

MSAA

**MULTIPLE SCLEROSIS
ASSOCIATION OF AMERICA**

Improving Lives Today!™

Organizing Your Own Fundraiser

MINI GOLF TOURNAMENT

Information & Toolkit

www.mymsaa.org

events@mysaa.org



Included in this Packet:

- 1. How to Organize the Event**
- 2. Checklist**
- 3. In-Kind Donation Request Form**
- 4. MS and MSAA Talking Points**
- 5. Individual Sign-Up Sheet**
- 6. Team Sign-Up Sheet**
- 7. Pledge Form**
- 8. MSAA Materials Request Form**
- 9. Participant Thank-You Letter Sample**
- 10. In-Kind Donation Thank-You Letter Sample**
- 11. Mandatory Participation Waiver and Release Form**



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How to Organize the Event

A. LEARN

View the templates and forms provided by MSAA to facilitate a successful event. View our hints and tips on how to approach your community for donation requests, and prizes for your event.

B. FIND A LOCATION

Contact local golf clubs and public/private courses to see if their hours of operation fit with your schedule. Research golf course membership rules and fees. Seasonal factors will affect price and availability, but most of the times you can arrange either a flat payment for exclusive facility use or a fee per game that is substantially lower than standard rates. Ask the manager if the use of the facility can be donated for the event. If so, offer them logo placement if you decide to create a flyer to advertise the event in your community. Be sure to ask the location if there is a food/drink vendor that it uses specifically for the facility or if you can utilize a separate vendor.

C. RECRUIT VOLUNTEERS

Form a committee to coordinate all aspects of the golf event. Assign specific tasks to each member focusing on specific functions of the event, such as:

- **Event Manager** – Responsible to approve all expenses related to the event. Assemble a list of everything you will need, such as food, drinks, prizes, etc. so sponsorship opportunities can be offered for specific items. MSAA will send electronic files of our logo so you can create an approved flyer. If additional resources are needed, send the MSAA materials request form with the quantities and date by which materials are needed.
- **Registration and Vendor Coordinator** – One person should be responsible for tracking all registration information. Also, this person should reach out to local stores to donate soda cans, water bottles, chips, etc.
- **Marketing Coordinator**– Help spread the word on volunteer social media accounts (Facebook, Twitter, etc.). Visit the website or contact the Manager of Special Events to add your event to the Event Calendar on MSAA's website. You can send this link out to your friends, family and co-workers as well as list it on flyers and posters.
- **Sponsorship Coordinator** – Reach out to local businesses and ask them to sponsor a hole (\$50-\$75 per). In return for sponsorships, allow the sponsors to place a small sign beside each mini-golf putting tee acknowledging their contribution. At the \$75 level you can offer additional free advertising on your event flyers and posters. Consider pursuing sponsorships (\$100) from local businesses and ask people you know for sponsorships or leads. Please coordinate approval of sponsors with MSAA's Manager of Special Events.
- **Prize Coordinator** – Contact local companies to donate an item or gift certificate for the winner(s) of the event (item, gift card to a store or restaurant, etc.) If the company requests our 501(c)(3) and/or a letter from MSAA stating that you are fundraising on our behalf, please contact events@mysaa.org. In return for in-kind donations, offer free advertising on your flyers, brochures, and other event materials. You can offer a prize to anyone who beats a certain score level, gets a hole-in-one on the 18th hole, or has the best overall score.

D. SET A GOAL

Example:

Number of Players: 20

Cost per Player: \$60

Total from Registration: \$1,200

Event Sponsor: \$100

Number of Hole Sponsors: 18 (\$50 per)

Total from Sponsors: \$1,000

Total Combined: \$2,200

E. SPREAD THE WORD

Send a sign-up sheet or pledge form to your friends, family, and co-workers. Ask people for additional donations at registration or at the event itself. If you have people signing up as a team, consider asking them to fundraise leading up to the event.

Create an event on Facebook and invite your friends.

F. DAY OF THE EVENT

Photography - Ask a friend or family member to take some photos of your event! Don't forget to send MSAA some event photos so that they can be highlighted on our website or even featured in MSAA promotional materials. *Please be sure to have a photo waiver signed by all participants

G. AFTER THE EVENT

Send a thank-you letter – Thanking your supporters can go a long way! Email your participants and volunteers a thank-you letter with a link to photos and invite them back for next time!

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

H. PLAN FOR NEXT YEAR!

Now that you have completed your first Mini Golf event, you are more prepared to host your next one! Of course, the sooner you start planning the better!



Checklist

3 months ahead:

- Contact the mini golf venue and request exclusive use if necessary.
- Ask the manager at the venue if it would be willing to donate the use of the facility.
- Send out registration announcements by email, Facebook, or Twitter to friends, family and co-workers.
- Offer opportunities for both team and individual registration.

2 months ahead:

- Develop marketing materials and start to reach out to potential sponsors.
- Reach out to vendors to receive in-kind donation prizes for winners.

1 month ahead:

- Advertise in appropriate places to reach out to participant's audience (community bulletin boards, local stores, etc.).
- Work with MSAA to promote event through various media outlets.
- Keep participants informed with regular updates through email and/or social media.
- Include descriptions of donated prizes and fundraising tips for motivation.
- Recruit a small number of volunteers to help at the event with concessions, registration, etc.

2 weeks ahead:

- Confirm booking with the venue.
- Keep your participants motivated with social media tips and a countdown to the event!

1 week ahead:

- Meet with committee members and contact all vendors associated with event.
- Confirm all details with facility, vendors, and volunteers,
- Remind all registrants of the event.
- Finalize your logistical needs and verify all details. Have a registration process in order.

Day of the event:

- Meet with committee leaders early in the day to set up any day-of materials (i.e. printed about MSAA).
- Set up registration area, concessions, prizes, etc.
- Meet with volunteers and go over responsibilities prior to event start.
- Announce winners of various prizes and don't forget to have fun!

1 week after the event:

- Not more than one week after the event, follow up with previously prepared thank-you letters to all participants and donors. This is important as they will remember you for the next fundraising event!
- Mail funds and a copy of all documents in this toolkit to MSAA, ATTN: 3rd Party Events.



**MULTIPLE SCLEROSIS
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In-Kind Donation Request Form

First Name: _____ Last Name: _____

Dear Potential Donor,

I am organizing a **Mini Golf Event** 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



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.



Team Sign-up Sheet

Team 1

Team Name: _____

Primary Contact Person: _____

PARTICIPANT NAME	ADDRESS	PHONE	EMAIL

Team 2

Team Name: _____

Primary Contact Person: _____

PARTICIPANT NAME	ADDRESS	PHONE	EMAIL



Team Sign-up Sheet

Team 3

Team Name: _____

Primary Contact Person: _____

PARTICIPANT NAME	ADDRESS	PHONE	EMAIL

Team 4

Team Name: _____

Primary Contact Person: _____

PARTICIPANT NAME	ADDRESS	PHONE	EMAIL



Team Sign-up Sheet

Team 5

Team Name: _____

Primary Contact Person: _____

PARTICIPANT NAME	ADDRESS	PHONE	EMAIL

Team 6

Team Name: _____

Primary Contact Person: _____

PARTICIPANT NAME	ADDRESS	PHONE	EMAIL



**MULTIPLE SCLEROSIS
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Sponsor Form

First Name: _____ Last Name: _____

Dear Potential Sponsor,

I am participating in a **Mini Golf Tournament**. All proceeds will help to enrich the quality of life for everyone affected by MS. You can sponsor me to help raise funds to support MSAA's free programs and services. Please make checks payable to MSAA. All contributions are 100% tax-deductible.

Thank you!

	Name of Sponsor	Pledge per hole (Example: \$1.00)	Pledge per hole in one (Example \$3.00)	Maximum Pledge	Single Gift Amount	Amount Collected from Sponsor
1.						
2.						
3.						
4.						
5.						
6.						
7.						
8.						
9.						
10.						
11.						
12.						
13.						
14.						

Please send checks to:

**Multiple Sclerosis Association of America
ATTN: 3rd Party Events
375 Kings Highway North
Cherry Hill, NJ 08034**



**MULTIPLE SCLEROSIS
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MSAA MATERIALS REQUEST FORM

Fax: (856) 661.9797

Email: events@mymxaa.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

MSAA

**MULTIPLE SCLEROSIS
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Dear Participant,

Thank you for supporting my **Mini Golf Event** that benefits MSAA! Your participation 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.

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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

MANDATORY PARTICIPANT WAIVER AND RELEASE FORM

In consideration of the opportunity to participate in an independent **Strike 4 MS** fundraising event (the "Event") to support the work of the Multiple Sclerosis Association of American ("MSAA") and for other good and valid consideration whose receipt and sufficiency is acknowledged, I agree to the following:

1. I hereby waive all claims against MSAA and MSAA's officers, trustee, employees, and event sponsors and personnel, and their respective successors, affiliates and assignees (collectively, the "MSAA Parties") from and against any injury or liability that may occur to me as a result of my participation in the Event, including but not limited to sickness, death, and loss and damage to personal property.
2. I hereby agree to indemnify, protect and hold harmless the MSAA Parties from and against any injury or liability that may be caused by me as a result of my participation in the Event, including but not limited to sickness, death, and loss and damage to personal property.
3. I represent that I am and covenant that I will be physically healthy enough and able to participate in the Event if I elect to participate in it.
4. I acknowledge that I am participating in the Event on a volunteer basis and agree that I will not be compensated in any way by MSAA or any of the other MSAA Parties. I acknowledge that MSAA is not sponsoring the Event.
5. I hereby irrevocably grant MSAA, its successors, affiliates and assignees, and those acting under its permission or authority, the unlimited fully paid up royalty-free worldwide right and permission, in its sole discretion, to use, incorporate, broadcast, distribute, copy, publish, make derivative works from, display, and reproduce any photographs, images, voice recordings, or other depictions of me in association with the Event (the "Materials"). I agree that MSAA shall own all rights to any works that MSAA creates based on the Materials or portions thereof, including, but not limited to any film and sound recordings containing the Materials or portions thereof or any photographs, depictions, voice recordings, or the like prepared of me, and that MSAA may use my name and photograph in connection with its use of the Materials. MSAA may use the Materials for any purpose, and it is not obligated to use the Materials or any particular portion thereof, nor is it required to give me attribution for any such use. I hereby release MSAA from and covenant not to sue MSAA, directly or indirectly, for any claim or cause of action, whether known or unknown, including but not limited to libel, slander, invasion of the right of privacy, publicity or personality, based upon or relating to the use of the Materials or the exercise of any of the rights referred to herein.
6. I acknowledge that I have read and agree to be bound by all terms of this Mandatory Participant Waiver and Release Form (this "Waiver") and "if applicable" my electronic acceptance of the terms hereof is valid. I recognize that my agreement to the terms of this Waiver is a material inducement to the MSAA Parties to allow me to participate in the Event, and MSAA would not allow to participate in the Event unless and until I agree to the terms of this Waiver. This Waiver may be stored electronically, and I agree that a copy is authentic and admissible as evidence in any future suit or proceeding.

Waiver Agreed and Accepted

Signature

Date

Print Name

***If you have multiple participants and include all waivers in one envelope, please specify the team captain.**