



**Member Responsibilities, Member Benefits & Glossary of Terms**

# Joining The MADD Network

To be a member of The MADD Network is to remain committed to advancing the mission of MADD through high-level alignment with MADD's work and strategic priorities.

To ensure the success of The MADD Network, proper vetting of prospective members is critical. At no time should a member be accepted to the detriment of MADD's mission, brand, and/or reputation.

## ***To maintain the integrity of The MADD Network, several requirements of membership exist:***

1. Each member must be committed to MADD's mission and be willing to use the power of their community to work alongside MADD in the fight to end impaired driving.
2. Each member must support MADD's big bold goal to decrease impaired driving injuries and fatalities by 20% by 2026.
3. Public display of The MADD Network membership (via stickers, placards, clings) at storefronts, checkout, retail establishments, offices, etc.

The MADD Network members will also be encouraged and empowered to shape their own commitments tied to making an even bigger difference in the fight to end impaired driving. This can include legislative support for MADD initiatives, employee training/education, dedicated prevention activities, and volunteerism.

# The MADD® Network Impact

Through financial support and awareness initiatives, members of The MADD Network will each use their platform to educate their unique community about the dangers of impaired driving and commit to making an impact.

Employee Engagement	Consumer Brand Awareness/ Education	Other Activations	Requirements of Membership
<ul style="list-style-type: none"> <li>• Educating employees to recognize the signs of impaired driving/ overserving/ etc.*</li> <li>• Donation of in-kind services, advertising, and/ or support of events.</li> <li>• Offer MADD's Power of Parents workshop to employees: An evidence-based program designed for parents of middle and high school students, to help parents have ongoing, intentional, and potentially lifesaving conversations about alcohol with their kids.</li> <li>• Launch of Employee/ Workplace Giving Campaign.</li> </ul>	<ul style="list-style-type: none"> <li>• MADD Network co-branding or messaging on items and/ or products.</li> <li>• Campaign posters with call to action on the restaurant entrance door/ in office space/ in lunchroom.</li> <li>• Integration of The MADD Network information into partner's app.</li> <li>• Inclusion of collateral like flyers in boxes or bags at checkout with messaging around the importance of health and wellness as an intervention to reduce binge drinking/impaired driving.</li> </ul>	<ul style="list-style-type: none"> <li>• Providing rideshare app billing for employees where alcohol is being served.</li> <li>• Offer rideshare coupons at events.</li> <li>• Co-branded table tents on each table/bar with QR code.</li> <li>• Offering non-alcoholic drink options or specials on menus and/or at events.</li> <li>• Incorporating a consumer-facing Cause Related Marketing (CRM) campaign or round-up campaign at checkout.</li> </ul>	<ul style="list-style-type: none"> <li>• Public display of The MADD Network membership (via stickers, placards, clings) at storefronts, checkout, retail establishments, offices, etc.</li> <li>• Inclusion of The MADD Network on company website and promotion via social media.</li> <li>• Promoting to employees and constituents that MADD offers a 24-Hour Victim Help Line 1-877-MADD-HELP that provides supportive services through local victim advocates to victims of drunk and drugged driving at no charge.</li> <li>• Annual and/or multi-year financial (cash and/or in-kind) commitment in support of MADD's mission.</li> </ul>

# Local Membership Levels with Benefits



Gift Amount (Single or Multiyear Cumulative): Cash and/or In-Kind	\$1,000-\$2,499	\$2,500-\$4,999	\$5,000-\$9,999	\$10,000-\$24,999	\$25,000-\$49,999	\$50,000-\$99,999
Membership Level Name	Associate	Affiliate	Patron	Promoter	Executive	Supporter
Listing on local website under sponsorship level w/hyperlink	x	x	x	x	x	x
Welcome post across local social media platforms upon signed agreement/gift received	x	x	x	x	x	x
MADD Network Annual Virtual Summit Invitation		x	x	x	x	x
MADD Network Annual Summit (In-Person) Invitation			x	x	x	x
MADD Network Membership Milestone Gift (Anniversary, Donation or In-Kind)			x	x	x	x
Plaque for members corporate/foundation office				x	x	x
Presentation to Employees (Virtual or In-Person) inc. Mission Moment				x	x	x
MADD Local Press Release announcing partnership				x	x	x
Employee Volunteer Days (market-dependent)				x	x	x
Listing on national website under sponsorship level w/hyperlink					x	x
Signage at Local Event Identifying Sponsor Space as MADD Network Member					x	x
Welcome post on national social media platforms upon signed agreement/gift received					x	x
Donor Wall Plaque Housed at National Office (Based on cumulative giving)						x
MADD Network Membership Milestone Gift (Anniversary, Donation or In-Kind)						x

# National Membership Levels with Benefits



Gift Amount (Single or Multiyear Cumulative): Cash and/or In-Kind	\$50,000-\$99,999	\$100,000-\$249,999	\$250,000-\$499,999	\$500,000-\$749,999	\$750,000-\$999,999	\$1M-\$2.49M	\$2.5M+
Membership Level Name	Supporter	Advocate	Sponsoring	Guiding	Leadership	Mission	Change Champion
Listing on national website under sponsorship level w/hyperlink	x	x	x	x	x	x	x
MADD Network Membership Milestone Gift (Anniversary, Donation or In-Kind)	x	x	x	x	x	x	x
Welcome post across local social media platforms upon signed agreement/gift received	x	x	x	x	x	x	x
MADD Network Annual Virtual Summit Invitation	x	x	x	x	x	x	x
MADD Network Annual Summit (In-Person) Invitation	x	x	x	x	x	x	x
Plaque for members corporate/foundation office	x	x	x	x	x	x	x
Presentation to Employees (Virtual or In-Person) inc. Mission Moment	x	x	x	x	x	x	x
MADD Local Press Release announcing partnership	x	x	x	x	x	x	x
Employee Volunteer Days (market-dependent)	x	x	x	x	x	x	x
Signage at Local Event Identifying Sponsor Space as MADD Network Member	x	x	x	x	x	x	x
Welcome post on national social media platforms upon signed agreement/gift received	x	x	x	x	x	x	x
Donor Wall Plaque Housed at National Office (Based on cumulative giving)	x	x	x	x	x	x	x
MADD Network Membership Milestone Gift (Anniversary, Donation or In-Kind)	x	x	x	x	x	x	x
MADD National Press Release		x	x	x	x	x	x
Individual partner page (MADD engagement: employee, philanthropy, volunteerism, etc.) w/hyperlink to corp. website			x	x	x	x	x
Potential Seat on MADD Network Advisory Board Seat				x	x	x	x

# MEMBERSHIP BENEFITS: GLOSSARY



**The Membership benefits defined below offer a wide range of opportunities for Members who support MADD's mission to receive recognition at both the local and national levels.**

**Welcome Post across Local Social Media Platforms upon Signed Agreement/Gift Received:** MADD's local Mission Delivery office will welcome member across its local social media platforms upon the signing of the Membership agreement or receipt of gift.

**Welcome Post on National Social Media Platforms upon Signed Agreement/Gift Received:** In addition to local social media recognition, MADD may also extend a welcome post on national social media platforms upon the signing of a Membership agreement or receipt of donation, further amplifying the organization's support at the national level.

**MADD Local Press Release Announcing Partnership:** MADD will issue a local press release to announce and celebrate the partnership with Members, generating positive media coverage and raising awareness about the commitment to supporting MADD's mission within the community.

**MADD National Press Release:** New or renewing members may be highlighted in a national press release issued by MADD's national office, garnering widespread media coverage and recognition for the support of MADD's mission across the country.

**Listing on Local Website under Membership Level with Hyperlink:** Members will be featured on MADD's local website under the corresponding Membership level, with a hyperlink to the member's website.

**Listing on National Website under Membership Level with Hyperlink (\$25,000+):** Members will be featured on MADD's national website under the corresponding Membership level, with a hyperlink to the member's website for increased visibility and recognition at the national level.

**MADD Network Annual Virtual Summit Invitation:** Members will receive an exclusive invitation to participate in MADD's annual virtual summit, providing opportunities for networking, learning, and collaboration with other MADD Network members and stakeholders.

**MADD Network Annual In-Person Summit Invitation:** In addition to the virtual summit, Members will also receive an invitation to attend MADD's annual in-person summit, offering valuable face-to-face interactions and engagement with key stakeholders and decision-makers in the local area.

**Presentation to Employees (Virtual or In-Person) Including Mission Moment:** MADD may deliver a presentation to Members' employees, either virtually or in-person, including a powerful "Mission Moment" to highlight the impact of impaired driving and the member organization's support on MADD's lifesaving work.

# MEMBERSHIP BENEFITS: GLOSSARY CONTINUED



**Individual Partner Page:** Member may have a dedicated partner page built on MADD's website, highlighting the engagement in various areas such as employee involvement, philanthropy, volunteerism, and a hyperlink to the member's corporate website.

**Signage at Local Event Identifying Member Space as MADD Network Member:** Membership may be acknowledged with signage at local MADD events, identifying the dedicated space as a proud member of the MADD Network within the community.

**Employee Volunteer Days (Market-Dependent):** Depending on market availability, Members may have the opportunity to participate in employee volunteer days, allowing the team to directly engage with MADD's programs and initiatives in the local area.

**Blog Post Featuring Partnership:** MADD may feature a blog post on its website highlighting the partnership between Member and MADD, sharing stories and insights about the impact of the support on MADD's mission and initiatives.

**Personalized Impact Video:** Members may receive a personalized impact video from MADD, showcasing the tangible difference their support has made in saving lives and supporting victims of impaired driving.

**Co-branded MADD x Company SWAG:** Members may have the opportunity to co-create and distribute co-branded MADD-themed merchandise (SWAG) with the company's logo, demonstrating the shared commitment to MADD's mission and increasing brand visibility within the community.

**Potential MADD Network Advisory Board Seat:** Members may be considered for a seat on the MADD Network Advisory Board, providing opportunities for strategic input, collaboration, and thought leadership in shaping The MADD Network's initiatives and programs at a national level.

**Donor Wall Plaque Housed at National Office:** MADD may honor the generosity of a Member with a dedicated donor plaque housed at MADD's national office.

**Plaque for Member's Corporate/Foundation Office:** Members may receive a plaque to display at their corporate or foundation office, recognizing the commitment to MADD's mission and showcasing their membership within The MADD Network.

**MADD Network Membership Milestone Gift (Anniversary, Donation, or In-Kind):** Members may receive a special milestone gift to commemorate significant anniversaries, donations, or in-kind contributions made to support MADD's mission at a local and/or national level.