

unwavering  
loved ones  
change  
progress  
volunteers



# Secrets to SUCCESS

## HOW MADD BECAME ONE OF THE NATION'S MOST EFFECTIVE CHARITIES

In a country with more than a half million charities and non-profit organizations, the list of groups etched in the nation's consciousness is surprisingly short. Many groups seek that elusive "something special" to resonate with the public, only to get lost in a sea of worthy causes.

But, from its humble beginnings, MADD emerged as a Cinderella story among charities. So much so, in fact, that MADD often has been called upon to share its secrets of success.

We will tell you that there is no formula for success. But there are several important factors we believe have helped the organization be named one of the nation's most well-liked charities and enabled MADD to be effective at achieving its mission.

### Passionate, Committed Volunteers

Almost immediately, MADD touched a nerve with the nation and provided a focus for victims and concerned citizens who were seeing the devastating effects of drunk driving.

Virtually overnight, those ordinary individuals became extraordinary activists. From city hall to the White House, MADD volunteers passionately spoke of heartbreaking loss and tirelessly worked for lifesaving legislation; in the process, they sparked social change.

Progress only served to galvanize and strengthen their resolve to do more. And America took notice. Soon, everyone from mothers and fathers to aunts and uncles to friends and neighbors became what remains today the foundation of MADD: dedicated, determined and committed men and women of all ages and all walks of life working as one to achieve MADD's mission.

So devoted are these humble heroes that, throughout MADD's history, countless volunteers have donated their hearts and hard work on a full-time basis. There is no job too big or too small for MADD volunteers, for it is their passion and commitment to save lives that drives them to help whenever, wherever and however they can.

committed

dedicated extraordinary

humble

passionate

determined  
heroes

**The Face of Statistics**

Before 1980, drunk driving deaths and injuries were spoken about in terms of cold, hard statistics—a tactic that was having little, if any, impact on reducing the number of deaths and injuries due to alcohol-related crashes.

But MADD didn't speak of statistics. MADD spoke of loved ones, family members and friends—an intensely personal communication



style that started with the organization's charismatic founder and continues today. Every death, every injury is given a face, family and history—personalizing the issue so that everyone can relate, even those who have never experienced the tragedy of drunk driving.

**Mission Focused**

MADD always has and always will be focused on one thing: achieving its mission. Because of that, we know—in no uncertain terms—we will remain true to our objectives of stopping drunk driving, supporting victims and preventing underage drinking. And through our consistent actions, the public knows it.

MADD does not make recommendations, enact policies or support legislation without ensuring that the measures are proven effective and are backed by sound research.

MADD isn't about trends and it won't be pressured to support those steps that are not in direct alignment with its mission.

It is that unwavering focus that has allowed the organization to remain dedicated to the programs, services and initiatives that will save lives.

**Working Hand in Hand with the Media**

From its earliest days, MADD has instinctively known that the media could be a part of the solution to the drunk driving problem. From the national spokesperson to the thousands of volunteers nationwide, MADD took its message to the streets with the media as the messenger.

In 25 years, national, regional and local media have not only helped raise awareness and educate the public about the dangers and consequences of drunk driving, but also have involved Americans in societal change.

MADD has played an equally important role in the relationship in that it is a respectable, knowledgeable and trustworthy resource on the topics of drunk driving, underage drinking and issues related to the violent crime of drunk driving. In offering reliable, researched-based information, MADD is looked to as an expert resource.

**Public Support**

The horrible truth about drunk driving is that it can affect anyone at any time. It doesn't discriminate by gender, race, age or income. And, it's a crime that's committed by friends, family members and neighbors, not just "career criminals." But those facts are also what make drunk driving prevention a cause everyone can support. It's an issue of public safety—everyone's safety.

And unlike other charities seeking a cure for cancer or diseases, MADD has always had the cure for its cause:

don't drink and drive. It is a simple solution that has inspired individuals across the nation to get involved and give generously, compelled corporations to provide support and driven legislators at all levels to pass lifesaving laws.

MADD's unifying cause has effected a behavioral change in our society because individuals have taken steps—big and small—to try to rectify the problem. From tying a red ribbon on their car to writing or calling their legislator to designating a sober driver, the public has served as an army of activists for MADD's mission.

**Quality Resources and Innovative Programs**

In support of its mission, MADD has continually developed and provided quality resources, effective services and innovative programs.

To ensure that its volunteers are armed to best achieve the mission, MADD has consistently provided first-rate training on public policy issues, victim assistance and program implementation. For the public, MADD has created exceptional literature, victim assistance materials, publications, how-to manuals and clear position statements.

From innovative underage drinking programs spanning elementary

school through college to creative public awareness campaigns to hard-hitting drunk driving prevention efforts, MADD has developed and supported lifesaving initiatives for the past 25 years. MADD was also among the first charities to embrace technology, harnessing the power of the Internet to educate the public, affect legislation and provide victim support for those in need.

**Resiliency and Resolve**

Throughout its history, MADD has faced remarkable challenges—financial, political and societal—that could have threatened the effectiveness of the organization. Instead, MADD embraced and overcame these challenges and, in doing so, grew even stronger.

As a test of its resiliency and its commitment to its mission, MADD has dealt daily with vocal opponents, including individuals and industries unsupportive of the policies that MADD has pursued. When facing unrelenting opposition on the 21 drinking age and .08 laws, for example, MADD could have simply given up, buckling under the pressure. Instead, MADD fought hard and won. And the organization has been instrumental in passing policies that save thousands of lives every year. In the

process, MADD has earned the well-deserved reputation as an organization that would not be swayed from its goals.

But that doesn't mean MADD is averse to change or blind to the shifting landscape. In fact, quite the opposite is true. MADD has changed its name, relocated its headquarters, undergone leadership changes, revised its mission statement and



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embraced technology—all in the name of improving its ability to meet its goals head-on. Whether it's coping with extremely rapid growth, dealing with significant changes in funding sources or devising a new strategic plan, through it all MADD has remained resilient and stayed true to its mission.

**Strong Leadership**

MADD is a large national organization with all the size and power that entails. And yet, at its heart, MADD is a grassroots organization with a single-minded dedication to its mission. And though MADD's success is rooted in those dedicated and hard-working individuals, there is a unifying force at work behind it all.

At MADD's helm is a committed national board of directors made up of victims, volunteers, researchers and business leaders who expertly guide MADD activists in their efforts. MADD also has had outstanding national presidents who have helped provide their own form of leadership. In their role as the face of MADD,

they have helped inform the public about MADD's goals and objectives, and they've represented our organization with the media and the public at large. They provide one strong voice to speak for the thousands who make MADD the great organization it is today.

**Changing the World**

The progress made in the efforts to stop drunk driving did not happen by accident. While there was no initial blueprint to guide MADD in its efforts and no formula exists that others can reproduce, one simple statement summarizes much of MADD's success: thousands of people across the country worked tirelessly, doing the right thing at the right time, to get MADD where it is today.

Within MADD circles, a quote by Margaret Mead has become a mantra that captures the organization's success. "Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has."

volunteers passionate

committed extraordinary