Together we are stronger.
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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. Whether you’ve signed up as a captain of a Society-hosted Walk MS event or are creating your own experience through Walk MS: Your Way, this guide will allow you to easily personalize your Walk MS experience, engage your entire team, and get the ball rolling towards success.
Welcome fellow Team Captain!

From one Captain to another, who’s ready to have some fun?! From rallying your friends, family and coworkers together, to designing team swag and more, you’re going to find yourself creating memories to last a lifetime. While it can be scary stepping outside of your comfort zone to ask for support, you have to use that voice of yours and spread as much awareness as you can to help make bigger strides towards a cure for MS. So get out there and network, network, network, and before you know it, you’ll be a fundraising champion making such a difference in the MS community! Let’s do this!”

— Lyndsay Wright,
Team Captain Demyelinate This

STEPS TO
TEAM SUCCESS

You’ve signed up to be a Team Captain, now what?! Here’s a checklist of easy steps to take to rally your friends, family, and coworkers around Walk MS®. More details on all of these can be found in this guide. We encourage you to share them with your current and future teammates, too.

✔ Register for Walk MS — done!

✔ Join the Walk MS Team Captain Facebook page — meet team captains from across the country, exchange fundraising tips and share photos and stories about what makes your team unique! Be sure to also “Like” our Walk MS Facebook page to stay in the know on all that’s happening for Walk MS!

✔ Set personal and team goals — establishing a goal is an easy way to maintain motivation as well as give you and your team a benchmark for success.

✔ Kick-start your fundraising — show your commitment by making a self-donation to kick-off your fundraising.

✔ Utilize your Fundraising Center to share your story, recruit team members and ask for donations.

✔ 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.

✔ Get social — launch a Facebook Fundraiser through your Walk MS Participant Center and share your fundraising link on channels like Instagram, Twitter, LinkedIn, Snapchat and TikTok. You can even request donations through Venmo and PayPal or add a QR code on flyers!

✔ Download our Walk MS app to do all of this from your fingertips. You can even use the check capture feature to enter donations and have it reflected in your Fundraising Center within 48 hours.
FUNDRAISING TOOLS & RESOURCES

- **Fundraising Center** — It’s easier than ever to raise money using your Fundraising Center. **Participants who customize their Personal Page fundraise 5x more** than those who don’t!
  
  - Share your personal story on your Personal and Team Pages to promote why you joined Walk MS®
  - Set and track your fundraising goals
  - Create a custom URL to take people directly to your Personal and Team Pages
  - Import contacts into your Contact List, and send emails to recruit team members and ask for donations
  - Track donations and thank your donors
  - Set up donation incentives to encourage donors and reward them for their support
  - Link your Facebook Fundraiser
  - Add milestones to celebrate progress on the way to reaching your fundraising goal!

- **Walk MS app** — Just like your Fundraising Center features, the app allows you to manage the same activity, from your fingertips. You can also track physical activity and electronically deposit a check donation using the app! Simply download the app and use your Fundraising Center login credentials to get started.

- **Put the FUN in 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. Brainstorm with your team on what type of activities might excite them and their networks.

  Visit our [website](#) for fun ideas like our 50 State Challenge, Fundraising Bingo and [Adopt a Shoe](#)!

- **Videos and images** — Add customized Walk MS images and videos to your social media channels, emails, and signatures. Access our [Fundraising Toolkit](#) to download ready-to-use content such as profile photos, cover photos and more.

TIPS FOR SETTING GOALS

- **Goals should be realistic, but significant** — if it requires hard work to attain, it will be a source of pride for your team. Collaborating with your team on setting the goals will help everyone rally around them. Check out our [Goal Setting Worksheet](#) to get started!

- Goals can be set for **personal and team fundraising** as well as for **team member recruitment**!

- **100%** — make sure it is a goal to have every team member achieve active fundraiser status by encouraging them to make a self-donation or ask others to donate to their fundraising effort.

- **Share your progress** — be sure to share your goals, as well as increase your goals as you meet them!
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. Don’t forget, you can also send emails from your Fundraising Center to easily communicate with your team all at once.

Preparing for Event Day

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

• 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 National MS Society Team Shirt Store.

• Designate a time and area to meet your team on event day. 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.

• Planning a unique experience for Walk MS: Your Way? Brainstorm with your team members prior to event-day to learn about what type of components may excite them!

• Wear your team t-shirt or come up with a creative theme that your team can rally around.

• Personalize “I Walk For” 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! Be sure to use the hashtag #WalkMS

• 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!

Post-Event Celebration

Post-event is a great opportunity to thank your donors and team members. Be sure to share how their support is making an impact in the lives of those affected by MS. We’ve provided some sample impact statements in this guide to help you out. Also, don’t forget you still have plenty of time post-event to continue to ask for donations. Share photos from event day and ask those who didn’t contribute yet to help you reach your goal!
FUELING THE MISSION

Your Story
Reaching your fundraising goals (and beyond!) is a breeze with the right resources. We’ve included talking points and the latest on our progress to a cure, which you can include in your outreach to potential donors and team members. Sharing your story and the reason why you participate in Walk MS® can take your fundraising to new levels.

Elevator Speeches
Creating a polished elevator speech that incorporates your personal story, the National MS Society’s mission, and what you are looking to accomplish in your fundraising efforts is a great way to get started. Look at the example below and shape it into a statement that perfectly describes you, your Walk MS team, and what you hope to accomplish!

“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.”

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.
- 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.
WHY WALK MS® IS SO IMPORTANT

Collectively, Walk MS fundraising efforts have helped accelerate breakthroughs that change lives and will end MS forever. Your dedicated support fuels our mission: We will cure MS while empowering people affected by MS to live their best lives. Below are some highlights of the work we do thanks to your leadership as Team Captain!

- People affected by MS have access to around-the-clock Society information, support and resources 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.
- To date, Walk MS participants, volunteers and donors have raised over $1 billion to stop MS in its tracks, restore what’s been lost and end MS forever.
- In 2021, the Society marked 75 years of progress that has transformed the MS movement. Together, we achieved as much progress in the last five years as the 70 that preceded it. Breakthrough MS®, a five-year fundraising effort, was conceived to mark the beginning of the end of MS. Highlights from the Breakthrough MS Campaign include the launch of the MS Navigator® program in 2017, the approval of the first therapy in pediatric MS in 2018, and the launch of Ask an MS Expert in 2020.

Learn more about how Breakthrough MS has changed the lives for those living with MS.

Looking ahead, our newest Strategic Plan is focused on addressing the unique experiences of all people affected by MS. Our goals are clear. We want to:

- Accelerate cures through global leadership
- Improve access to personalized, affordable, high-quality MS healthcare
- Empower people affected by MS to solve everyday challenges
- Strengthen the MS movement through more and deeper connections
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. In 2023, participants will receive a complimentary Living with MS bandana 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 bandanas 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.

FUNDRAISING INCENTIVES

Fundraising Event T-Shirt
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. Walk MS: You Way participants will receive their shirt by mail. Visit the Walk MS: Your Way details page for the mailing schedule.

Rewards Store
Earn a point for every dollar you raise and extra points for completing special actions. Once you earn 250 points, you can redeem your points at any time for Walk MS branded merchandise at our Walk MS Rewards Store. There are many ways to redeem your points. For instance, when you reach 1,000 points you can redeem all 1,000 points for one prize or redeem for two 500-point prizes.

Opportunities to earn extra points:
- Set a Goal = 10 points
- Launch a Facebook Fundraiser from the dashboard = 15 points
- Register by January 31, 2023 = 50 points
- Earn double points for all fundraising on World MS Day, May 30, 2023
- It’s Go Time promotions in March - keep an eye on your inbox for special challenges to earn extra points

For more information on the Walk MS Rewards store and to get started on earning points, visit the Prizes, Clubs and Rewards page.
The National MS Society reserves the right to substitute a reward of equal or greater value at any time.

walkMSrewards.org

The National MS Society reserves the right to substitute a reward of equal or greater value at any time.
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 Top Fundraiser 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 Top Fundraiser 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 2023 deadline to qualify for Fundraising Clubs is September 30, 2023.

Be sure to talk to your local staff to hear about more opportunities for your team to qualify for team recognition!
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

What are the different ways to participate in Walk MS®?

You can participate in-person at a Society-hosted Walk MS event, as a virtual walker for a Society-hosted Walk MS event, or you can create your own day-of-experience with Walk MS: Your Way. No matter how you participate in Walk MS, you will feel the same support, have access to the same powerful tools and celebrate with others who are just as passionate as you are about ending MS.

What is Walk MS: Your Way?

Launched in 2022, Walk MS: Your Way was created to provide Walk MS participants with an accessible, flexible option to celebrate their own way. Regardless of geographic location, anyone can raise funds and awareness in a meaningful way alongside friends, family, coworkers and more! You can pick a date and time that works best for you. However, we recommend holding your Walk MS: Your Way event from March to June, when hundreds of Walk MS events will take place across the country. We also recommend choosing a route or activity that is accessible for mobility devices and offers options for everyone. When you Walk MS: Your Way, let your creativity be your guide as you create your own Walk MS adventure.

How do I turn in donations?

For the fastest processing of your donations, encourage donors to give online through your custom fundraising page. If you receive checks, the quickest deposit method is to upload them using the check capture feature on the Walk MS App, which can be accessed under “Enter Donations.”

If needed, you can mail your check donations to your local Society Office. Mail your donations (made out to National MS Society) with a completed Donation Tracking form.

National MS Society ATTN: Walk MS
› Find your local office address

If you mail in your donations, it may take up to 5 weeks to process donations during peak event times. If more fundraising total, please contact Fundraising Support at 855-372-1331 or FundraisingSupport@nmss.org.
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 2023”). 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, often dollar-for-dollar. You can significantly increase your fundraising by asking your donors to apply for matching gifts if their employer offers them. Visit our Matching Gifts Guide to see if your employer offers a matching gifts program and to learn more about the matching gifts process.

How long are Walk MS routes?
Most Walk MS routes feature one- and three-mile options that are fully accessible for scooters and wheelchairs, by walker or with a cane. Please visit walkMS.org, search for your location and check the Route Map and Details section of the Walk Details page for more specific details.

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

Contact our Fundraising Support Team at:
855-372-1331 or FundraisingSupport@nmss.org

THANK YOU for being a Team Captain at Walk MS!