

MSAA

**MULTIPLE SCLEROSIS
ASSOCIATION OF AMERICA**

Improving Lives Today!™

Organizing Your Own Fundraiser

STRIKE 4 MS

Information & Toolkit

www.mymsaa.org
events@mysaa.org



Included in this Packet:

- 1. How to Organize the Event**
- 2. Checklist**
- 3. Sample Social Media Support Request**
- 4. In-Kind Donation Request Form**
- 5. MS and MSAA Talking Points**
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- 10. Participant Thank-You Letter Sample**
- 11. In-Kind Donation Thank-You Letter Sample**
- 12. Mandatory Participation Waiver and Release Form**



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

About 3 months in advance start by calling bowling alleys in your local area, and speak to the person who is responsible for group events. Pick a date that won't conflict with holidays, national events, or other local organizations' bowling events. Negotiate for the best deal by requesting:

- Free shoes
- Hours of unlimited bowling
- Free food or drinks

If the location will provide in-kind donations, offer them logo placement if you decide to create a flyer to post in your community.

C. RECRUIT VOLUNTEERS

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

- **Event Manager** – Track all contact information for registrants, companies that contribute to the event, and any expenses related. Assemble a list of everything you will need, such as food, drinks, prizes, etc. so that you can offer sponsorship opportunities for specific items. MSAA will send electronic files of our logo so you can create an approved flyer. If additional resources are needed, please send the materials request form with the quantities and date needed by.
- **Outreach Coordinator** – Help spread the word on volunteer social media accounts (Facebook, Twitter, etc.). Contact the Manager of Special Events to have your event listed on the Event Calendar on MSAA's website. You can send the link to the event posting on MSAA's website to your friends, family and co-workers, as well as include it on flyers and posters.
- **Sponsorship Coordinator** – Help spread the word on volunteer social media accounts (Facebook, Twitter, etc.). Contact the Manager of Special Events to have your event listed on the Event Calendar on MSAA's website. You can send the link to the event posting on MSAA's website to your friends, family and co-workers, as well as include it on flyers and posters.
- **Prize Coordinator** – Contact local companies to donate an item or gift certificate for the winner of the fundraising event (item, gift card to 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 volutneer@mysaa.org. In return for in-kind donations, offer free advertising on your flyers, brochures, and other event materials.

D. SET A GOAL

Choose an option: individual bowling or competition with teams. (You might want to offer a discounted fee for children if they are invited.)

Example 1: Individual

2 games

Pizza and unlimited drinks (non-alcoholic)

Top 3 winners receive a prize

20 attendees x \$25 per person = \$500

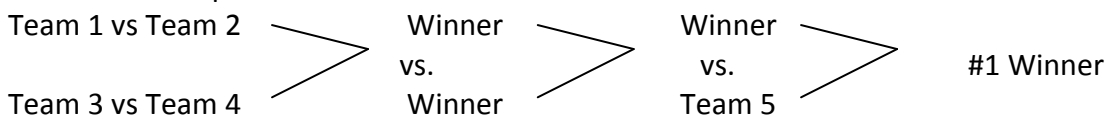
Example 2: Score Competition of teams (each team of 4 people \$35 per)

2.5 hours of unlimited bowling. 45 min per game, 20 min. break

Pizza and unlimited drinks (non-alcoholic)

#1 team receives a prize – trophy, \$25 Visa gift card each, etc.

5 teams x \$140 per team = \$700



Example 3: Fundraising Competition of teams (each team of 4 people)

2.5 hours of unlimited bowling

Pizza and unlimited drinks (non-alcoholic)

Number of teams: ANY! (different departments within a company, sororities, etc.)

Suggest a goal: \$200 per team

#1 fundraising team receives a prize

SPREAD THE WORD

Send a sign-up sheet 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.

E. 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**

F. 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

G. PLAN FOR NEXT YEAR!

Now that you have completed your first Strike 4 MS event, you are more prepared to host your next one! Of course, the sooner you start planning the better!

Checklist

8 weeks ahead:

- Contact local bowling alleys to have the fundraiser at their facility.
- Ask the manager at the bowling alley if they would be willing to donate the use of the lanes, shoes, and food!
- Have registration process in order for all participate types. Make sure to offer opportunities for both team and individual registration.
- Send out registration announcement by email, Facebook, and Twitter.

6 weeks ahead:

- Continue to market and promote your event through email, Facebook, Twitter, etc.
- Reach out to vendors to receive in-kind donation prizes for winners and ask them to promote flyers in their stores promoting the event.

4 weeks ahead:

- Advertise in appropriate places relevant to participant's audience (community bulletin boards, bowling alley, etc.).
- Work with MSAA to promote event through various media outlets.
- Keep participants informed with regular updates through email and/or social media.
- Include fundraising tips to motivate them to collect more pledge money.
- Include descriptions of donated prizes.

2 weeks ahead:

- Keep your participants motivated with social media tips and countdown to the event!
- Recruit and finalize a volunteer committee to help out the day of the event.

1 week ahead:

- Create a program schedule for the day of event to give to all involved with running the fundraiser. Make sure to confirm all details with facility, vendors, and volunteers.

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.
- Meet with volunteers and go over all day of event responsibilities.
- Announce winners of various prizes and don't' forget to have fun!

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.
- Provide MSAA with feedback about your bowling event!

Sample Requests for Support

Facebook

Do you like to bowl? What if it was for a GREAT cause? Come out and Strike 4 MS which will benefit the Multiple Sclerosis Association of America! MSAA's mission is to enrich the quality of life for everyone affected by MS by improving their safety, mobility, and independence. Help support MSAA! Please visit MyMSAA.org for more information.

Are you competitive? Sign-up now to Strike 4 MS! This competition will benefit the Multiple Sclerosis Association of America (MSAA). The #1 team will receive a prize! To learn more, please visit www.msassociation.org.

Did you know, MS is the most common neurological disorder diagnosed in young adults – and there is no cure? Come out and Strike 4 MS to support the Multiple Sclerosis Association of America (MSAA). To learn more, please visit MyMSAA.org.

Join the Strike 4 MS bowling competition to benefit the Multiple Sclerosis Association of America (MSAA). To learn more, please visit MyMSAA.org.

*Please tag MSAA's Facebook page (Facebook.com/MSassociation) when posting your event on your personal Facebook account.

Twitter

Do you like to bowl? Come out and #Strike4MS which will benefit @MSassociation!
#multiplesclerosis

Come out and #Strike4MS, benefiting @MSassociation. To learn more, please visit MyMSAA.org
#multiplesclerosis #CherryHill #NewJersey

*(Add the state or town of the event location)

MS is the most common neurological disorder diagnosed in young adults. #Strike4MS and support @MSassociation! To learn more, please visit MyMSAA.org #multiplesclerosis

Join the #Strike4MS bowling competition to support @MSassociation. To learn more, please visit MyMSAA.org #multiplesclerosis

*Please keep in mind, the URL links for Twitter will shorten.



MULTIPLE SCLEROSIS
ASSOCIATION OF AMERICA

*Improving Lives Today!*TM

In-Kind Donation Request Form

First Name: _____ Last Name: _____

Dear Potential Donor,

I am organizing a **Strike 4 MS** 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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Improving Lives Today!™

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
ASSOCIATION OF AMERICA

Improving Lives Today![™]

Dear Participant,

Thank you for supporting my **Strike 4 MS** 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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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.**