

Fundraising Tips



Dress Down to End Drunk Driving!

Have a dress down day in your workplace to raise both awareness and funds to eliminate drunk driving.

How it works

- Ask your boss if employees can dress down or wear jeans on a designated day(s) in exchange for a small donation (usually \$5) to Walk Like MADD.
- Promote the event with a flyer to let people know why they should dress down to end drunk driving.
- Set up a table to collect donations, share information and encourage your co-workers to register for Walk Like MADD.

The Impact

Funds raised through Walk Like MADD events allow MADD staff and volunteers:

- Provide emotional support and assistance with medical and legal struggles that follow a drunk driving crash.
- Support the heroes in law enforcement who work to keep our roads safe.
- Work with state and local legislators to adopt tougher laws, including requiring ignition interlocks for all DUI offenders, and closing the loopholes in many existing laws.
- Support the development of technology to determine automatically whether or not the driver is above the legal limit of .08 and failing to operate if the driver is drunk.

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TO END
DRUNK DRIVING**

