

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

Rationale and Relationship to Vision, Mission, and Values

MS Canada develops sophisticated fundraising campaigns and events which are delivered and executed by the various levels of the organization as outlined in this policy direction.

By using a consistent approach, descriptions and language MS Canada 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 MS Canada.

Policy Objective

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

Policy Application

This policy applies to all levels and locations of MS Canada.

Authorization

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

Policy Details

MS 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)

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<i>Frequency of review:</i>	Three years or less
<i>First approved:</i>	November 20, 2009 by Board of Directors
<i>Last reviewed:</i>	May 19, 2021
<i>Next scheduled review:</i>	May 2024

- Execution of nation-wide 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 Bike
- MS Walk
- MS Read-A-Thon
- Women Against MS (WAMS)
- Savour
- We Challenge MS

The Vice President, Community and Vice President, Philanthropy are 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 Canada Philanthropy portfolio, under the leadership of the Vice President, Philanthropy, has the sole responsibility to develop and implement direct response marketing campaigns nationwide (including mail, email, telemarketing and mass marketing communication).

Fundraising events

MS Canada implements nation-wide fundraising events in communities across the country. The Community portfolio, under the leadership of the Vice President, Community will develop implementation plans for communities and may delegate execution of the plans to leadership volunteers and community-based staff. 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 Canada nationwide fundraising activity can be developed or executed by any volunteer group or community office within of the organization. This will protect MS Canada

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from duplication and will build a strong brand that has value to partners, media and the public.

Executive Champion

The MS Canada Vice President, Community and the Vice President, Philanthropy are the executive champions 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

MS Canada’s Vice President, Community and Vice President, Philanthropy are responsible for leading the monitoring of the application and compliance of this policy direction in conjunction with other members of the executive team. The Vice President, Community and Vice President, Philanthropy 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 Canada.

Policy Review

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

- November 20, 2009 – first approved by the Board of Directors
- February 2016 – reviewed and approved
- February 2019 – reviewed and approved
- May 2021 – reviewed and approved

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 MS Canada, these programs are centrally administered on behalf of all communities. This policy does not prohibit communication between communities and their stakeholders with

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whom they have an existing relationship.

Executive Team - The most senior level of staff leadership within MS Canada comprised of the president and chief executive officer; division presidents; senior vice-president(s) and vice-president(s). One person may hold more than one position. The president and chief executive officer may alter the composition of the executive team as required from time-to-time.

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