Connecticut Merged	20	\$4,076
San Diego	70	\$7,471	Stamford	60	\$6,000
Sacramento	133	\$13,090	Hartford	86	\$6,941
Santa Rosa	183	\$4,423	DELAWARE		
San Jose	193	\$2,433	Wilmington	191	\$2,329
San Francisco	214	\$4,027	FLORIDA		
San Bernardino	411	\$1,057	Jacksonville	53	\$944
Garden Grove	1100	\$8,910	Pensacola	321	\$94
Richmond	1111	\$5,000	Tampa	599	\$5,421
San Mateo	1280	\$50	Miami	1071	\$8,913
Santa Clara	1427	\$1,821	Orlando	1091	\$1,350
Burbank	2086	\$1,050	West Coast Florida	1477	\$11,000
Upland	2168	\$831	West Palm Beach	1690	\$10,197
Pasadena	2200	\$238	Clearwater	2008	\$8,266
Van Nuys	2462	\$1,262	Fort Myers	2072	\$400
			Fort Lauderdale	2550	\$1,330
			De Land	2591	\$2,144
			Space Coast	2689	\$1,212
			Naples	4716	\$3,333
			Casselberry	5561	\$500

CITY	BRANCH #	NET INCOME	CITY	BRANCH #	NET INCOME
GEORGIA			\$15,339		
Atlanta	73	\$11,699	Downers Grove	1870	\$1,203
Augusta	263	\$1,359	Des Plaines	2076	\$3,450
Macon	270	\$431	Franklin Park	2183	\$950
Savannah	578	\$850	Arlington Heights	2810	\$600
Valdosta	998	\$1,000	South Suburban Merged	4016	\$4,050
			Mount Prospect	4099	\$265
			Palatine	4268	\$500
HAWAII			\$11,786		
Honolulu	860	\$11,786	INDIANA		
					\$23,033
			Indianapolis	39	\$6,335
			Fort Wayne	116	\$3,482
IDAHO			\$585		
Boise	331	\$585	Anderson	489	\$3,762
			Hammond	580	\$4,335
			South Central Indiana	828	\$5,119
IOWA			\$15,343		
Sioux City	69	\$1,702	KANSAS		
Clinton	126	\$472			\$3,306
Council Bluffs	314	\$675	Topeka	10	\$562
Central Iowa Merged	352	\$8,533	Lawrence	104	\$650
Cedar Rapids	373	\$1,440	Wichita	201	\$594
Waterloo	512	\$2,521	Hutchinson	485	\$50
			Manhattan	1018	\$840
			Garden City	1412	\$610
ILLINOIS			\$95,565		
Chicago	11	\$24,118	KENTUCKY		
Peoria	31	\$573			\$6,686
Galesburg	88	\$4,048	Louisville	14	\$5,229
Belleville	155	\$6,600	Lexington	361	\$1,457
Aurora	219	\$4,295			
Rockford	245	\$13,898	LOUISIANA		
Streator	287	\$250			\$7,650
Rock Island	292	\$409	New Orleans	124	\$2,574
Joliet	305	\$1,578	Baton Rouge	129	\$342
Alton	309	\$1,850	Shreveport	197	\$3,394
Bloomington	522	\$573	Thibodaux	2464	\$1,340
Urbana	784	\$298			
Oak Brook	825	\$18,792	MAINE		
Granite City	1132	\$2,020			\$40
Southern Illinois Merged	1197	\$5,245	Scarborough	92	\$40

CITY	BRANCH #	NET INCOME	CITY	BRANCH #	NET INCOME
MASSACHUSETTS			MISSOURI		
Lynn	7	\$3,241	Jefferson City	127	\$9,830
Worcester	12	\$1,035	Springfield	203	\$576
Southeast Massachusetts	18	\$4,566	St. Louis	343	\$34,953
Massachusetts NE Merged	25	\$3,484	Manchester	5050	\$2,100
Boston	34	\$21,917	Bridgeton	5847	\$1,769
Springfield	46	\$2,881			
Fall River	51	\$2,155	MISSISSIPPI		
			Vicksburg	94	\$1,200
MARYLAND			Jackson	217	\$257
Baltimore	176	\$2,242	Brookhaven	2396	\$512
Hagerstown	443	\$4,790			
Glen Burnie	4422	\$320	MONTANA		
			Missoula	701	\$695
MICHIGAN					
Detroit	1	\$4,749	NORTH CAROLINA		
Grand Rapids	56	\$6,473	Asheville	248	\$104
Saginaw	74	\$8,819	Durham	382	\$5,000
Jackson	232	\$400	Charlotte	545	\$7,280
Waterford	320	\$1,800	High Point	936	\$800
Adrian	579	\$3,740	Lenoir	1852	\$2,400
Mount Clemens	654	\$4,384	Burlington	2262	\$729
Niles	775	\$1,950			
Western Wayne County	2184	\$4,457	NORTH DAKOTA		
East Lansing	2555	\$872	Fargo - West Fargo	205	\$15,944
Royal Oak	3126	\$6,918	Bismarck	957	\$1,061
Centerline	4374	\$5,019			
MINNESOTA			NEBRASKA		
Minneapolis	9	\$7,071	Omaha	5	\$4,180
Saint Paul	28	\$850	Lincoln	8	\$5,900
Saint Cloud	388	\$869	Kearney	312	\$280
Hopkins	2942	\$4,140	North Platte	1258	\$450
			NEW HAMPSHIRE		
			NH Merged	44	\$5,574
			Keene	590	\$300

CITY	BRANCH #	NET INCOME	CITY	BRANCH #	NET INCOME
NEW JERSEY		\$90,530	Binghamton	333	\$3,047
Springfield	38	\$66,300	Long Island City	357	\$484
Jersey City	42	\$872	Northeastern NY	358	\$20,238
Elizabeth	67	\$2,086	Yonkers	387	\$12,254
Paterson	120	\$702	Jamaica	562	\$1,989
Rockaway	272	\$800	Westchester Merged	693	\$3,000
Trenton	380	\$200	New City	5229	\$1,753
Plainfield	396	\$718	Long Island Merged	6000	\$46,589
Bergen County Merged	425	\$3,275			
South Amboy	444	\$244	OHIO		\$25,651
Collingswood	540	\$2,760	Cincinnati	43	\$8,778
South Orange	673	\$322	Zanesville	63	\$4,421
South Jersey	908	\$1,059	Columbus	78	\$3,857
Freehold	924	\$1,470	Toledo	100	\$1,990
Toms River	1089	\$1,000	Dayton	182	\$1,631
Westfield	1492	\$4,879	Youngstown	385	\$4,974
Scotch Plain	4102	\$2,420	OKLAHOMA		\$5,315
Brick Town	5420	\$1,423	Oklahoma City	458	\$1,902
			Tulsa	1358	\$3,413
NEW MEXICO		\$2,550			
Albuquerque	504	\$2,550	OREGON		\$26,857
			Portland	82	\$22,966
NEVADA		\$18,604	Salem	347	\$465
Reno	709	\$165	Eugene	916	\$424
Las Vegas	2502	\$13,439	Coos Bay	1450	\$3,002
Sparks	2778	\$5,000			
			PENNSYLVANIA		\$91,995
NEW YORK		\$169,926	Williamsport	50	\$250
Buffalo/Western NY	3	\$7,239	Pittsburgh	84	\$6,155
Albany	29	\$768	Philadelphia	157	\$58,566
Manhattan	36	\$19,297	Reading	258	\$4,649
Brooklyn	41	\$19,279	Erie	284	\$608
Syracuse	134	\$16,621	Mon-Yough	332	\$4,377
Hudson Valley Merged	137	\$1,558	Harrisburg	500	\$10,000
Rochester	210	\$10,912	Uniontown	520	\$3,500
Flushing	294	\$2,810	Southeast PA Merged	725	\$3,000
Watertown	302	\$2,088	State College	1495	\$575
			Great Valley Merged	4317	\$315

CITY	BRANCH #	NET INCOME	CITY	BRANCH #	NET INCOME
RHODE ISLAND			WASHINGTON		
Pawtucket	55	\$4,845	Seattle	79	\$3,017
SOUTH CAROLINA			Tacoma	130	\$3,959
Greenville	439	\$246	Spokane	442	\$2,720
Charleston	3902	\$1,243	Everett	791	\$2,704
SOUTH DAKOTA			WASHINGTON, DC		
Sioux Falls	491	\$3,035	Capitol Branch	142	\$533
TENNESSEE			WISCONSIN		
Chattanooga	62	\$2,262	Milwaukee	2	\$19,685
Knoxville	419	\$3,000	Racine	436	\$321
TEXAS			Manitowoc	490	\$3,722
Dallas	132	\$2,255	Madison	507	\$1,800
Laredo	354	\$639	Kenosha	574	\$2,000
San Antonio	421	\$1,933	Green Bay	619	\$8,484
El Paso	505	\$4,003	Neenah	700	\$113
Abilene	950	\$1,949	Appleton	822	\$5,893
Mc Allen	2130	\$295	WEST VIRGINIA		
Midland	3792	\$5,711	Beckley	2420	\$1,750
Pasadena	3867	\$1,218	WYOMING		
UTAH			Casper	1681	\$1,737
Salt Lake City	111	\$2,062	OTHER DONATIONS		
VIRGINIA			MN State Association		\$7,285
Norfolk	456	\$500	NALC Auxiliary		\$4,385
Richmond	496	\$1,000	NALC Retirement Home, FL 1A		\$1,108
Roanoke	524	\$252	Health Benefit Plan, VA		\$3,295
Alexandria	567	\$240	GRAND TOTAL		
Fredericksburg	685	\$2,000	\$1,147,086		
Northern VA	3520	\$9,231			
Woodbridge	5921	\$165			



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