

## Third Party Fundraising Event - Marketing Support Guidelines

As a nonprofit organization with limited resources, we are happy to help promote your 3<sup>rd</sup> party event to benefit MSAA. To best ensure that our funds and time are most wisely spent to fund our programs for individuals living with MS, we have put together guidelines based on the anticipated donation to MSAA.

### MSAA Champion

#### \$10,000+ Donation

- MSAA Materials (mailed)
- Event listed on MSAA's Event Calendar
- Create an Event Listing on MSAA's Special Events Page
- Create and send an event specific email to MSAA's local database
- Pitch event to local media (please give MSAA at least 6 weeks' notice)
- Create and distribute press release (please give MSAA at least 6 weeks' notice)
- Promote Event on MSAA's Social Media Accounts
- Receive a personalized MSAA Award of Appreciation

### MSAA Guardian

#### \$5,000 - \$9,999 Donation

- MSAA Materials (mailed)
- Event listed on MSAA's Event Calendar
- Create and send an event specific email to MSAA's local database
- Pitch event to local media (please give MSAA at least 6 weeks' notice)
- Create and distribute press release (please give MSAA at least 6 weeks' notice)
- Promote Event on MSAA's Social Media Accounts
- Receive a personalized MSAA Award of Appreciation

### MSAA Challenger

#### \$2,500 - \$4,999 Donation

- MSAA Materials (mailed)
- Event listed on MSAA's Event Calendar
- Create and send an event specific email to MSAA's local database
- Promote Event on MSAA's Social Media Accounts
- Receive a personalized MSAA Certificate of Appreciation

### MSAA Hero

#### Up to \$2,499 Donation

- MSAA Materials (mailed)
- Acknowledge Event on MSAA's Social Media Accounts (for events with \$500+ donations)
- Receive a personalized letter of appreciation



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