

Policy Direction – Delivery of Nationwide Fundraising Activities, Campaigns and Events

Rationale and Relationship to Mission, Principles and Values

The Multiple Sclerosis Society of Canada (MS Society) develops sophisticated fundraising campaigns and events which are delivered and executed by the various levels of the organization as outlined in this policy direction. This policy direction consolidates in one document motions approved by the board of directors of the MS Society of Canada and historical practices concerning the conduct of fundraising activities. Specifically on June 18, 1983, the board of directors of the MS Society of Canada gave the national office authority to plan, fund and implement national office-led fundraising programs and to implement a centrally-coordinated direct mail campaign.

By using a consistent approach, descriptions and language MS Society fundraising activities, campaigns and events will be part of a coherent nationwide strategy that the public will recognize and support. This approach ensures alignment with the mission, principles and values of the MS Society.

Policy Objective

The objective of this policy direction is two-fold: to identify and name nationwide MS Society fundraising activities that are carried out by the various levels of the organization, and to ensure that all fundraising activities and events reflect favourably upon the organization and reinforce the MS Society's image and brand.

Policy Application

This policy applies to all levels and locations of the MS Society including the national office, all divisions and chapters.

Authorization

The policy was approved by the board of directors of the MS Society of Canada on November 20, 2009.

Policy Details

The MS Society of Canada has developed nationwide fundraising activities and events. Nationwide fundraising activities are defined as those that are, or intend to be executed across the organization.

Features of nationwide fundraising activities and events include:

- A nationally trademarked name or in the process of acquiring a nationally trademarked name
- Branding guidelines (or branding guidelines in development)
- Execution at the national level and / or in multiple divisions, chapters and/or units
- A concept, structure and constituent experience that is replicable/implemented at each event and/or location

From time-to-time, new nationwide campaigns or events are created which will be included within this policy direction. This policy shall apply to both established nationwide fundraising activities and those nationwide fundraising activities in development. Nationwide fundraising activities and events include but are not limited to those listed below.

- Direct response marketing (direct mail, telemarketing, e-marketing)
- MS Family & Friends Drive/ Neighbourhood Campaign
- MS Bike
- MS Walk
- MS Carnation Campaign
- MS Read-A-Thon
- Women Against MS (WAMS)
- Muck MS

The chief marketing and development officer (CMDO) is authorized to develop detailed procedures for the application of the Delivery of Nationwide Fundraising Activities, Campaigns and Events. This includes detailed procedures as to how the fundraising activities are to be conducted, named and branded and where applicable, the designation of revenue.

Direct response marketing

The MS Society national office has the sole responsibility to develop and implement direct response marketing campaigns nationwide (including mail, email, telemarketing and mass marketing communication). This includes the MS Family & Friends Drive and MS Family & Friends Neighbourhood Campaign which are part of the direct marketing/ direct mail group of campaigns.

Fundraising events

The MS Society national office delegates responsibility to the Society's seven divisions to implement the nationwide fundraising events in their respective regions. With approval of the chief marketing and development officer (CMDO), divisions may delegate authority to their chapters to implement nationwide fundraising events.

In all cases, it is mandatory to follow approved national naming and branding, marketing plans and event standards for all nationwide fundraising events.

In addition, regardless of name, no fundraising campaign, activity, event or direct mail campaign that is structurally and conceptually similar to an MS Society nationwide fundraising activity can be developed or executed by any level of the organization. This will protect the MS Society from duplication and will build a strong brand that has value to partners, media and the public.

Executive Champion

The MS Society chief marketing and development officer (CMDO) is the executive champion for this policy direction. The executive team is authorized to develop detailed procedures for the application of the Delivery of Nationwide Fundraising Activities and Campaigns Policy and related procedures.

Monitoring and Compliance

The MS Society's CMDO is responsible for leading the monitoring of the application and compliance of this policy direction in conjunction with other members of the executive team. The CMDO will work with appropriate staff to ensure compliance.

Related Policies, Legislation

This policy direction, along with other fundraising policy directions, forms the umbrella of policies under which fundraising activities, campaigns and events are conducted within the MS Society.

Policy Review

The policy direction is to be reviewed at a minimum every five years following approval.

Definitions

Direct response marketing - A fundraising solicitation method by which existing and potential donors are approached directly through various media. Direct response marketing techniques include but are not limited to, mail, email, telemarketing and mass marketing communication with national retaining the authority to implement campaigns which involve the rental, purchase or trading of lists (be it addresses, phone numbers or emails). Within the MS Society, these programs are centrally administered on behalf of all divisions and chapters. This policy does not prohibit communication between divisions and chapters and their members and stakeholders with whom they have an existing relationship.

Executive Team – The most senior level of staff leadership within the MS Society comprised of the president and chief executive officer, division presidents, chief marketing and development officer, national vice-presidents of talent, research, programs and services, government relations, shared services (finance, IT, real estate). One person may hold more than one position. The president & chief executive officer may alter the composition of the Executive Team as required from time-to-time.
