



walk



# TEAM CAPTAIN GUIDE

TOGETHER WE ARE STRONGER.



## THANK YOU FOR REGISTERING

Ending multiple sclerosis for good will take all of us. It's why Walk MS® matters so much. **And it's why you matter so much.** Walk MS helps us team up with friends, loved ones and co-workers to change the world for everyone affected by MS. Together, we become a powerful force. And with every step we take, every dollar we raise...we're that much closer.

**Together, we will end MS forever.**

## TOGETHER WE'LL GO FURTHER

Your team strengthens the Walk MS community by connecting you with others who are as passionate as you. Your friends, family and co-workers make Walk MS even more memorable and fun. Creating bonds that last all year—not just for the big day. Once your team is formed, join together to host a fundraising event such as a trivia night, bake sale or bowl-a-thon. The information in this guide will help you achieve your team's goals.



## STEPS TO TEAM SUCCESS

This guide will allow you to easily personalize your Walk MS® experience, engage your entire team, and get the ball rolling toward success. We encourage you to share these steps with your current and future teammates, too.

- **Register for Walk MS—done!**
- **Set a personal and team fundraising goal**—establishing a goal is an easy way to maintain motivation as well as give you and your team a benchmark for success. See the next page for tips on setting a fundraising goal.
- **Kick-start your fundraising**—show your commitment by making a donation to kick off your fundraising.
- **Customize your Personal Page**—everyone who registers for Walk MS receives a **Personal Page**. Customize your page with a personal photo and story, manage donations, send emails and more!
- **Know Your Networks**—understanding and connecting with your network can be key to your team success! Use our Know Your Networks worksheet to help identify people to ASK to join your team and donate. You can also log in to your **Fundraising Center** for templated solicitation emails.
- **Fundraise with Facebook**—use Facebook to make your fundraising easier. “Like” our **Walk MS** page and then download our **Walk MS Facebook app**. It allows your Facebook friends to donate right on your Facebook page.
- **Go mobile**—manage and share your Walk MS experience on the go with our newly-updated Walk MS mobile and tablet application. This free app lets you fundraise and connect with others through social media and email, update your web pages and check your fundraising progress.  
**iPhone/iPad | Android mobile/tablet**



## TIPS ON SETTING A FUNDRAISING GOAL

- **Goals should be realistic, but significant** — if it requires hard work to attain, it will be a source of pride for your team.
- **100%** — make it a goal to have every team member an active fundraiser by encouraging them to make a donation or ask others to donate to their fundraising effort.
- **Kick off your fundraising by making a donation** — participants who make a personal donation fundraise **six times as much** as those who don't.
- **Arrange a goal-setting meeting with your local Walk MS® staff** — we are here to help! Use the **Goal Setting** worksheet to help you through the process.
- **Once reaching your goal, be sure to increase the dollar amount** — if donors feel they can help you attain your goal, they'll continue to give.
- **Set a goal for team size as well as collective fundraising** — recruiting more team members can mean a substantial increase in fundraising.
- **Share your goal** — use email, social media, and your team page to make your goal known to your network. Encourage your team members to do the same! Send thank you emails/letters to friends, family and other supporters.
- **Go to your event's Tips & Tools page** for printable fundraising tools and resources to answer your questions about online fundraising and your **Fundraising Center**.
- **Double your impact with matching gifts** — Many companies offer matching gifts for employees as well as loyal customers. Ask your donors to check if their company has a **matching gift program** that they can utilize.

**It's easier than ever to raise money with our online fundraising tools!** Start by setting up your **Personal Page** by logging in at **walkMS.org**. Use your **Personal Page** to:



- Share your story, upload photos/videos and display your fundraising progress
- Create a custom URL to take people directly to your **Personal Page**
- Import contacts into your **Fundraising Center** address book
- Send emails to recruit team members and ask for donations
- Turn on your **Honor Roll** to acknowledge those who have contributed
- Send thank you emails/letters to friends, family and other supporters
- Participants who customize their **Personal Page** fundraise **five times more** than those who don't

## SHARE YOUR STORY

Before sharing why Walk MS® is so important, start by telling possible donors and participants your story and/or connection to MS! Recruitment and fundraising become more natural when you tie in a personal story. People will be more likely to join you or make a donation if they know why you joined the MS movement. Be sure to include your story on social media, your **Personal Page**, and any letters or emails you send out.

Team members have a story to tell too! Extend this advice to the rest of your team. Empower them to share why they are walking.



“ Walk MS inspired me to continue to walk with MS each year with the **feeling of achievement and empowerment**. I’m thankful to all who support my family and me as we continue to walk side-by-side with other families with MS each year.”

– Jacqueline (center), diagnosed 2007

“ And that was the day we were connected deeper than blood. We knew **we would never walk this road alone**.”

– Heather (left) and Amanda (right), niece and aunt, both diagnosed Oct. 14, 2014



## FUELING IMPACT

We've included talking points below that you can use during your recruitment and fundraising efforts. Of course, your story and why you personally joined the movement is most important. These can help take your fundraising to new levels.

### Elevator Speeches

- “I am raising funds to change the world for people living with multiple sclerosis, or MS. I will be participating in Walk MS® with a goal of raising [insert goal amount]. The National MS Society is dedicated to a world free of MS, but they can't do it without our help. It's faster and easier than ever to support this cause. Help me reach my goal by making a donation to move us closer to a world free of MS. Together we will do whatever it takes to change the world for people affected by MS.”
- “Your donation ensures that each person affected by MS experiences life-changing breakthroughs through nationwide services, cutting-edge MS research, powerful advocacy, increased awareness, and access to resources that connect them to the information and people they need to live their best lives. Ending multiple sclerosis for good will take all of us. And with every step we take, every dollar we raise, we're that much closer.”

### MS Facts and Talking Points

- MS—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 be predicted.
- MS affects more than 2.3 million people worldwide and nearly one million people in the U.S.
- 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.
- 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.



## WHY WALK MS® IS SO IMPORTANT

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

- The National MS Society mobilizes people and resources so that everyone affected by multiple sclerosis can live their best lives as we stop MS in its tracks, restore what has been lost and end MS forever.
- People affected by MS have access to around-the-clock information, support, and resources from the Society to help them live their best lives.
- The Society is the largest private funder of MS research in the world, leading to discoveries that have transformed treatment and care.
- The progress, severity and specific symptoms of MS in any one person cannot yet be predicted, but advances in research and treatment are leading to better understanding and moving us closer to a world free of MS.
- Last year, the Society invested \$44.2 million in MS research with more than 340 active projects around the world. Through its comprehensive nationwide network of services, the Society is focused on helping those affected by MS connect to the people, information and resources needed to live their best lives.
- We are united in our collective power to do something about MS now and **end this disease forever.**

Learn more at [nationalMSSociety.org](https://nationalMSSociety.org)

## LIVING WITH MS PROGRAM

For participants living with multiple sclerosis, Walk MS® is an opportunity to connect with others living with MS and to the services and support offered by the National MS Society.

The Living with MS program recognizes people living with MS who participate in Walk MS. Participants receive a complimentary Living with MS t-shirt and can connect with others living with MS and demonstrate the power of the MS movement.

**To join and participate in the Living with MS program**, simply indicate that you live with MS during registration. Living with MS t-shirts will be distributed at Walk MS, and on a case-by-case basis, may be available for individuals diagnosed with MS who were unable to attend the event.



Living with MS t-shirt

## FUNDRAISING INCENTIVES

Walk MS participants who go the extra mile with their fundraising qualify for special prizes!

All participants who raise \$100 or more will receive a commemorative Walk MS event t-shirt. Shirts will be available for pick-up on event day.

Additional prizes are available to those raising \$250 or more. Prizes are based on a person's fundraising total by the prize deadline. Donations can be received up to 8 weeks after the event to meet the fundraising prize deadline.



Commemorative t-shirt

## FUNDRAISING CLUBS

At Walk MS, there is no limit to what's possible—so set your fundraising goal as high as you can! Walk MS has exclusive fundraising clubs to keep you motivated as you walk towards a world free of MS.

### Silver Fundraising Club – \$500

As a Silver Fundraising Club member, you will enjoy VIP benefits, such as a medal to commemorate your hard work!

### Gold Fundraising Club – \$1,000

So, you've made it to the Gold Fundraising Club—what an impressive feat! Here, you'll enjoy VIP benefits, such as a medal and an exclusive piece of swag as a token of our thanks for your hard work to end MS.

**The 2020 deadline for all Fundraising Clubs** for Spring events is September 30, 2020 and December 31, 2020 for Fall events. Benefits will be delivered at the following year's event.



## Fundraising Incentives—Additional Prizes

**\$250 Level**

- Hipster Fanny Pack



**\$500 Level**

- Wireless Charging Pad



**\$750 Level**

- Attain Moisture-Wicking 1/4 Zip Pullover



**\$1,000 Level**

- Corkcicle Stainless Steel Cup



**\$2,500 Level**

- Anorak Waterproof Pullover Jacket



**\$5,000 Level**

- Eddie Bauer Sweater Fleece Full Zip Jacket



**\$10,000 Level**

- Pelican Dayventure Cooler Backpack



### How to Redeem Your Incentive Prize

Incentive prize certificates will be emailed approximately 10 weeks post-event. Please add

WalkMS@Halo.com to your address book to ensure easy delivery of your certificate. The subject line of the email will read, "Your 2020 Walk MS Fundraising Certificate is Here!"

Certificates should be redeemed within four weeks of receipt. If you have questions about your certificate please contact 1-800-436-6050 or WalkMS@Halo.com.

To register for Walk MS visit WalkMS.org.

Walk MS incentive prizes are not cumulative and are based on a participant's total funds raised by the prize deadline. Walk MS reserves the right to substitute prizes of equal or greater value at any time.



## TEAM SPIRIT

Being part of an important cause is great motivation. But here are some other powerful—and fun—ways to motivate your Walk MS® team.

### Inspire Your Team to Fundraise

Sending regular updates to your team members can help keep their fundraising on track. Share your own fundraising ideas and personal fundraising progress to help inspire them. Highlight a fundraising success story within your own team. You can also send emails from your **Fundraising Center** to easily communicate with your team at once.

### Team Fundraising

Beyond the camaraderie and fun that comes from participating as a team, another benefit is that you are working together to have the greatest impact possible for those living with MS. Here are a few fundraising activities you can do as a team:

- Dress for MS or jeans days at work
- Bake sale
- Balloon or candy grams at work
- Bowl-a-thon
- Chili cook-off
- Garage or yard sale
- Pancake breakfast
- Penny wars or loose change drive
- Plant or flower sale
- Silent auction
- Build excitement and awareness by selling Walk MS Pin-up Feet

Visit the **Tips & Tools** page at [walkMS.org](http://walkMS.org) for more fundraising ideas or brainstorm with your team.



## Put the FUN in Fundraising!

Motivate your entire team to fundraise by creating some friendly competition. The prize for the winner doesn't have to be anything elaborate. Usually bragging rights are enough! Prizes can be awarded to someone who:

- Personalizes their online fundraising page first
- Posts the best Walk MS® picture on their page
- Raises the most money in a week
- Receives the largest donation to date
- Sends out the most fundraising emails
- Makes a personal donation
- Has the highest goal
- Meets their goal

## Get Creative

Get creative and show your team spirit by ordering custom designed team shirts to commemorate your Walk MS experience. Our national Walk MS t-shirt vendor has great solutions for team shirts. Not only that, they will donate \$1 for every shirt ordered (\$2 for every sweatshirt) back to your Walk MS team! Visit the [Team Resources](#) page on our [website](#) for more information.

## Showing Your Team Spirit on Event Day

Here are some tips to make your team's Walk MS experience memorable:

- Prior to event day, designate a time and area to meet your team. If you're not familiar with the site, bring a brightly colored flag or make a large team sign so members can easily find you.
- Wear your team t-shirt or come up with a creative theme that your team can rally around.
- Personalize in-honor-of bibs to stick to your shirt on event day.
- Create inspiring posters to carry during the walk.
- Take pictures and post them on social media. Tag your teammates and tag the event. Let everyone know what you're doing and be sure to include the link to your [Personal](#) or [Team Fundraising Page](#)—event day is a great opportunity to ask for more donations!
- Gather your team after the event for a picnic or after-party. This is a great way to celebrate and reflect on the incredible day you've had and make the fun last a little longer!

# WE ARE HERE TO HELP

We are grateful for your efforts to raise awareness and funds for people affected by MS, and we want to make sure your experience is extraordinary at every turn. If you have questions, need assistance or just have a comment to share, please contact us. We'd love to hear from you.

## FAQs

### How do I turn in donations?

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! Use the [Donation Form](#) on the [Tips & Tools](#) page on the [website](#) to keep track of donations and mail in with your checks.

### Who should checks be made payable to?

Please make checks payable to National MS Society. Please be sure to write the participant's name, event, and event year on the memo line of each check (e.g., "John Smith, Walk MS®: Philadelphia 2020").

If you receive a check payable to your team, simply write "National MS Society" above the team name entry. If the check is made out to you, please endorse the check payable to the National MS Society.

### What is a matching gift?

A matching gift is a gift from a donor's employer that matches the donor's original gift. Many employers match dollar-for-dollar. Ask your human resources staff, or visit your company's intranet for more information.

### How long are Walk MS routes?

Walk MS routes are fully accessible and feature one- and three-mile options. Please visit [walkMS.org](#), search for your location and check the [Route and Maps](#) page for more specific details.

### Are the routes accessible?

Walk MS routes are accessible for scooters and wheelchairs, by walker, or with a cane. There will also be accessible restrooms at each site.

## CONTACT US

Our Fundraising Support Team is available to answer all your questions about Walk MS and fundraising, the event website, using your [Fundraising Center](#), or utilizing our other fundraising apps (Fundraise with Facebook; Walk MS on Android/iOS).

Please contact our Fundraising Support Team by calling 855-372-1331 or by email at [FundraisingSupport@nmss.org](mailto:FundraisingSupport@nmss.org).

## Thank you for being a Team Captain at Walk MS!