Organizing Your Own Fundraiser

Bake Sale

Information & Toolkit

www.mymsaa.org

events@mymsaa.org
Included in this Packet:

1. How to Organize the Event
2. Ingredients List
3. In-Kind Donation Request Form
4. MS and MSAA Talking Points
5. MSAA Materials Request Form
6. In-Kind Donation Thank-You Letter Sample
7. Participant Thank-You Letter Sample
How to Organize the Event

A. LEARN
View the templates and forms provided by MSAA on how to facilitate a successful event.

B. PRODUCT
Start by choosing the type of bake sale you’d like to have. Such as:
- Cookies
- Brownies
- Muffins
- Cakes

C. INGREDIENTS
Next, decide how many you’d like to make. For example, the list below makes 10 muffins. You can decide to make as many as you’d like!

Then, create a list of ingredients you will need. For example:
- All-purpose flour
- Baking soda
- Baking powder
- Salt
- Bananas
- White sugar
- Eggs
- Butter (melted)
- Packed brown sugar
- Ground cinnamon

Finally, put together a complete list of all the items you will need and include it on the sheet provided. Such as:
- 60 muffin cups
- 3 bags of all-purpose flour
- 1 bag of baking soda
- 1 bag of baking powder
- 1 bag of salt
- 20 bananas
- 2 bags of white sugar
- 1 dozen eggs
- 5 packages of butter sticks
- 2 bags of brown sugar
- Ground cinnamon
Reach out to local grocery stores for the ingredients. REMEMBER: Ask them to donate all of the items to support a great cause!

D. LOCATION
Reach out to local stores (sporting goods, furniture, etc.) to see if you can set up a table outside of their store on a weekend. Be sure to select a store that will not conflict with the fundraiser!

E. SET A GOAL
Set a goal – determine this by the number of items you hope to sell!
   Example
   60 muffins x $2 each = $120
   50 cookies x $1 each = $50
   Total = $170

F. SPREAD THE WORD
Send an email to your friends, family, and co-workers to support you.

   Post flyers throughout your community.

   Ask for additional donations at the bake sale.

G. DAY OF THE EVENT
Don’t forget to bring a donation jar!

   Create a sign to put on your table that the bake sale supports the Multiple Sclerosis Association of America (MSAA)! (Be creative!)

   Include MSAA’s materials at your event so your customers can learn more about our mission and what they are supporting.

H. AFTER THE EVENT
Send all proceeds to MSAA within 30 days following the event. Please ensure all checks made payable to:
   Multiple Sclerosis Association of America
   Attn: Third Party Events
   375 Kings Highway North
   Cherry Hill, NJ 08034

I. PLAN FOR NEXT YEAR!
Now that you have completed your first Bake Sale, you are more prepared to host your next one!
### Ingredients List

**First Name:** ______________________________  **Last Name:** ______________________________

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<th>Item</th>
<th>Quantity Needed</th>
<th>Estimated Cost</th>
<th>Date Item Received</th>
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Dear Potential Donor,

I am organizing a Bake Sale to benefit the Multiple Sclerosis Association of America. All proceeds will help to enrich the quality of life for everyone affected by multiple sclerosis (MS). You can provide an in-kind donation towards our event to help increase the overall amount raised for MSAA. Each in-kind donation is 100% tax-deductible. Thank you!

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Company Name: ________________________________________________
Contact Person: ________________________________________________
Address: _____________________________________________________
City, State Zip: ________________________________________________

Total Quantity: ____________________
Total Estimated Value: _____________
Date: ________________

Please make checks payable to:
MSAA, Attn: 3rd Party Events
375 Kings Highway North
Cherry Hill, NJ, 08034
What is MS?

- Multiple sclerosis also known as MS, is the most common neurological disorder diagnosed in young adults.
- MS is an autoimmune disease of the central nervous system, and the effects of MS differ with each individual.
- Over 400,000 individuals have been diagnosed with MS in the United States and as many as two and a half million worldwide, with an estimated 10,000 new cases diagnosed in the United States annually.
- MS damages or destroys the protective covering (known as myelin) surrounding the nerves, causing reduced communication between the brain and nerve pathways. Common symptoms include visual problems, overwhelming fatigue, difficulty with balance and coordination, and various levels of impaired mobility.
- On average, women are three times more likely than men to develop MS.
- MS is not contagious and does not shorten the life expectancy of those who are diagnosed with the disease. Although the disease may not be cured or prevented at this time, 9 FDA-approved treatments are available to reduce severity and delay progression.

Who is MSAA?
The Multiple Sclerosis Association of America is a leading resource for the entire MS community, improving lives today through vital services and support.

MSAA offers numerous free programs such as a

- Toll-free Helpline
- Award-winning publications including a magazine, The Motivator
- Website featuring educational videos and research updates
- S.E.A.R.C.H.™ program to assist the MS community with learning about different treatment choices
- Equipment distribution ranging from grab bars to wheelchairs; cooling accessories for heat-sensitive individuals
- A mobile phone app, My MS Manager™
- Educational events and activities nation-wide
- MRI funding;
  ...and more!

For additional information, please visit www.mymsaa.org or call (800) 532-7667.
MSAA MATERIALS REQUEST FORM

Fax: (856) 661-9797
Email: events@mymsaa.org
Mail to:
MSAA
Attn: 3rd Party Events
375 Kings Highway North
Cherry Hill, NJ 08034

Shipping Information:

Name: _________________________________ Event Date: ________

Address: _______________________________

_______________________________________

City, State: _____________________________ Zip: _______________

Phone: _______________________________ Email: __________________________

Requested Materials:
Check all items you would like to receive along with requested quantity*.

MSAA Magazines, The Motivator Quantity: _________
MSAA Brochures Quantity: _________
MSAA Donation Envelopes Quantity: _________

Additional Comments or Requests:
Dear Friend,

Thank you for your generous gift of ____________________________ for our MSAA event, which we received on ______________. Your generosity will help support the Multiple Sclerosis Association of America (MSAA) and the MS population across the United States.

Multiple Sclerosis is the most common neurological disorder diagnosed in young adults and there is no cure.

This is why MSAA offers programs and services to everyone living with MS – this includes everyone affected by MS, their care partners and families. MSAA is a leading resource for the entire MS community, improving lives today through vital services and support.

MSAA’s programs and services include:

- Our toll-free Helpline offers information and encouragement by providing a reassuring voice.
- Our Equipment Distribution program provides life-changing equipment – free of charge.
- The MRI program helps individuals in acquiring magnetic resonance imaging (MRI) to diagnose and evaluate the disease progression.
- MSAA’s website, MyMSAA.org includes our MSi educational web video series, which brings experts on MS, its symptoms, treatments and disease management, into the privacy of a person’s home.
- Award-winning publications such as MSAA’s magazine, The Motivator, are easy to understand and provide important information along with hope for the future.

Because of you, MSAA will be able to continue to bring these and other critical programs and services to the thousands of people who need our help. Thank you!

______________________________
MSAA Volunteer
Dear Participant,

Thank you for supporting my Bake Sale that benefits MSAA! Your participation will help support the Multiple Sclerosis Association of America (MSAA) and the MS population across the United States.

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