



**MUSCULAR  
DYSTROPHY**  
Association of New Zealand Inc.  
*Te Ropu Mate Horokiwa o Aotearoa*

November 2009



## Bow Tie Bulletin



# Annual Bow Tie Campaign confirmed: 20 – 28 February 2010



Hi! My name is Reena Mehta and I am the newly appointed Bow Tie Coordinator for 2010. Welcome to the first issue of the Bow Tie Bulletin– a regular newsletter to let you know the important information and the exciting news happening with this year's campaign. I look forward to your support to build on our Bow Tie awareness from previous years and make the 2010 Bow Tie Campaign a **HUGE** success.

### WHY THE BOW TIE?



If you have ever tried to tie a bow, you'll know that it takes a lot of skill, dexterity and perseverance. What appears to be simple is in fact, quite difficult. MDA believes it is an activity that readily demonstrates to people the difficulties and frustration that neuromuscular conditions can have. We believe the bowtie symbol helps to signify this. It also helps that this unique symbol looks good and is fun to wear!

### NEW BOW TIE FOR 2010:

We'd like to introduce a new colour or design to the MDA bow tie selection – at the moment we have green, red, blue in the cloth bow tie's and gold and silver in the metal bow tie's. Stocks are running low in the yellow, silver and gold bow ties and we're seeking your feedback on what colour/design you think we should add for 2010:

**Yellow (cloth)**

**Silver (metal)**

**Gold (metal)**

**Patterned**

Circle the bow tie option you like best and fax back to 09 815 7260.

### TAKE THE '1000 BOX CHALLENGE':

Remember, all money raised from your local community will go directly to your local branch to help support fieldworkers and other key services.

So get on board and take the '1000 box challenge'!

Nationally, if we can get 1000 of our members, friends, supporters, volunteers, organisations, church groups, sports group and businesses across the country to commit to selling just one box\* each – that equals \$80,000!!!

\* One box contains up to 40 bowtie pins/ magnets/ stickers (or a mixture of all) typically for a \$2 donation).

## HOW THE NATIONAL OFFICE WILL TAKE UP THE CHALLENGE:

- ✓ Increasing media interest with members stories. As you know, the more PR we get means the more people know about MDA and the affects neuromuscular conditions have on the lives of our members.
- ✓ Securing key corporate partners (more donation boxes on counters means more money and awareness raised).
- ✓ Increasing volunteers and organisations to help with street collecting and selling bow tie's to their local community.
- ✓ Refreshing the look and feel of the 2010 campaign using our wonderful patron Judy Bailey who will help to drive the campaign with her high profile status.

We believe that in many cases awareness raising and fundraising are interconnected. Every fundraising opportunity (where possible) should also be seen as an awareness raising opportunity and visa versa. Here are just a few ideas on how you can take up the challenge:

## SOME AWARENESS-RAISING IDEAS:

- ✓ The single most important thing you can do is wear a MDA bow tie pin and talk to people about the significance of the bow tie in relation to the campaign.
- ✓ Write to your local MP advising them of the Bow Tie Campaign and enclose a MDA bow tie for them to wear.
- ✓ Contact your branch (details below) or Reena at the national office and let us know how you're planning to support the campaign. We can help you pitch your story to your local newspaper.
- ✓ Check out your local community events to see what's happening in your city/ suburb in February and maximise this opportunity to raise awareness.

### Branch Contacts:

|            |                   |  |              |
|------------|-------------------|--|--------------|
| Canterbury | Eris Le Compte    | <a href="mailto:mdacanty@xtra.co.nz">mdacanty@xtra.co.nz</a>                 | 0800 463 222 |
| Northern   | Denise Ganley     | <a href="mailto:denise@mda.org.nz">denise@mda.org.nz</a>                     | 0800 636 787 |
| Southern   | Raewyn Hodgson    | <a href="mailto:ahodgson@xtra.co.nz">ahodgson@xtra.co.nz</a>                 | 03 486 2066  |
| Wellington | Margaret Stoddart | <a href="mailto:margaret.mdawgtn@xtra.co.nz">margaret.mdawgtn@xtra.co.nz</a> | 0800 886626  |

## SOME FUND-RAISING IDEAS:

- ✓ Go to [www.fundraiseonline.co.nz](http://www.fundraiseonline.co.nz) and create your own fundraiseonline page – this can then be emailed out to family and friends.
- ✓ Organise a mufti day or a fundraiser at your local school.
- ✓ Hold a MDA Bow Tie fundraiser at your local sports group or church and sell the MDA bow tie pins and magnets.
- ✓ Ask friends, family and local businesses if they could leave a box on the counter at their workplace or staffroom.

So you've really got nothing to lose and everything to gain (remember 100% of the money you raise goes directly to your local branch).

Sign up today and take the 1000 Box Challenge. Recruit family members, local businesses and organisations in your community to also be involved. Contact Reena Mehta at [bowtie@mda.org.nz](mailto:bowtie@mda.org.nz) or phone me on 09 815 0247 Ext 706 (Auckland) or 0800 800 337 ext 706.

\*\* If you would like to be taken off the Bow Tie Bulletin mailing, please just email and type 'remove' in the subject line or phone Reena \*\*