



## Forming a Team for Walk MS What You Need to Know

Walk MS is a great way to bring people together to work toward a common goal. This guide will introduce you to the benefits of and the activities involved in building a team.

### What is a team?

- ❖ A team consists of a captain and at least three additional team members. A team may have more than one captain, which is a great way to share responsibilities.
- ❖ Teams are generally classified as Corporate (meaning that they are representing a company or organization) or Friends and Family. However, we encourage all teams to be inclusive and recruit from many areas. Some of our best Corporate Teams consist of company members and their families and friends.
- ❖ Each team member is encouraged to raise money toward achieving a world free of multiple sclerosis.
- ❖ Monies raised by individuals on a team combine to make that team's fundraising total.

### What does it cost?

- ❖ There is no fee for registering a team or participating in the event. However, we do expect teams to fundraise.
- ❖ Teams may invest in team shirts, a team tent, or other items, but those costs are at the discretion of the team or supporting company. Utilizing the option of soliciting team sponsorships is a great way to fund these types of team items and activities.

### Why do we like teams?

- ❖ In 2013, there were 637 teams that raised more than \$748,624 for Walk MS!
- ❖ Teams provide a way for groups to get involved with the National MS Society and raise awareness of the disease and the services we offer.
- ❖ Teams allow organizations to show their philanthropic spirit.
- ❖ Teams generate enthusiasm before, during, and after the event.

### Why should you form a team?

- ❖ The best reason to form a team is to make a stand against multiple sclerosis! Money raised by our participants directly benefits those living with this insidious disease by funding programs, services, research, and advocacy.
- ❖ Walk MS is a fun event. The day features not only great (and fully accessible) walk routes but also fantastic food and drink, live entertainment, and kids' activities. And these things are all best when shared with your friends, family, and/or co-workers.
- ❖ Teams provide a way for people to come together. Walk MS provides a common goal for team members to rally around.
- ❖ Team participation creates great community visibility for a company or organization.



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- ❖ Perhaps you need a walking buddy? A team provides great motivation to reach a personal fitness goal while enjoying time with others.
- ❖ Teams can win great prizes for spirit, fundraising, and participation!

### What are the responsibilities of the team captain?

- ❖ The team captain leads efforts to recruit team members.
- ❖ The team captain encourages team members to set and meet individual and team fundraising goals.
- ❖ The team captain may organize group social and/or fundraising events for the team.
- ❖ The team captain is the primary contact from the Chapter to the team. The team captain will receive regular emails with event, fundraising, and mission updates. It is the responsibility of the captain to communicate pertinent information to other team members.
- ❖ The team captain should encourage team members to have fun!

### What tools are in place to assist the team captain?

New to the Team Concept? Let us help! There are many resources and events available to team captains:

- ❖ **Web Tools:** As a Walk MS participant, you have access to great online tools that you and your team members can use to register, send email messages, request and track donations, and monitor progress. Build a web page for your team and have each team member create a personal page, too!
- ❖ **Emails:** We'll help you through the process of being a team captain by providing you with regular emails tailored to help you with recruitment, organization, and fundraising.
- ❖ **Elite Feet:** Team members are encouraged to become a member of our Elite Feet by raising \$650 or more for Walk MS. Let us recognize you for your efforts.
- ❖ **Team Week:** Team Week is five days of fun and competition to promote your team's recruitment and fundraising efforts. We'll provide you with creative ideas and emails and give you the support and encouragement (including prizes) you need to step it up.
- ❖ **MS Awareness Week:** National MS Awareness Week (March 3-9) highlights the mission of the National MS Society through a marketing campaign, advocacy efforts, and events geared at raising awareness of the disease and the ways in which we can help those living with it.
- ❖ **Team Village:** You've assembled your team, solicited donations, and now it's Walk day. Team Village is a place teams can assemble to enjoy the event, show their spirit, and continue their camaraderie. Teams are invited to put up tents, hang banners, and decorate the area. We want you to have fun!