

武 德 館 **The One And Only Moo Duk Kwan®** *Embrace It • Protect It*



Bill Nelson
alligirl@charter.net
(320) 980-1179 cell

June 22, 2015

Dear <name>,

I hope this letter finds you and your family happy and healthy.

I am writing you today with high hopes that you will join me in a personal fundraising campaign that I am calling "**The One and Only Moo Duk Kwan**" with proceeds supporting the Federation's ongoing There Is Only One Moo Duk Kwan campaign.

There is a need now more than ever to embrace the Moo Duk Kwan and protect it and together we can.

As you know the US Federation has been involved in a lengthy and costly legal battle seeking to protect and maintain the integrity of our intellectual property and the registered trademarks of Moo Duk Kwan® and Soo Bahk Do®. As a fellow Ko Dan Ja I urge you to consider how very important it is that we set the example by our efforts to protect our Moo Duk Kwan identity and preserve the gift the founder has given us in this unique martial art. We, above all others, must not forget how unique and special this gift is and how fortunate we are to be a part of something that others are not. If we, as direct representatives of our Kwan Jang Nim do not fight to protect it, then anyone will be able to attach themselves to our unique 70 years of history and before we know it our history won't be unique at all.

I am very confident that together we can collectively raise much needed funds to help bring this current matter to a close provided that you join me and commit to do your small part.

I am asking that you create and host an event at which you and your students will raise money, this could be done in many ways. The following is a list of some examples and ideas, but is not limited to these.

- Kick-a-thon
- Break-a-thon
- Form-a-thon
- Bake sale
- Garage sale
- Brat sale
- Pizza sale
- Steak fry
- Raffle
- Silent auction
- Car wash
- And any other fundraising ideas you might have!

***Events like these will reach outside the membership for funds.**

It is my goal for each studio owner in the US to set out to raise \$1,000 **between July 1 and October 1**, 2015 with us collectively raising \$100,000 in this short time.

When you and only 99 other studio owners who are fellow Ko Dan Ja and direct representatives of the Kwan Jang Nim and the Moo Duk Kwan® actively participate we can meet this goal.

I am also asking that you contact me with the date of your events as it will be published on the Federation website indicating your support and active involvement. Your commitment and scheduling will help us to support each other as we are working toward our goal.

*Establishing your event structure:

1. Set a date for your event
2. Give students four weeks to seek sponsors and raise funds
3. Make the event a big local happening (promote your studio)
4. Hold the event
5. Please send all proceeds to and make all checks payable to:
United States Soo Bahk Do Moo Duk Kwan Federation®
20 Millburn Ave Floor 2
Springfield, New Jersey 07081

Please note: the previous Federation prize schedule will apply to this campaign which means your students can earn prizes for themselves.

Lastly, I want to thank you for your consideration of this request. I plan to publicize and recognize you when you join me in this extremely important undertaking.

Kwan Jang Nim has endorsed this campaign and is hopeful that you will get involved.

We as members of the Moo Duk Kwan come to the aid of many local needs and charities such as youth activities, animals, the disadvantaged, those with cancer, the heart association, sexual assault and domestic violence victims, etc., etc. ...these are all very worthy causes.

From now until October 1, 2015 let's work together to secure the future of our martial art and the Moo Duk Kwan® identity, this is also a worthy cause.

Please join me so that it will be possible for us to present a check for the U.S. Federation to the Kwan Jang Nim at the 70th celebration in Korea. Let's show the world the degree of support we have for the Moo Duk Kwan® legacy that his father entrusted to us.

In Moo Duk Kwan,



Bill Nelson
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P.S. Please expect to receive a call from me in a few days to answer any questions you may have about this.



Moo Duk Kwan® Fundraiser Prizes and Guidelines

These fundraisers are planned as fun and fit activities for all students.

Students are encouraged to set realistic goals based on age and development.

We look forward to all our participants having a great time!

For questions or to volunteer, or participate please consult your Instructor.

AVAILABLE PRIZES:

- ❖ **The Federation will award prizes** after all donations are tabulated in October 2015
- ❖ Prizes include **Studio Grand Prize**, Lifetime Federation Memberships, Lifetime Subscriptions to Soo Bahk Do Institute, One Year Subscriptions to Soo Bahk Do Institute, Soo Bahk Do Text Books.
- ❖ The studio raising the most over \$1000 before October 1, 2015 will win a Platinum Package to the 2016 National Festival or a week of training at the 2015 Ko Dan Ja Shim Sa or Moment With The Masters. Trip to these events includes hotel, meals and entry fees for one, but does not include airfare.
- ❖ Each student who raises \$50 or more will receive a *“One and Only Moo Duk Kwan”* T-shirt.
- ❖ The student in each studio who raises the most over \$250 receives: *T-Shirt and 1 Year Subscription To Soo Bahk Do institute.*
- ❖ The student in each region who raises the most over \$350 receives *T-Shirt, Text Book or DVD and 1 Year Subscription to the Soo Bahk Do Institute.*
- ❖ Our goal is to raise \$100,000 **before October 1, 2015** to help protect our Moo Duk Kwan® identity, history, standards, values, and integrity. Each family member is encouraged to participate to the best of your ability. With your strong support we can succeed. Thank you very much for your participation!



GUIDELINES:

1. You may start collecting pledges as soon as you receive your sponsor pledge sheets. **Reminder: Sponsor Pledge Sheets and collected donations need to be turned in on or before the day of the event.**
2. Pledges and donations may be made by anyone. **Please ask everyone who sponsors you if their company has a matching gift fund policy** and if they do then you may be able to double your sponsor's pledge.
3. **Each sponsor making a pledge or donation should write in their own name, and fixed donation amount.** Students may collect the pledge or donation in advance and it is requested to turn in all pledges and donations at the same time.
4. **Please return your pledge sheets with the money to your instructor promptly so you do not miss out on Prize opportunities.**
5. Studio level prizes will be awarded in October 2015 following receipt of proceeds from all studio events. Regional prizes will be awarded based on student fundraising totals tabulated for proceeds received or postmarked on or before October 1, 2015. **Proceeds received at National Headquarters after October 31, 2015 will be ineligible for prizes.**
6. Instructors are requested to complete and submit the *T-Shirt & Prize Claim Form* to expedite recognition of prize winners and delivery of prizes

Thank you for your support of our fundraiser!



Fundraiser Pledge Sheet

Pledge Sheets Are Due on or Before ___/___/___

Participant First Name: _____ Last Name: _____



*Thank you for supporting
our Fundraiser.
- Bill Nelson*

Dear Sponsor,

I am participating in an important event to raise funds for our **non-profit organization** and all proceeds will help fund traditional Korean martial arts education which provides participants with a multicultural experience, supports strong core values, helps develop self esteem, character, fitness and safety awareness for all ages. Please sponsor me for a fixed donation amount and make your checks payable to the “**United States Soo Bahk Do Moo Duk Kwan Federation**” (donations are not tax-deductible) and provide your email address on the memo line of your check.

Thank you for your support of our cause!

	Name of Sponsor	Fixed Donation Amount	Amount Collected from Sponsor	Business Matching Pledge Amount
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Participants:

To reach our goal, we encourage each participant to recruit at least 10 sponsors. If necessary, you may use more than one pledge sheet. Please bring this form to the dojang on day of the event.

Make checks payable to **United States Soo Bahk Do Moo Duk Kwan Federation®** and provide your email on the memo line of your check.

Your Generosity Is Greatly Appreciated!



T-Shirt And Prize Claim Form

Sheets Are Due on or Before 10/01/2015



Participating Studio Name: _____

Instructor First Name: _____ Last Name: _____

	Member ID	Name of Student Raising Funds	Total of Donations	T-Shirt Size	Other Prizes Won. Indicate Student's Selection.
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Submit to:
United States Soo Bahk Do Moo Duk Kwan Federation®
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Springfield, New Jersey 07081