



**Team Up
for**

MS



Cheer on your sports team while helping the National Multiple Sclerosis Society raise funds to provide programs and services for people living with MS!

TEAM PACKET

**Team Up
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Welcome to Team Up 4 MS! Thank you for joining our effort to create a world free of multiple sclerosis. Now that your team is registered, it's time to start working on reaching your fundraising goal.

If you haven't done so already, we encourage you to visit www.MSupsateny.org (click on the Team Up 4 MS icon) to create a team page, upload team photos, and share the story of why your team decided to *Join the Movement*®. You can refer potential donors to this page if they are interested in making a donation via credit card. On our website, you will also find tools to help you increase your fundraising potential, track your team's progress, and register additional team members. Be sure to check out our fundraising letter templates included in this packet to send to team sponsors, parents, teachers, friends and family to ask for donations. The more people you ask, the better your results will be! Get them involved in our mission by letting them know what you're doing, and why you're doing it.

In the enclosed packet, you will find a list of fundraising ideas that you can use – or feel free to come up with creative ideas of your own!

Thank you again for your support. If you have questions or need assistance with fundraising, please don't hesitate to contact me at 716-634-2573 ext. 70503, or christy.missico@nmss.org

Sincerely,

A handwritten signature in black ink, appearing to read "Christy Missico".

**Christy Missico
Senior Campaign Manager**

**Team Up
for**



Fundraising Ideas for You and Your Team

- ◆ Collect donations from spectators or charge a small ‘spectator fee’ at each of your games.
- ◆ Encourage friends, family, and neighbors to make a pledge of \$10, \$20, \$30, or an amount of your choice per hit, run, goal, spike, hole in one, or touchdown your team makes. Then, at the end of the season, add up all the pledges you received based on your team’s performance and make a tax-deductible donation to the National MS Society.
- ◆ Purchase items from the National MS Society store and sell them to spectators, teachers, friends and family, and donate the proceeds. Just go to www.MSupstateny.org and click on “society store” at the bottom.
- ◆ Collect empty cans from water bottles or sports drinks that accumulate after each practice or game and donate the deposit change.
- ◆ Organize an event! Have an ice cream social, car wash, or chicken BBQ.
- ◆ Sell National MS Society pinups (contact us and we can send them to you) for \$1 each at games, practices, or school functions, and display them for everyone to see! Find ways to incentivize players to sell the most by creating a friendly contest among team members or by offering a small prize at the end of the season.

Fundraising Ideas Continued

- ◆ Sell lemonade, homemade baked goods, or a team made craft at each of your games.



At a regular season game, this team created orange jerseys to raise awareness about MS while raising \$1,500 for programs and research through concession and t-shirt sales.

What can *your* team do?

- ◆ Have a team garage sale. Your teammates collect items from home and sell them.
- ◆ Organize a Mow-A-Thon. Ask neighbors, friends, family — even your teachers— if you and your teammates can mow their lawn for \$50.
- ◆ Leaf clean up: You and your teammates can go door-to-door and offer to rake neighbor's leaves. Choose a different neighborhood each week you have a game.
- ◆ Have a holiday basket raffle at each of your games.

Fundraising Ideas Continued

- ◆ Organize a practice scrimmage and invite friends and family to come and watch the game and enjoy team-prepared snacks for a small donation.
- ◆ Have a used book sale. Most people have books that have been sitting on shelves, in the attic, or in the basement collecting dust. Have your teammates ask your friends, family and neighbors to donate books they no longer want, and then set up a weekend book sale in your front yard, at your games, or even in the school cafeteria. Put up signs so people will know the money is going to the National MS Society to encourage more donations.
- ◆ Snow removal: Get your team together when we have a big snowfall and ask your neighbors to make a donation if you help them shovel their walks.
- ◆ Creative friends: Find a local artist or ask a creative friend if they would donate a piece of art or jewelry that you could auction off at a game. Or, see if they would be willing to create mass quantities that you could sell at each game.
- ◆ Fundraising companies: Whether it's candy, wrapping paper, nuts, cards or calendars, there are many companies that offer fundraising packs year-round.

Get Local Businesses Involved:

- ◆ Ticket donation: Ask your local theaters to donate several movie, play or musical tickets to your team, and then sell or raffle them.
- ◆ Use your local contacts! See if your local sporting goods store will donate part of their sales on a day you have a game.

Fundraising Ideas Continued

- ◆ Karaoke night: Who cares if you can't carry a tune? Spend a Friday night with the team at a karaoke bar/restaurant and sing for donations!
- ◆ Bowling night: Plan a fun night of bowling at your local lanes to Strike Out MS! Ask the owner to waive the cost of bowling and you can collect that money to donate. Invite other teams in your league to attend.
- ◆ Local stores: Ask a local store manager what the hottest selling item is these days, and then ask if she would be willing to donate a percentage of the sales from that particular item to the National MS Society.
- ◆ Rock on! If you know any musicians, ask them to perform a team benefit concert. Tell people their admission ticket is a check made out to the National MS Society.
- ◆ Theme party/dinner: Hold a theme party for friends and family of your teammates. Have each guest donate \$50. Spend no more than \$20/person on food, and you'll have \$300 or more in donations by the end of the night.
- ◆ Big game: Have all of your friends that are sports fans pay \$10 to come over and watch the game. Sweeten the pot by including drinks and snacks for them to enjoy.
- ◆ Ask your school to allow a Dress Down Day. Have each student donate \$1 - \$5 to wear pajamas to school (or some other form of dressing down that the school will allow).
- ◆ Team cookout: Break out the grill and cook up some hot dogs and hamburgers! Charge everyone you invite \$5 for lunch. Or, donate a portion of concessions sales from a regular season competition.

Fundraising Ideas Continued

- ◆ Change drive: Ask your local restaurants to place a money jar at the front of the restaurant so customers can drop in change. Check with the restaurant manager to see if he would be willing to place the jar in a high-traffic area so lots of patrons can see it.
- ◆ Pizza party: Check out your local Pizzeria Uno. They have a great deal to help you fundraise.
- ◆ Have an End of Season Team Party. Organize the party and request donations from attendees for this great cause.
- ◆ Come up with your own, unique fundraising idea! Just be sure to share it with us so that we can share it with others, and maybe even add it to this list!



National Multiple Sclerosis Society
Upstate New York Chapter

FAQ's

◆ **Q: Where do I send the donations my team collects?**

A: You can send all donations to: National MS Society, 4245 Union Road, Suite 108, Buffalo, NY 14225

◆ **Q: Where do the donations my team collects go?**

A: Donations that are raised locally stay right here in Upstate New York to provide programs and services for people with MS and their families.

◆ **Q: Are donations made to my team tax-deductible?**

A: Yes, if the person making the donation is not receiving anything in return for making that donation.

◆ **Q: When do I need to I need to turn in my team's donations?**

A: The deadline for team totals to be considered for the prize package is June 6, 2013.

◆ **Q: If my team receives checks, who should they be made out to?**

A: Please have all checks made out to: the National MS Society Upstate New York Chapter.

◆ **Q: Who can I contact with questions about Team Up for MS?**

A: Please contact Christy Missico at 716-634-2573 ext. 70503, or Christy.Missico@nmss.org.



Donor receipt: Thank you for your support

Donor Name _____

Address _____

City _____ State _____ Zip _____

Date: ____ / ____ / ____ Amount Donated \$ _____ Check ____ Cash ____ Credit Card ____

Not valid for amounts \$250 and over. Your contribution is tax deductible to the fullest extent allowed by law.

Authorized signature of National MS Society staff member or registered event participant.

Staff member name or registered event participant (please print).



Donor receipt: Thank you for your support

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