

# MSAA

**MULTIPLE SCLEROSIS  
ASSOCIATION OF AMERICA**

*Improving Lives Today!™*

**Organizing Your Own Fundraiser**

## **YANKEE CANDLE**

**Information & Toolkit**

[www.mymsaa.org](http://www.mymsaa.org)

[events@mysaa.org](mailto:events@mysaa.org)



## **Included in this Packet:**

- 1. How to Organize the Event**
- 2. MS and MSAA Talking Points**
- 3. MSAA Materials Request Form**
- 4. Tax Exempt Form**



**MULTIPLE SCLEROSIS  
ASSOCIATION OF AMERICA**

*Improving Lives Today!™*

## How to Organize the Event

### A. WHY YANKEE CANDLE?

Yankee® candles are America's Best Loved gift to give and get! Yankee Candle offers two selling seasons— Spring (January to June) and Fall (August to December).

- Sales may be conducted for 2-4 weeks with 2 weeks being the norm.
- There is no minimum order required.
- The brochures and sales materials are sent to you free of charge.
- Orders are sent to Yankee Candle in a postage-paid envelope that is provided to you.
- Each seller's order is packaged individually.
- Orders will be shipped approximately 4-6 weeks from the date we receive them in our office.
- Freight and handling fees may apply; however, there is maximum shipping charge per state. All orders must be prepaid prior to shipment.
- Visit [www.YankeeCandleFundraising.com](http://www.YankeeCandleFundraising.com) to view the catalog.

If you are interested in this opportunity, please contact MSAA's representative Katie Strickland at [katestrick@aol.com](mailto:katestrick@aol.com) or 609-741-5148.

### B. HOW IT WORKS

First, contact Katie Strickland to organize your fundraiser. You will receive catalogs and order forms to help spread the word in your community. Once you receive your materials, post flyers, send emails, and recruit others to help sell items. At the end, tally the orders and Yankee Candle will deliver the items for you to distribute within approximately 3 weeks.

### C. SELL, SELL, SELL!

Ask local grocery stores, churches, libraries, malls, and movie theaters to post your flyer at their location.

### D. CONTEST

If you are participating as a group, create a contest! Ask local companies to donate an in-kind prize to the winner. You can give one large grand prize at the very end of the selling period, or create mini-contests within the fundraising campaign. The key is to use the idea of a contest as a motivator for your group.

### E. SET A GOAL

Set a goal that your group wishes to fundraise based off how many items you hope to sell!

For example:

To raise \$1,000.

# Individuals in your group	# of Candles each group member sells
5	20
10	10
\$500	

**F. SPREAD THE WORD**

Send an email to your friends, family, and co-workers to support you. Don't forget to use social media!  
Announce your fundraiser to family, friends and the community at large through Facebook and Twitter.

**G. AFTER THE EVENT**

Send proceeds to MSAA within 30 days following the event. Please ensure checks are made payable to:  
Multiple Sclerosis Association of America  
Attn: 3<sup>rd</sup> Party Events  
375 Kings Highway North  
Cherry Hill, NJ 08034

**H. PLAN FOR NEXT YEAR!**

Now that you have completed your first Candle Fundraiser, you are more prepared to host your next one!



## 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](http://www.mymsaa.org) or call (800) 532-7667.**



**MULTIPLE SCLEROSIS  
ASSOCIATION OF AMERICA**

**Improving Lives Today!™**

**MSAA MATERIALS REQUEST FORM**

Fax: (856) 661-9797

Email: [events@mymsaa.org](mailto:events@mymsaa.org)

Mail to:

MSAA

Attn: 3<sup>rd</sup> 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:**

**TAX EXEMPT FORM**  
**Guidelines for Fund-Raising with Yankee Candles**

As a general rule, groups should possess a non-profit status, or represent an organization or group that has a recognized not-for-profit status by the appropriate governing agency and make every effort to obtain documentation which supports this status.

In all cases, the organization acknowledges that all funds raised will be used to promote the betterment of the local community or non-profit cause through direct educational, medical, cultural, or humanitarian means. The organization further acknowledges that no funds will be used for the benefit of an individual or non-related expense. Yankee Candle® Fund-Raisers are not available to private, for-profit groups, political organizations, or groups outside the continental United States.

Yankee Candle® Fund-Raising maintains an “at will” relationship with each organization, and reserves the right to deny its services to any group that does not meet the above criteria or whose mission is not consistent with these guidelines at any time.

If your group is eligible to conduct a fund-raiser, please complete the information below and return it to our offices as soon as possible. Completion of the information below is neither a commitment nor obligation to conduct a fund-raiser with Yankee Candle® Fund-Raising. You must complete and remit this form before submitting your order. Please contact your sales representative with any questions at (800) 351-1533.

Name of Non-Profit Organization: Multiple Sclerosis Association of America  
Tax Exempt Number: 22-1912812

If applicable, check the box below and enclose specific documentation, as required by your state, to substantiate that your organization is exempt from sales tax on fund-raising purchases from us. Otherwise, applicable sales taxes will be included on your invoice.

I CERTIFY THAT FUND-RAISING PURCHASE FROM YANKEE CANDLE® FUNDRAISING, BY THE ABOVE-NAMES ORGANIZATION, ARE EXEMPT FROM SALES TAX.

Contact Person Information

Name: \_\_\_\_\_ Phone #: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Please provide a brief description of what the funds will be used for:

To enrich the lives of everyone living with MS – including individuals with MS, family members, and care partners.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Mail or fax this form to Yankee Candle® Fund-Raising, P.O. Box 110 S. Deerfield, MA 01373-0110**  
**FAX: (413) 665-9162**