

MSAA

**MULTIPLE SCLEROSIS
ASSOCIATION OF AMERICA**

Improving Lives Today!™

Organizing Your Own Fundraiser

Bake Sale

Information & Toolkit

www.mymsaa.org
events@mysaa.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!



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!

Item Needed	Quantity	Estimated Value

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



**MULTIPLE SCLEROSIS
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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.



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MSAA MATERIALS REQUEST FORM

Fax: (856) 661-9797
Email: events@mymyasa.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:

MSAA

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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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