



2013 MS CARNATION CAMPAIGN

Volunteer Information Package



Mississauga Chapter, Multiple Sclerosis Society of Canada
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- The 2013 MS Carnation Campaign runs throughout the weekend before Mother's Day (Thursday, May 9th - Saturday, May 11th).
- Sales occur at various locations throughout Mississauga including GO Stations, LCBO's, Beer Stores, malls and others.
- Hours of sales are as follows:
 - **GO Stations** (Thursday, May 9th & Friday, May 10th from 3:30 PM to 7:00 PM)
 - **LCBO locations** (Friday, May 10th & Saturday, May 11th from 10:00 AM to 7:00 PM)
 - **Beer Stores** (Friday, May 10th & Saturday, May 11th from 10:00 AM to 7:00 PM)
 - **Malls** (Friday, May 10th & Saturday, May 11th from 10:00 AM to 7:00 PM)
 - **Other Local Lunch Sales** (Friday, May 10th from 10:30 AM to 2:30 PM)
- Ideally, volunteers will commit to a minimum of 2 hours per shift; however, you're welcome to complete a longer shift if you so desire.
- Volunteers will work with a minimum of one other volunteer. Should you know anyone who is willing to help and you would like to be paired with, please let us know!
- All sales locations will have a designated adult acting as your "Sales Captain".
- All required contact information, campaign/sales material and supplies will be available to you on site in your designated location's "Captain's Kit".

The History of Mother's Day Carnations:

Why the carnation?

MS Society supporters often ask, "Why the carnation?" The link between Carnations and Mother's Day is a long one – even longer than the 33 years of the MS Carnation Campaign! The significance of this hardy flower remains an integral part of Mother's Day as well as of the fight to end multiple sclerosis.



The beginnings of Mother's Day

The official observance of Mother's Day in its present form is credited to Ann Jarvis, whose daughter Anna founded the holiday in tribute to her mother. It had been Ann's wish that someone would one day establish a memorial day to honour all mothers. Following her mother's death, Anna worked tirelessly to establish Mother's Day as a national holiday.

The first official Mother's Day service took place on May 10, 1908, at a church in Grafton, West Virginia where Ann had worshipped. Anna sent 500 white carnations to the church to be worn by the congregation, feeling that these flowers in particular typified the purity, strength, and endurance of motherhood.

Just one year later, almost all of North America observed the day with appropriate services and by wearing white and red carnations. Carnations – red for a mother who is living and white for deceased – are now worn worldwide as emblems of motherhood.

"The power of the flower" - Carnations to help end MS:

When the MS Carnation Campaign began in May 1976, carnations would also become a symbol of hope for people with multiple sclerosis. Hope in the form of new MS treatments that can modify the course of the disease. Hope provided through services to people with MS and their families. And hope that the funds and awareness raised by the MS Carnation Campaign will one day mean a future when no one need ever be told, "You have multiple sclerosis."

In order to make the campaign a success each year, the MS Society requires as many volunteers as possible. Your valuable contribution of time is much appreciated. With your help we know the Campaign will be a success!

Thank you for helping us use the "power of the flower" to help end MS!

General Volunteer Shift Overview:

- 1) All volunteers will comply with the policies identified at their specific sales location.
- 2) Opening volunteers should be at the location early enough to help their Captain set-up supplies.
- 3) All volunteers must print their name, full address, phone number and volunteer shift on the volunteer list provided.
- 4) All volunteers will wear an MS Volunteer sticker, with name neatly printed, to properly identify yourself.
- 5) Receipts will be issued for straight donations only in the amount \$20 or more. Receipts will not be issued for a portion of the purchase price of flowers. Volunteers must record all donors' names, mailing addresses, and the amount of the donation made.
- 6) Notify your captain should any supplies be running low. Captains will request the delivery of more supplies from the Chapter.
- 7) Closing volunteers will assist their Captain with tidying up the location and storing supplies where necessary (sale money will be collected by the Captain and returned to the Chapter office).

Tips for Successful Volunteering:

- Smile!
- Be enthusiastic, positive, polite and sincere.
- Place yourself in front of the display and greet all potential buyers/donors.
- Let everyone know why you're there and who you're supporting (The MS Society of Canada and everyone affected by MS living in Mississauga)!
- Approach and engage people.
- Maintains eye contact with people.
- Distribute MS information materials to the public with a smile!
- Hands out balloons to children.
- Always thank people for their time, purchase and/or donation.
- Do not eat, drink, chew gum, or smoke near the display.
- Do not engage in long conversations, which exclude the public and potential buyers/donors, with other volunteers.

Thank you for your interest and support; this event is about raising critical funds and awareness while having fun!