Mothers Against Drunk Driving® (MADD) Walk Like MADD® recognition items are based on the money turned in by walkers or participants (cash, checks, credit card donations) by the deadline (30 days post-event). Teams/donors or NON participating donors do not qualify for recognitions items. Walk Like MADD recognition items are not cumulative. MADD reserves the right to substitute an item of equal or greater value or to change the recognition item at any time. Redemption certificates must be redeemed within four weeks of receipt.