



WALK MS: 2014 PARTICIPANT & TEAM CAPTAIN GUIDE

presented by



WALK TO CREATE A WORLD FREE OF MS

walkMScarolinas.org or 1.800.344.4867





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BE INSPIRED. GET CONNECTED. WALK MS.

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WELCOME TO WALK MS: 2014

AS A WALK MS PARTICIPANT OR TEAM CAPTAIN, 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.

Walk with Us – Walk MS: 2014

Presented by: Biogen Idec

03.29.14

Aiken, SC
Aiken Public Library

03.30.14

Western NC (Fletcher, NC)
Fletcher Park

04.05.14

Triangle (Raleigh, NC)
PNC Arena

Cabarrus & Rowan County, NC
NC Research Campus

Columbia, SC
West Columbia Riverwalk Amphitheater

Shelby, NC
Shelby State Park

04.06.14

Sandhills (Fayetteville, NC)
Honeycutt Park

04.12.14

Wilmington, NC
Greenfield Lake Park

Goldsboro, NC
Herman Park

04.26.14

Greenville, NC
Town Common

05.03.14

Greenville, SC
Furman University

05.17.14

Charlotte, NC
Symphony Park at Southpark Mall

Walk MS: Charleston date/location TBD

For more information, visit walkMSCarolinas.org or call 1.800.344.4867.



A WORLD FREE OF MULTIPLE SCLEROSIS

ABOUT MS

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 400,000 people in the U.S. and over 2.1 million worldwide.

ABOUT THE NATIONAL MS SOCIETY

MS stops people from moving. The National MS Society exists to make sure it doesn't. The Society addresses the challenges of each person affected by MS by funding cutting-edge research, driving change through advocacy, facilitating professional education, collaborating with MS organizations around the world, and providing programs and services designed to help people with MS and their families move forward with their lives. In 2010 alone, through its national office and 50-state network of chapters, the Society devoted \$159 million to programs and services that assisted more than one million people. To move us closer to a world free of MS, the Society also invested \$37 million to support 325 new and ongoing research projects around the world.

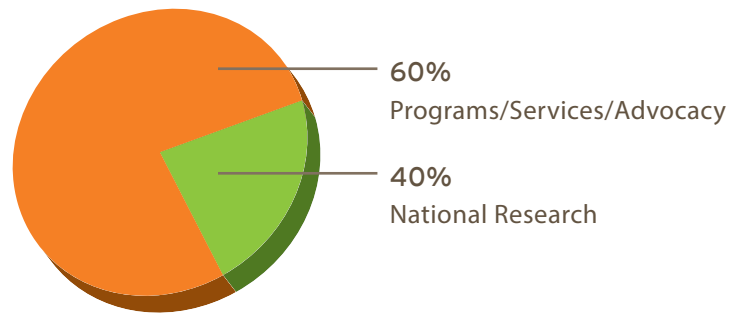
The Society is dedicated to achieving a world free of MS. Early and ongoing treatment with an FDA-approved therapy can make a difference for people with multiple sclerosis. Learn about your options by talking to your health care professional and contacting the National MS Society at nationalMSSociety.org or 1.800.FIGHT.MS (1.800.344.4867).

WHERE DOES THE MONEY GO?

The Greater Carolinas Chapter provides many services and programs for the 14,500 people living with MS in the Carolinas, including financial assistance and personalized care management. We are also activists, pursuing federal policies to better the lives of people with MS. The Society also funds MS research, using the finest resources to help find ways to prevent, better treat, and cure this unpredictable disease.

CHAPTER FINANCIAL INFORMATION

Eighty-three percent of all funds raised through the Greater Carolinas Chapter are used to further our mission. Sixty percent of all the funds raised go toward local programs, services, and advocacy for the 13,900 people living with MS right here in the Carolinas. Forty percent of all funds raised supports national research to find the cause and cure of MS!



JOIN THE MOVEMENT® & TEAM UP

Nearly 75 percent of walkers in Walk MS participate as 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 us at walk@nct.nmss.org

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



MOVING TOGETHER: THREE SIMPLE STEPS TO STARTING A TEAM

RECRUITING

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

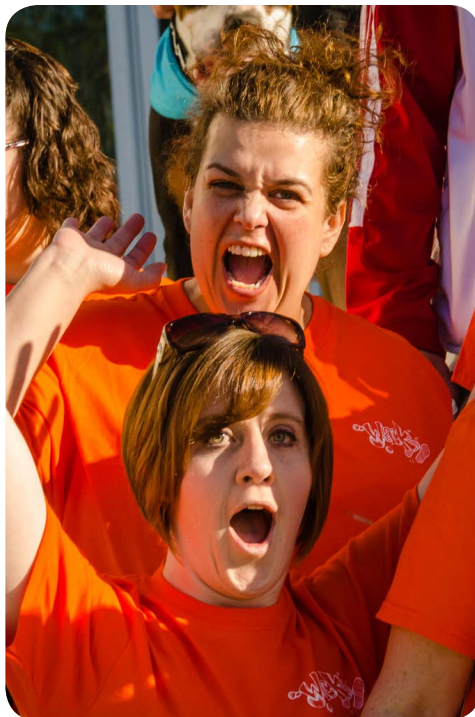
RAISING MONEY

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!

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!





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:

- o **Goals should be realistic, but significant** — If it requires hard work to attain, it will be a source of more pride for your team.
- o **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.
- o **Set both personal and team fundraising goals** — Lead by example. Share your personal fundraising goal with your team.
- o **Set a goal for team size as well as collective fundraising** — Recruiting more team members can mean more substantial fundraising!
- o **Share your goal!** Use e-mail, team pages, and even internal company intranets and newsletters to communicate goals — and how close your team is to attaining them.
- o If you are part of a large corporate team, have departments set their own goals to create some fun internal competition.

If you would like more suggestions and guidelines for goal setting, or would like to request goal setting worksheets, please contact walk@nct.nmss.org

CELEBRATE SUCCESS AT YOUR TEAM TENT

You've recruited them and raised money with them. Now celebrate with them! Join your team at your very own tent at the Walk MS Team Village.

Team Village is a place where you and your team can celebrate on Walk day. Bring or rent a tent, set up some comfy lawn chairs, and tailgate with us! It's the perfect location to hang out and celebrate with your teammates before and after walking. At your Walk MS site, the National MS Society will designate a location just for teams. Teams can bring snacks and drinks, decorations, banners, and much more to make the experience memorable! Think tailgating at the Super Bowl!

Check out the Team Village info for each site:

Walk MS: Triangle (Raleigh, NC)

- Teams may rent tents, tables, and chairs through the National MS Society or bring their own supplies. Make sure to reserve your spot in Team Village at www.walkMSCarolinas.org.

Walk MS: Charlotte, NC

- Teams who raise at least \$7500 for the Charlotte walk will WIN a tent and spot at team village.

Western NC and South Carolina Walk MS Events

- Teams who raise at least \$5,000 will WIN a tent and a spot at Team Village.

Eastern NC Walks

- We encourage teams to bring their own pop-up tents, tables, and outdoor chairs to enjoy the day's festivities.



TEAM AWARDS

A little friendly competition among teams can build camaraderie and increase results. In fact, teams are the fastest growing group of fundraisers in the MS movement. The difference they are making in the lives of people 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? Here are the top team titles up for grabs at Walk MS. For more information and team resources, please go to walkMS.org.

GREATER CAROLINAS HONORS AND PRIZES

1. Highest Percentage of Elite Feet Team Members

-The team with the highest percentage of team members qualifying as Elite Feet status at each site will be recognized.

2. Highest Fundraising Teams

-The top fundraising teams will be recognized at Walk MS, and the top 10 fundraising teams will be invited to the post Walk MS Celebration Party.

3. Best Team Shirt

-The team with the most creative team t-shirt will be recognized and awarded at Walk MS! Don't forget to include the Walk MS or National MS Society logo on them!

5. Best Team Tent

-We want you to go all out! Think tailgating at the Superbowl. The team with the wildest, craziest, and most creative tent will win this prestigious award!



PRIZES

COMMEMORATIVE WALK MS T-SHIRT

Raise \$125 and receive a commemorative Walk MS T-shirt on the day of the event.

ELITE FEET

Raise \$650 to become a member of Walk MS Elite Feet. This select group of people receives special perks on the day of the event as well as recognition for their hard efforts. Make sure to select YES in the registration process if you are interested in pursuing that goal.

TOUR OF CHAMPIONS

Raise \$7,000 and qualify for Tour of Champions. Participants are rewarded with a weekend celebration which will be attended by other top fundraisers throughout the Southeast region. Raise a minimum of \$10,000 and bring along a guest. The Greater Carolinas Chapter covers travel, hotel, and weekend celebrations. Learn more about this year's Tour of Champions by visiting <http://www.nationalmssociety.org/chapters/nct/fundraising-events/tour-of-champions/index.aspx>

MS GIVE BACK CLUB

Become a member of this specially recognized group and 'give back' your prize to the MS Society. The prize money will go back to the society's financial assistance programs and client outreach services.

TOP WALK MS: 2013 TEAMS

The National Multiple Sclerosis Society would not be able to fund cutting-edge research, provide services, host programs, or educate health care professionals and the public if it were not for the extraordinary fundraising efforts of those who support Walk MS. Once again, we'd like to thank the top teams of 2013.

WALK MS: 2013 TEAMS

- | | |
|--|---|
| 1. Biogen Idec — \$52,321.45 | 6. Team SOS — \$14,935.24 |
| 2. Momentum — \$22,181.22 | 7. walking for all — \$14,248.00 |
| 3. Team Ivy Cottage Collection — \$20,348.00 | 8. WACK — \$14,237.00 |
| 4. The Village People — \$16,456.00 | 9. STEP it Out Against MS — \$12,525.33 |
| 5. endure — \$15,390.20 | 10. Modern Society — \$12,522.26 |



CONGRATULATIONS TO OUR TOP FUNDRAISERS IN 2013

- | | | | |
|--------------------|-------------|---------------------|------------|
| 1. James Scalise | \$20,348.00 | 6. Jennifer Froning | \$8,250.20 |
| 2. Jo Haskell | \$13,166.00 | 7. Ben Stepowany | \$7,635.33 |
| 3. Jennifer Sutton | \$9,852.08 | 8. Erika Braun | \$7,595.00 |
| 4. John Hiebendahl | \$9,364.00 | 9. Jennifer Iglio | \$6,955.00 |
| 5. Devin Lynch | \$8,945.00 | 10. Christie Price | \$6,428.00 |

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, e-mail 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, log in 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 e-mails to friends and family asking for their support** — You can easily import contacts into your Address Book from other e-mail applications such as Microsoft Outlook, AOL 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 e-mail or write your own.
4. **Fundraise online** —
 - o Track your individual, ongoing fundraising progress.
 - o Update your fundraising goal.
 - o View reports on your team members' contributions.
 - o Send follow-up messages and thank-you e-mails to your supporters.
5. **Boundless Fundraising & 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.

The screenshot displays the Participant Center interface. At the top, there are four navigation tabs: HOME, EMAIL, PROGRESS, and PERSONAL PAGE. Below the tabs is an 'Overview' section. On the left, there is a progress bar and four statistics: '\$5.00 I HAVE RAISED', '\$100.00 MY GOAL (change)', '5% PERCENT', and '339 DAYS LEFT'. To the right of the progress bar are two buttons: 'Send email' and 'Enter new gift'. Below the statistics is a 'WELCOME TO YOUR PARTICIPANT CENTER' section for the '2013 WAS Test Walk MS Space Needle' event. It includes a thank-you message: 'Thank you for connecting with the National MS Society and thousands of others by registering for Walk MS: 2013 WAS Test Walk MS /Seattle on Saturday, May 4, 2013. Your participation and fundraising on behalf of Walk MS supports our vision to create a world free of MS.' On the right side of the interface, there are two boxes. The top one asks 'What to do next?' and provides a tip: 'Your last email was 6 days ago. You should write to your friends.' The bottom box contains four links: 'Add contacts to Address Book', 'View your progress page', 'Work with Personal Page', and 'Email Team'.



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:

- o **Set up your personal web page and fundraise online** — It is free, easy and pays off. Online fundraisers raise double the money.
- o **Set a goal** — Make it lofty but attainable and then contribute yourself. This will help motivate your teammates and people who donate to you.
- o **Download receipts, sample letters and find great fundraising tips online.** Visit walkMS.org, select your walk site, and click on the Event Details page.

Remember: No one can say yes unless you ask!

SOCIAL MEDIA

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

FACEBOOK

[facebook.com/WalkMSEasternNC](https://www.facebook.com/WalkMSEasternNC)

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!

TWITTER

twitter.com/WalkMSCarolinas

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

[YouTube.com/GreaterCarolinas](https://www.youtube.com/GreaterCarolinas)

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

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 us at 1-800-344-4867.

WHAT DO I NEED TO BRING TO WALK MS?

Bring a completed and signed walker check-in envelope and contributions you've collected. Your check-in envelope is mailed to you if you register two weeks before your event.

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 the Greater Carolinas Chapter, 3101 Industrial Dr., Ste. 210, Raleigh, NC 27609. Online contributions are automatically credited to your account. Include remaining contributions in your check-in envelope and bring it with you on 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 June 21, 2013.

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 supports people with MS and their families throughout the Carolinas. We currently serve more than 14,500 people living with MS in our area.

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.

WHEN WILL I RECEIVE MY PRIZE(S)?

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. Prizes are based on money turned in on or before the fundraising deadline!

WHAT IF I CANNOT FINISH THE ENTIRE ROUTE?

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

WALK TO CREATE A WORLD FREE OF MS

walkMScarolinas.org or 1.800.344.4867