



walk to
create a world
free of MS

WALK MS: APRIL 14, 2013 PARTICIPANT & TEAM CAPTAIN GUIDE

WALK TO CREATE A WORLD FREE OF MS
walknjm.nationalmssociety.org or
732.660.1005 (central) 201.967.5599 (north)

Walk MS Ridgefield Park, 2012





BE INSPIRED. GET CONNECTED. WALK MS.

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WELCOME TO WALK MS: 2013

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 fund-raising, help you stay motivated, and get your team organized.

Walk with Us – Walk MS: 2013

Sunday, April 14, 2013

Central New Jersey Walk MS Sites:

Belmar*Flemington*Freehold*Hamilton*North Brunswick*
Sandy Hook (TBA) *Seaside

For more information on these locations, Call: 732-660-1005 Fax: 732-660-1338

Walk MS Director: Patricia Tupycia E-mail: patricia.tupycia@nmss.org

Director of Teams & Corporate Development: Alexis Stone E-mail: alexis.stone@nmss.org

Coordinator of Teams: Allison Story E-mail: allison.story@nmss.org

Northern New Jersey Walk MS Sites:

Cranford*Jersey City*Ridgefield Park*Roseland*Roxbury

For more information on these locations, Call: 201-967-5599 Fax: 201-967-7085

VP of Development: Jennifer Hivry E-mail: jennifer.hivry@nmss.org

Director of Teams & Corporate Development: Alexis Stone E-mail: alexis.stone@nmss.org

Coordinator of Teams: Julie Davis E-mail: julie.davis@nmss.org

For more information, visit walkMS.org or call.



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 2011 alone, through our national office and 50-state network of chapters, we devoted \$164 million to programs that enhanced more than one million lives. 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 National MS Society's new Research Initiative has a goal of raising \$250 million for MS Research by the end of 2015.

Our Research Goal: We are a driving force of MS Research and treatment to:

Stop: We must stop all disease activity and prevent further progression for people already living with MS.

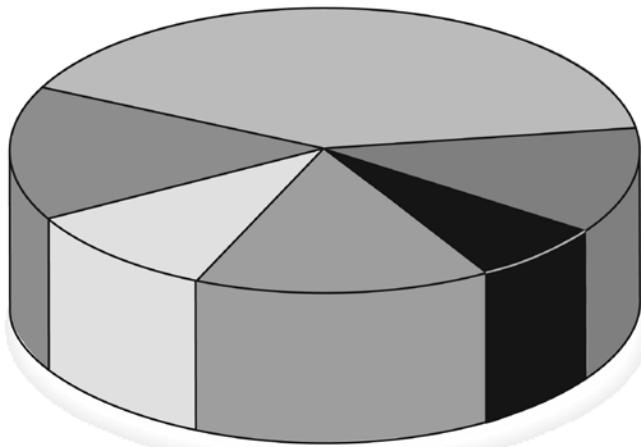
Restore: We must restore all function that has already been lost to nervous system damage from MS.

End: We must work to completely eradicate MS and prevent it from ever occurring in the future.

To learn more about this exciting program, please visit nationalMSsociety.org

Where does the income go?

	Services & Programs – 44%
	Fundraising – 15%
	Research – 14%
	National Programs – 11%
	Benefit to Donor – 11%
	Administration– 5%



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!"

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 table 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:

Alexis Stone, Director of Teams & Corporate Development
alexis.stone@nmss.org or 201.967.5599 x43213

Allison Story, Coordinator of Teams (Central Office)
allison.story@nmss.org or 732.660.1005 x44310

Julie Davis, Coordinator of Teams (Northern Office)
julie.davis@nmss.org or 201.967.5599 x43201

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.

RECRUITING

Team members can be anybody – friends, family, coworkers, or neighbors – and they can all easily register as walkers online at walknjm.nationalMSsociety.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!

CELEBRATE SUCCESS AT YOUR TEAM TABLE

You've recruited them and raised money with them. Now celebrate with them! Join your team at your very own table at the Walk MS site. If your team raises \$10,000 or more for Walk MS 2013 by April 2, 2013, your team is eligible to reserve a team table at the starting line of the event. Team tables are a great place to gather prior to the start of the event. Don't forget to take your team photo once everyone is congregated! Bring your own breakfast to kick start the day and share with your team! Team registration and team t-shirts can also be provided at your team table. Contact your teams' staff to find out how you can purchase your Team T-shirts at a discount.

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 **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:

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alexis.stone@nmss.org or 201.967.5599 x43213

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julie.davis@nmss.org or 201.967.5599 x43201

WALK MS FUNDRAISING CLUBS

Get moving and you can join a prestigious Walk MS club. The pride you will feel, knowing what a difference your efforts make in the lives of people with MS, will amaze you. The more money you raise, the more perks you receive!

Participants that demonstrate outstanding individual fundraising for Walk MS have the opportunity to join an elite group of walkers. Mission Possible, Sensational Steppers, Marvelous Marchers and Premium Pacers are the Walk MS Top Fundraising Clubs. You have the opportunity to become a member of a club by raising donations that correspond to the amounts listed below. Be part of a top fundraising club and receive special recognition in the Walk MS wrap up newsletter, on the event website and receive a special honor at the Awards Recognition Party.

MISSION POSSIBLE

\$1,000 +

SENSATIONAL STEPPERS

\$5,000 - \$9,999

MARVELOUS MARCHERS

\$2,000 - \$4,999

PREMIUM PACERS

\$750 - \$1,999

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? Here are the top team titles up for grabs at Walk MS.

NEW JERSEY METRO CHAPTER HONORS AND PRIZES

Sure to be coveted and very prestigious **Team Champion** award. This traveling trophy will remain in the possession of the reigning #1 Team for the entire year.

Additional smaller yet still very special Team Awards include:

Largest Team Award - Presented to the team with the greatest number of registered participants.

Most Team Spirit Award - This award is given to the team who is most enthusiastic, not only during the event, but throughout the upcoming months.

Breakout Team - This award is given to the team whose current fundraising results have dramatically surpassed the previous year.

Best Dressed Team - This award is given to the team who has the most creative T-shirt.

Rookie of the Year - This award is given to a corporate and a friends and family first year team whose fundraising efforts proved extraordinary.

PRIZES

Prizes are based on per person money turned in on or before May 14th.

PRIZE DETAILS

Participants who raise \$125 or more will receive a Walk MS t-shirt on the day of event. Other great prizes are to be announced. For the most current information about Walk MS prizes, please visit our website at: walknjm.nationalMSsociety.org

TOP WALK MS: 2012 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 2012.

WALK MS: 2012 TEAMS

1. Team Bradco – Joe Revello, \$64,496.96
2. Motley Crew – Nicole Eiszner, \$60,348.50
3. Mitzvah Squad – Laura Cohen, \$55,513.00
4. TEAM Bayer-North Jersey – Cynthia Philipone, \$23,920.70
5. Team Greengrass – Carla Greengrass, \$23,773.00
6. Luke Skywalker and the Wookies – Craig Chomiak, \$21,840.00
7. Team Ray's Raiders – Susan Kershaw, \$21,008.22
8. Ted's Team – Ted Bargstadt, \$20,073.00
9. Team Weiss – Michael Weiss, \$19,720.50
10. RAMS Against MS – Jonathan Belfer & Noah Ganz, \$19,088.00

CONGRATULATIONS TO OUR TOP FUNDRAISERS IN 2012

1. Nicole Eiszner, \$55,463.00
2. Laura Cohen, \$45,147.00
3. Joe Revello, \$24,283.00
4. Ted Bargstadt, \$19,003.00
5. Robert Zirlin, \$17,002.74
6. Emilia Strafford, \$16,400.00
7. Michael Weiss, \$15,292.00
8. Steven Schultz, \$14,450.00
9. Hillary Kindman, \$13,675.00
10. Patricia Cooper, \$11,578.12

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** – E-mail 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.



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 walknjm.nationalMSsociety.org, click on Walk MS and then on the event details page.

Remember: No one can say yes unless you ask!

We recommend every registered participant raise the suggested fundraising minimum of \$25 towards our vision of a world free of MS.

- **\$25** pays for one hour of at home care for a person with MS.

SOCIAL MEDIA

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

FACEBOOK

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

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

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) message about anything you want anyone "following" you to know. Tweet about your Walk and team often!

YOUTUBE

YouTube.com

YouTube brings your cause to life by giving friends, family and fans a place to view footage of events, inspirational videos and slide shows. 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" e-mails, 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 201-967-5599 for the Northern sites and 732-660-1005 for the Central sites.

IS THERE A FUNDRAISING MINIMUM?

The suggested fundraising minimum is \$25 per registered walker.

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 before April 14th.

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 today! Online contributions are automatically credited to your account. Include remaining contributions in your check-in envelope and bring it with you on April 14th. This envelope also serves as your waiver.

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 our Chapter area. With the money raised at walk last year, the New Jersey Metro Chapter was able to fund local programs and services while contributing to the National research effort.

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 for any participant raising \$125+. 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 June 3rd.

WALK TO CREATE A WORLD FREE OF MS

walknjm.nationalMSsociety.org or 1.800.344.4867