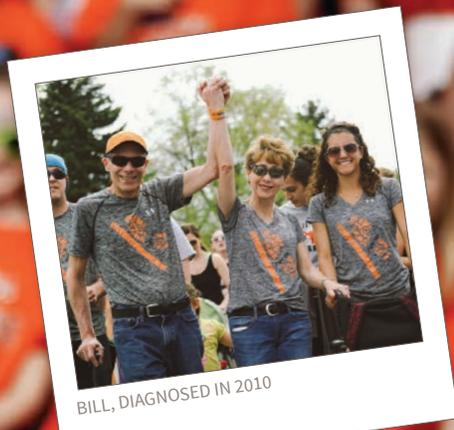




MISSY, DIAGNOSED IN 2014



BILL, DIAGNOSED IN 2010



ANGELA, DIAGNOSED IN 2007



GIGI (CENTER), DIAGNOSED IN 2010

WE'RE STRONGER TOGETHER. **WALK MS.**



TEAM CAPTAIN & PARTICIPANT GUIDE

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DOMINIQUE (CENTER), DIAGNOSED IN 2015

WELCOME TO WALK MS 2016

AS A WALK MS TEAM CAPTAIN OR PARTICIPANT, YOU ARE JOINING HUNDREDS OF THOUSANDS OF PEOPLE ACROSS THE COUNTRY.

It is an experience like no other. This guide will provide some great tips for fundraising, help you stay motivated, and get your team organized.

FOR MORE INFORMATION, VISIT WALKMS.ORG OR CALL 1-800-344-4867.



HAYLEY (L), DIAGNOSED IN 2015; LYNNE (R), DIAGNOSED IN 2008

A WORLD FREE OF MULTIPLE SCLEROSIS

ABOUT MULTIPLE SCLEROSIS

Multiple sclerosis, an unpredictable, often disabling disease of the central nervous system, interrupts the flow of information within the brain, and between the brain and body. Symptoms range from numbness and tingling to blindness and paralysis. The progress, severity and specific symptoms of MS in any one person cannot yet be predicted, but advances in research and treatment are moving us closer to a world free of MS. Most people with MS are diagnosed between the ages of 20 and 50, with at least two to three times more women than men being diagnosed with the disease. MS affects more than 2.3 million worldwide.

ABOUT THE NATIONAL MULTIPLE SCLEROSIS SOCIETY

The Society mobilizes people and resources so that those who are affected by MS can live their best lives as we stop MS in its tracks, restore what has been lost and end MS forever. To fulfill this mission, the Society funds cutting-edge research, drives change through advocacy, facilitates professional education, collaborates with MS organizations around the world, and provides programs and services designed to help people with MS and their families move their lives forward. In 2014 alone, through our comprehensive nationwide network of programs and services, the Society devoted \$122.2 million to assist more than one million individuals to connect to the people, information and resources they needed. To move us closer to a world free of MS, the Society also invested \$50.2 million to support more than 380 new and ongoing research projects around the world. The Society is dedicated to achieving a world free of MS. Learn more at: www.nationalMSSociety.org.

CHANGING THE WORLD FOR PEOPLE AFFECTED BY MS.

Collectively, Walk MS and other fundraising efforts have helped accelerate research breakthroughs that change lives and will end MS forever.

- We are increasing investments in wellness research, including diet, exercise and complementary and alternative therapies.
- We fund more research than any other MS organization in the world.
- MS activists work to ensure people with MS have access to treatments, information and support to make the best decisions for themselves and their families.
- There are more therapies specifically approved for treating and managing MS, and more potential MS therapies in development today than at any other time in history.
- MS is more quickly diagnosed, enabling early and sustained therapy to slow disease activity.
- There is much greater awareness of the many symptoms of MS and ways to address them to improve quality of life.
- Scientists are making breakthroughs in identifying risk factors that can increase a person's susceptibility to MS, which will help lead to ways to prevent the disease.



WHY WE PARTICIPATE IN WALK MS



“The most fun part of the event is being surrounded by my friends and family. Being able to see and feel their support.”

“The walk is a celebration for me every year. I celebrate what I can do physically but also for the community as a whole. I look forward to spending time with friends and family on this day and seeing my other friends with MS.”

“It is all about being with my friends, family and supporting a great cause. It is a chance for us to get together and do good as a family.”

“I just love being there and seeing all the love and support from everyone! It’s a good feeling to see that people really do care, and that with their help, we will find a cure!”



TOGETHER WE’LL GO FURTHER

Nearly 85 percent of Walk MS participants are part of a team.

WHY FORM A TEAM?

Because joining the movement is more fun with others around! Plus, you can earn some really great prizes, including a tent for your team at the event.

FORMING A TEAM IS EASY

Designate a team captain, make up a fun team name, and when you register online for Walk MS, choose the option to “create a new team.” Already registered, but want to start a team? Contact your local office for additional information on starting a team.

WALK MS: THE FACTS

85%
OF PARTICIPANTS
ARE ON FRIENDS
& FAMILY OR
CORPORATE TEAMS



92%
WALK BECAUSE OF
A CONNECTION TO MS



THERE ARE MORE THAN

680
CORPORATE
TEAMS



ACROSS THE COUNTRY



LATIAH (R), DIAGNOSED IN 2014

MOVING TOGETHER: THREE SIMPLE STEPS TO STARTING A TEAM

You and your team are committed to a world free of MS. We're committed to you and the success of your team.

1. RECRUITING

Team members can be anybody — friends, family, coworkers, or neighbors — and they can all easily register as walkers online at walkMS.org. Whether you're a corporate team or a team of family and friends, just be sure to ask everyone you know.

2. RAISING MONEY

Fundraising comes more naturally when you make it personal. If your team is walking for someone with MS, ask them if they would be willing to tell their story. Be sure to follow that with a statement about how much progress we've made in treating the disease. Don't forget to ask everyone who sponsors you if their employer offers matching gifts!

3. HAVE FUN

Being a team captain is an opportunity to share a great experience with friends and family members, or coworkers — a community coming together for a common goal and the accomplishment of a unique personal challenge! As a leader, it's up to you to remind your teammates of why they registered. Walk MS can be more than a fundraising event — it can be a joyous celebration of how far we've come together!



LAURA (CENTER), DIAGNOSED IN 2012

GOAL SETTING: WHO HAS THE MOST TEAM SPIRIT?

Establishing a goal is an easy way to maintain motivation as well as give you and your team a benchmark for success. We encourage team captains to set goals for themselves and their teams.

KEEP THESE TIPS IN MIND:

- **100% fundraising** — Make it YOUR GOAL to have every single team member an active fundraiser either by them making a self-donation or asking others to donate to them.
- **Goals should be realistic, but significant** — If it requires hard work to attain, it will be a source of more pride for your team.
- **Set a goal with input from the team** — Having them believe in the goal from the start will make your job as team captain that much easier.
- **Set both personal and team fundraising goals** — Lead by example. Share your personal fundraising goal with your team.
- **Set a goal for team size as well as collective fundraising** — Recruiting more team members can mean more substantial fundraising!
- **Share your goal!** Use email, team pages, and even internal company intranets and newsletters to communicate goals — and how close your team is to attaining them.
- **If you are part of a large corporate team,** have departments set their own goals to create some fun internal competition.

TEAM CAPTAIN GOAL SETTING WORKSHEET

Team Name: _____

Captain: _____

Co-Captains: _____

When setting your team's goals, look back at your team's performance from last year (if applicable). The average Walk MS participant raises \$250.

PREVIOUS YEAR'S RESULTS	THIS YEAR'S GOALS
# of team members: _____	# of team members: _____ (i.e.: 20% increase = number of previous year participants x 1.2)
\$ amount raised: \$ _____	Minimum \$ goal: \$ _____ (i.e.: team member goal x previous team member average)
Average team member \$ raised: \$ _____ (Dollars raised ÷ number of team members)	Suggested \$ goal: \$ _____ (i.e.: number of team members goal x \$250 Walk MS average)

2016 PLANNING ACTIVITIES

- Appoint team co-captains
Due date: _____
 People to ask:
 • _____
 • _____
 • _____
- Customize team web page (visit your participant center)
Due date: _____
- Team kick-off announcement to all previous team members and/or company employees
Due date: _____

- Recruitment activities

ACTIVITY	DATE	\$ GOAL

- Fundraising activities

ACTIVITY	DATE	\$ GOAL

- Email to all team members announcing goals and activities
Due date: _____
- Thank you note to all team members
Due date: _____

ONLINE TOOLS: MAKING FUNDRAISING FAST & SIMPLE

Everyone who registers for Walk MS gets a participant center, the online hub for managing online fundraising.

HOW IT WORKS

From the Participant Center, you can edit your Personal Page, email donors, manage your campaign and, for team captains, follow your team's progress. To get to your Participant Center, log in to your Walk MS event, login to your account with your username and password and click on Participant Center where you will be prompted to:

1. **Update your Personal Page** — It's easy to change the layout, story and upload pictures to your Personal Page. Make it about you and your friends and family will make generous donations! You can even keep a blog on your Personal Page.
2. **Manage your team** — Email the entire team at once, track their progress, set your team goal so everyone can see and support it, download your team roster, encourage team members to use their online personal page and create incentives for them to fundraise online.
3. **Send emails to friends and family asking for their support** — You can easily import contacts into your Address Book from other email applications such as Microsoft Outlook, Gmail or Yahoo! Or add them manually. In just a few clicks select and send an appeal for support or a thank-you. Use a pre-written email or write your own.
4. **Fundraise online** —
 - Track your individual, ongoing fundraising progress.
 - Update your fundraising goal.
 - View reports on your team members' contributions.
 - Send follow-up messages and thank-you emails to your supporters.
5. **Boundless fundraising and social networking** — Fundraise with Facebook through the new boundless fundraising tool available on your personal page. Create a Facebook fanpage for your team. You can also post tweets on Twitter for your group and videos on YouTube.
6. **WALK MS mobile app** — Available in the App store and Google Play store.
 - Manage and share your Walk MS experience on the go with our new Walk MS mobile application. Fundraise and connect with others through social media and email, update your web pages, check your progress, and much more — all from the palm of your hand.

FUNDRAISING TIPS & IDEAS

Be creative! Be fun! Be enthusiastic...You are making a difference!

GETTING STARTED

Here are a few ideas to get you started, but remember, there are hundreds of ways to raise money:

- **Set up your personal web page and fundraise online** — It is free, easy and pays off. Online fundraisers raise double the money.
- Set a goal — Make it lofty but attainable and then contribute yourself. This will help motivate your teammates and people who donate to you.
- **Download** receipts, sample letters and find great fundraising tips online. Visit **walkMS.org**.
- Fundraise through Facebook – Fundraise through the boundless fundraising tool available on your personal page.
- Offer to do something unusual: shave your head for donations, sing karaoke in a costume, host a garage sale, host a silent auction, do a give-back night at a local restaurant – the options are endless!
- For more fundraising ideas, contact your local office!

REMEMBER: NO ONE CAN SAY YES UNLESS YOU ASK!

TEAM AWARDS

A little friendly competition among teams can build camaraderie and increase results. The difference teams make in the lives of people living with MS is nothing short of amazing. So who has the most team spirit? Who has the biggest team? And, most importantly, who will make the biggest impact to create a world free of MS?

Contact your local office to learn about all of the team awards you are eligible to win in 2016.

SOCIAL MEDIA

Using social media to fundraise, grow a team and to increase awareness.



facebook.com

Facebook is the most popular social network in the world, helping people connect and communicate with people they know, and encouraging easy sharing of important news, events and pictures. Share the word about your upcoming Walk faster and easier than ever before!



LinkedIn.com

This place for professionals has the potential to expose your team to folks who are capable of making donations. LinkedIn Groups can help you to connect with others of similar passions and interests who could potentially create or join a team.



twitter.com

Twitter is one of the fastest growing social networks. It is a micro-blogging platform that allows you to send a 140-character (or less) about anything you want to anyone “following” you. Tweet about your Walk and team often!



YouTube.com

YouTube brings your cause to life by giving friends, family and fans a place to view footage of events, inspirational videos and slideshows. Share your Walk experiences and invite others to join you or support you with a donation.

Your Personal Fundraising Web Page — URL varies by event

Create and customize your personal fundraising webpage after you register for a Walk event. You can accept donations online, send “thank you” emails, share your progress and, invite your friends to join your cause. The Society makes it quick and easy to get started with a simple login.

COMMONLY ASKED QUESTIONS

HOW DO I GET HELP AND SET UP MY PARTICIPANT CENTER?

We at the National MS Society are here to help you reach your fundraising goals. Please give us a call and we will gladly help you with fundraising and recruitment ideas. In addition, we can set up your Participant Center so you can better raise funds online. Don't wait, call your local office for more information.

WHAT DO I NEED TO BRING TO WALK MS?

Bring a completed and signed walker check-in envelope and contributions you've collected.

HOW DO I TURN IN CONTRIBUTIONS?

We recommend turning in contributions right away. The faster you turn in your contributions, the faster the Society can begin putting those contributions to good work. Don't hold on to checks! Mail them in with a donation form included in this packet or download online. Use one donation form per mailing and send it to your local office for processing. New this year! We ask that you turn all cash into checks or make an online contribution in your donor's name. Online contributions are automatically credited to your account. Include remaining contributions in your check-in envelope and bring it with you the day of the Walk.

This envelope also serves as your waiver. Prize redemption is only based on total contributions turned in on or before your local deadline.

WHAT IF THERE IS INCLEMENT WEATHER?

Like the effects of MS go on, so do we — rain, snow or shine. Please dress accordingly.

DO I NEED TO RAISE MONEY? ISN'T MY ATTENDANCE ENOUGH SUPPORT?

Walk MS is a fundraiser. Money raised funds critical research and helps people living with MS and their families live their best lives.

HOW WILL THE MS SOCIETY KNOW HOW MUCH I HAVE IN ONLINE CONTRIBUTIONS?

Online contributions automatically are credited to your account. However, we will not have access to that information on the day of the event, so make sure to check your online total before the event and include the total on your walker check-in envelope.

HOW DO I WIN PRIZES?

The official Walk MS t-shirt will be available at the event. We try to order correct sizes. However, if your size is unavailable, volunteers will take your information, and we will mail one to you after the event. Prize forms will be sent six to eight weeks after the event.

WHAT IF I CANNOT FINISH THE ENTIRE ROUTE?

There will be transportation along the route to bring participants back to the start/finish site.

INDIVIDUAL FUNDRAISING PRIZES

Prizes are based on the amount of money an individual turns in by the money due date. Please contact your local office for additional prize information and also for ways to donate your prizes back in 2016!

WE'RE STRONGER TOGETHER.

WALKMS.ORG | 1-800-344-4867

