National
Multiple Sclerosis
Society
Colorado-Wyoming Chapter

Movement Marketplace Membership Guide

National MS Society Colorado – Wyoming Chapter Movement Marketplace Guidelines

The National Multiple Sclerosis Society (the Society) is extremely grateful that you are interested in supporting our mission and working to create a world free of MS as a member of the Movement Marketplace. However, only those relationships which meet specific criteria, and legitimately and genuinely benefit the Society, will be approved. Each applicant will be reviewed on a case-by-case basis.

What is a Movement Marketplace Membership?

The Society defines a Movement Marketplace Member as a company/corporation that donates a percentage of their sales/revenue to benefit the National MS Society, Colorado – Wyoming Chapter. The purpose of a Movement Marketplace Membership is to support the National MS Society while providing products and services that enhance the quality of life for persons affected by MS.

Examples:

Karen owns a greeting card store. She donates $1 from every card she sells. Karen sells approximately 1,200 cards each year. Karen makes a $1,200 donation to the Colorado - Wyoming Chapter each year.

John is the manager of a local mattress store. They specialize in creating comfort for people living with disabilities. Mattress prices are between $1,000 and $3,000. John is dedicated to the mission, so he agrees to donate 15% of mattress sales to the National MS Society. Every time John sells a $1,000 mattress he donates $150 to the Society.

Membership Benefits:

Memberships are recognized at the following levels and will receive the benefits listed. The Organizer must commit to offer the promotion for a minimum of one year.

Silver Members: $1,000 annually

- **Letter of acknowledgement-** This letter recognizes that your company's sales will benefit the National MS Society Colorado - Wyoming Chapter. The letter will state the terms of the agreement, including the percentage of sales or dollar amount that will be donated. This letter can be provided to customers or clients looking for documentation of your affiliation with the National MS Society.
- **An official Proud Supporter Logo -** This high resolution logo can be used on your website, fliers, and customer receipts.

Gold Members: $1,000 - $5,000 annually

- **Letter of acknowledgement-** This letter recognizes that your company's sales will benefit the National MS Society Colorado - Wyoming Chapter. The letter will state the terms of the agreement, including the percentage of sales or dollar amount that will be donated. This letter can be provided to customers or clients looking for documentation of your affiliation with the National MS Society.
- **An official Proud Supporter Logo -** This high resolution logo can be used on your website, fliers, and customer receipts.
- **Featured logo and link to your website on our Movement Marketplace webpage**

Platinum Members: $5,000 or more annually

- **Letter of acknowledgement-** This letter recognizes that your company's sales will benefit the National MS Society Colorado - Wyoming Chapter. The letter will state the terms of the agreement, including the percentage of sales or dollar amount that will be donated. This letter can be provided to customers or clients looking for documentation of your affiliation with the National MS Society.
- **An official Proud Supporter Logo -** This high resolution logo can be used on your website, fliers, and customer receipts.
- **Featured logo and link to your website on our Movement Marketplace webpage**
- **Customized marketing opportunity providing great exposure to Colorado - Wyoming Chapter constituents. Ex. a listing in our newsletter, Facebook page, prime website location, email blast, etc.**

To maintain the value of our marketing opportunities, we will review the membership commitments on an annual basis.

Guidelines and Restrictions:

Before proceeding, the Organizer must submit a Movement Marketplace Application so that the Society may determine if the relationship meets our guidelines. The Society will not associate with any businesses or individuals known to conduct themselves in a manner incompatible with our mission. The Colorado - Wyoming Chapter reserves the right to decline association with any organization when it believes that such association may have a negative effect on the credibility of the National MS Society Colorado – Wyoming Chapter.

Revenue Generation

The Organizer must state in the Movement Marketplace Application the terms of the donation to the Society (for example: 100% net income). This information must also be included in promotions. Revenue generation should follow the guidelines below.

Fundraising and Financial Information

All funds received from Movement Marketplace Members are considered unrestricted unless requested otherwise in writing. Requests to restrict funds for specific use are subject to approval by the Society.

Collection of fees, entries, payments and all contributions are the responsibility of the Organizer or designated contact.

Movement Marketplace Members must supply the Colorado - Wyoming Chapter with an annual summary of their experiences with the membership.

Unless the member is registered as a 501(c)(3), donations made payable to the Organizer do not qualify as a charitable, tax deductible contribution. Donations made payable to the Society (via check or online at www.NationalMSSociety.org) are tax deductible to the full extent of the law.

Marketing and Promotion

The Society owns the rights of the National Multiple Sclerosis Society name, logo, and corresponding event and fundraising logos (i.e. Bike MS, Walk MS).

A special logo has been developed that designates a Movement Marketplace Member. The Society will provide access to this logo when/if the Movement Marketplace Application has been approved. Use of the National MS Society name, logo, or any of its licensed marks other than the logo provided, is prohibited by third parties.

The Society must review and approve the marketing materials that include mention of the Society and/or use the Movement Marketplace logo.

The Society operates under the Better Business Bureau guidelines for charitable giving. In compliance with these guidelines, the Society requires full disclosure on all packaging, advertising or promotional materials when funds are raised through a consumer purchase or promotion (e.g. $1 from the sale of each item). You must be able to comply with this requirement if applicable.

Application Process and Procedure

Thank you again for your interest in Joining the Movement and supporting the critical work of the National MS Society through a Movement Marketplace Membership. We will review your proposal within 10 business days and contact you.

Please return the Application to:

Jennifer Bell
Jennifer.Bell@nmss.org
900 South Broadway, Ste 250
Denver, CO 80209
P 303.698.5443
F 303.698.7421

Movement Marketplace Membership Application

Business and Organizer Information:

Name of business:_____

What type of business is this? Please describe your products and services:_____

_____

Contact person:_____

Is this business accredited with the Better Business Bureau? _____

Address:_____

Telephone: _____ Email:_____

Has this business worked with the Society before? If yes what were the results? _____

_____

How do you plan to market this promotion? (ex: fliers, website, coupons, publications, etc.) ___

_____

Fundraising and Financial Information:

Please describe how you will use sales to support the Colorado - Wyoming Chapter

□ _____ % of sales. Describe you average sales: _____

_____

□ $_____ of each purchase: Describe your average purchases:_____

_____

□ Other. Please describe: _____

How long will you offer this promotion?_____

What is projected annual donation? (please estimate) _____

Please share your connection to the National MS Society. _____

I understand and agree to the National MS Society Colorado - Wyoming Chapter Movement Marketplace Membership guidelines:

Signature:_____ Date:_____

Membership Summary Report
(To be completed annually)

Organizer and Company Information:

Name of business:_____ Account #_____

Contact person:_____

Address:_____

Telephone: _____ Email:_____

Did you think this membership was successful? Please explain: _____

_____

_____

Would continue this membership or offer this promotion again?_____

What improvements could be made to make this agreement better in the future? _____

_____

Please list the names of any publications or media you used to advertise this promotion. _____

_____

Did this promotion increase sales or customers?_____

_____

Fundraising and Financial Information:

What was the total amount raised for the National MS Society through this promotion? _____

Please use an additional sheet to list any other important comments.