msaa
Improving Lives Today!™

Multiple Sclerosis Association of America

Organize Your Own Fundraiser Tool Kit
BAKE SALE

Mymsaa.org
volunteer@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>Estimated Cost</th>
<th>Date Item Received</th>
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In-Kind Donation Request Form

First Name: _______________________________  Last Name: _______________________________

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.
- Nearly one million 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.mymssa.org or call (800) 532-7667.
MSAA MATERIALS REQUEST FORM

Fax: (856) 661-9797  
Email: volunteer@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:

- **Helpline and online chat with MSAA’s trained specialists**
- **Safety and mobility equipment products**
- **Cooling vests and accessories** for heat-sensitive individuals
- **In-person educational programs** led by top healthcare professionals, providing vital information and insight
- **MRI Access Fund** for qualified individuals who are uninsured, under-insured, or financially unable to pay for an MRI (magnetic resonance imaging) to help determine a diagnosis or MS or evaluate disease progression
- **Award-winning educational videos, webinars, and publications**, including MSAA’s magazine, *The Motivator*
- **My MSAA Community** peer-to-peer online forum
- **MS Conversations blog** featuring timely discussions and topics relevant to the MS community
- **Podcast episodes** covering a range of topics
- **Lending Library**

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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