

THE MDA[®]
KEVIN HART
KIDS TELETHON

10.24.20



JOIN US

We are committed to transforming the lives of people living with muscular dystrophy, ALS and related neuromuscular diseases, by funding research, care and advocacy. This is the chance to create a new legacy with MDA and Kevin Hart through the reimagination of The Jerry Lewis MDA Telethon. With Kevin Hart as the host, we are creating a multi-screen cultural moment that entertains audiences and drives charitable contributions and mass awareness, helping to transform the lives of people with disabilities and disadvantages.

Although COVID-19 has changed the way we live, work and, connect – there are still countless ways you can raise money and spread awareness to support The MDA Kevin Hart Kids Telethon!

WATCH



Multi-Media Broadcast + Continuous Content

Two-hour telethon streamed across multiple screens + hours of extra online gaming events, streamathons, & more!

WHERE: YouTube and LOL Network

WHEN: Oct. 24
at 8:00 p.m. ET



Host a Watch Party!

SET THE STAGE: Choose a platform like Facebook Live, Zoom, or Microsoft Teams to VIRTUALLY watch the show with others.

INVITE YOUR FRIENDS & FAMILY: Set up a Facebook event and/or share the link to your video call via email.

ENJOY THE SHOW!

More details on back page.

SUPPORT



Donate and Fundraise

Join with your coworkers, friends, and family to raise money doing something you love – walking, golfing, cooking, dancing. [Start your fundraising here!](#)

[Join an MDA Let's Play Night](#) and donate in the Live Stream while you play.



Sponsor the show

Want to see your company on the show? Talk to us about Telethon sponsorship opportunities and how your company can be highlighted during the show!

CorporatePartnerships@mdausa.org

AMPLIFY



Follow MDA's social sites to stay connected, while easily engaging with and sharing Telethon content with your friends.

IMPACT

70 Years

Serving the 250K+ neuromuscular disease community

\$1B

Invested in life saving research breakthroughs

150+

MDA Care Centers serving more than 60K patients

3K

Children with neuromuscular diseases attending no-cost Summer Camp annually for 65 years

HOST A TELETHON WATCH PARTY!



WATCH

MDA will provide you with a link to stream the show on October 15. You will need to have an internet connection and we suggest a "second screen" for chat and interaction with those you watch with.

SET THE STAGE:

Choose a platform like [Facebook Live](#), [Zoom](#), or Microsoft Teams to VIRTUALLY watch the live show with others. Be sure all your invitees have the system installed and ready to watch with you.

INVITE FRIENDS & FUNDRAISE

INVITE YOUR FRIENDS AND FAMILY

Register to [start your 'team' here](#). This allows you to start a Facebook fundraising page, send emails to invite others to join you and manage all your activity in one place. This is how you will receive your watch party links the week of the event.

FUNDRAISE

Invite others to join you by giving a gift [\[Join my MDA Telethon Watch Party\]](#) to raise funds leading up to the show. You can even tie your fundraising efforts to the Telethon theme in by "selling tickets" to your watch party. And supporters can earn prizes with you including tees, hoodies and more!

SPONSOR

Invite local businesses to give-back with promotional meals, deals and shopping over the Telethon weekend. Help promote these sponsors to your audience and community to support their fundraising.

ENGAGE WITH YOUR AUDIENCE AND ENJOY THE SHOW:

- Create a signature drink or appetizers with a Telethon theme. Just because you can't watch together from the same room doesn't mean you can't enjoy great food and drinks! Share recipes with your invitees before your watch party so everyone can prepare in advance.
- Interact with your guests during the show by unmuting lines, turning on video and utilizing the chat function in your preferred platform.
- Play games. Incorporate trivia or "get to know you" questions throughout your watch party to keep conversations going!



GET STARTED!

Invite friends to join and give through your "page" and in social media.

- Offer your viewing guests prizes for watching with you!
- Share in social media and ask your network, "what was your favorite moment of the MDA Telethon?"