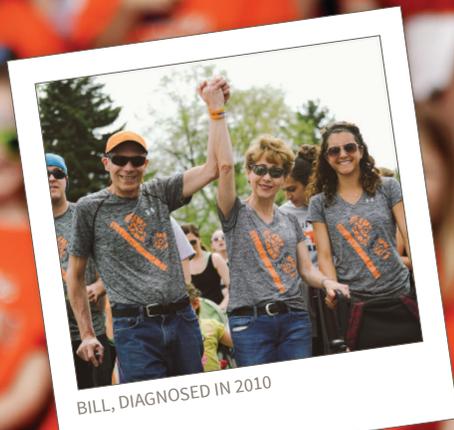




MISSY, DIAGNOSED IN 2014



BILL, DIAGNOSED IN 2010



ANGELA, DIAGNOSED IN 2007



GIGI (CENTER), DIAGNOSED IN 2010

WALK MS. TOGETHER WE ARE STRONGER.



NEW JERSEY METRO 2017 PARTICIPANT GUIDE

Dear Walker MS Participant,

Thank you for registering! We are so thrilled you are joining us at Walk MS 2017. We know you have plenty of questions on how to get started so we are here to help!

What's next? Be sure to read through this participant guide before you get started. It contains important information that will help prepare you for Walk MS, such as:

- How to form a team and why it is important
- Fundraising tools you can use to reach your fundraising goal
- Ways YOU can help Walk MS
- How to join our Walking Wonder Fundraising Club
- How to earn prizes and team awards
- Commonly asked questions
- Resources you'll need to succeed as a team captain or participant

What else should you know?

- **Keep on the lookout.** Now that you are registered you will be receiving a participant packet in the mail including recruitment and fundraising tips, a donation tracking form and more.
- **Team Weeks.** Team Weeks help rally your team and donors while providing a friendly competition between our amazing teams. We will be announcing Team Weeks each month so stay tuned for chances to win some great prizes!
- **Walk MS FootNotes Newsletter:** Stay in the know by reading our FootNotes Newsletter. These newsletters provide important updates and resources available. You can expect them via email January - March and will receive one in the mail about 1-2 weeks prior to the walk including everything you need to know for event day! Our wrap-up FootNotes Newsletter including fundraiser rankings will come out in July.
- **Get Social.** Follow us on social media to hear about what's going on locally and Society-wide. Go to [Facebook.com/NMSSnjm](https://www.facebook.com/NMSSnjm) to like our page and join our NJM Captains Corner group to see what other captains are up to! Also follow us on Instagram [@newjerseymetro](https://www.instagram.com/newjerseymetro) and Twitter [@NMSSnjm](https://twitter.com/NMSSnjm).

If you have any questions please don't hesitate to reach out at any time! Thank you so much for all of your incredible support!

Best wishes,

Julie Falgiano
Manager, Walk MS

Colleen Teunan
Coordinator, Walk MS

Email: NJMWalk@nmss.org
Phone: 732.660.1005



DOMINIQUE (CENTER), DIAGNOSED IN 2015

WELCOME TO WALK MS 2017

AS A WALK MS TEAM CAPTAIN OR PARTICIPANT, 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 MS 2017

Saturday, April 29, 2017

- Hudson County: Liberty State Park, Jersey City
- Union County: Oak Ridge Park, Clark
- Hunterdon County: Solberg Airport, Readington
- Ocean County: Seaside Boardwalk, Seaside Park

Sunday, April 30, 2017

- Bergen County: Overpeck County Park, Ridgefield Park
- Mercer County: Veterans Park, Hamilton
- Morris County: Horseshoe Lake Recreation Complex, Roxbury
- Essex County: Orange Reservoir, West Orange
- Middlesex County: Veterans Park, North Brunswick
- Monmouth County: Battlefield State Park, Manalapan
- Monmouth County: Bar Anticipation, Lake Como

All sites open at 9:00 a.m. and the walk will begin at 10:00 a.m.

FOR MORE INFORMATION, VISIT WALKMS.ORG OR CALL (732) 660-1005.

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!”



TOGETHER WE’LL GO FURTHER

Nearly 85 percent of Walk MS participants are 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 at (732) 660-1005 or NJMWalk@nmss.org.

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.

1. RECRUITING

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

2. 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!

3. 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!

FUNDRAISING TOOLS: MAKE YOUR GOAL HAPPEN

The first thing you should do is set a fundraising goal. You can set both an individual goal and a team goal. After you set a goal, you can use the resources below to help share and meet your goal. Everyone who registers for Walk MS gets a Participant Center, the online hub for managing online fundraising. 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 access your Participant Center, 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. Online fundraisers raise double the money. If you are a Team Captain you will receive a Team Page and a 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. If you are a team captain, 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.
3. **Send emails to friends and family asking for their support** — You can easily import contacts into your Address Book from other email applications such as Microsoft Outlook, Gmail 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 email or write your own.
4. **Fundraise online** —
 - Track your individual, ongoing fundraising progress.
 - View reports on your team members' contributions.
 - Send follow-up messages and thank-you emails to your supporters.
 - Share your goal and show how close you/your team are to attaining it!
5. **Boundless fundraising and 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.
6. **WALK MS mobile app** — Available in the App store and Google Play store.
 - Manage and share your Walk MS experience on the go with our new Walk MS mobile application. Fundraise and connect with others through social media and email, update your web pages, check your progress, and much more — all from the palm of your hand.

If you would like more suggestions for goal setting or fundraising ideas, or would like to request goal setting worksheets, please contact us at NJMWalk@nmss.org.

REMEMBER: NO ONE CAN SAY YES UNLESS YOU ASK!

WALKING WONDER FUNDRAISING CLUB

Walk MS Top Fundraising Club membership is automatic once your fundraising meets or exceeds one of the amounts listed below. As a member of one of these elite fundraising clubs, you will receive special recognition in the Walk MS wrap-up newsletter and on the event website.

- **MISSION POSSIBLE** — \$10,000+
- **SENSATIONAL STEPPERS** — \$5,000 - \$9,999
- **MARVELOUS MARCHERS** — \$1,000 - \$4,999

PRIZES

The New Jersey Metro Chapter offers great prizes to reward our fundraisers for their efforts. Everyone who raises \$125 or more can pick up a Walk MS T-shirt on event day. Prize incentives above the T-shirt level will be available from Summit Marketing, or you may choose a Foodtown Gift Certificate.

Set your sights high and earn great prizes, such as commemorative clothing, electronics, luggage, and more! You will receive the Walk MS Prize Form in the mail after Walk MS.

Please Note: Prize selections are based on individual fundraising totals including matching gifts, not team totals. The Walk MS Prize Form deadline is June 30, 2017. Only donations received by June 30, 2017 will count toward your prize total.

CELEBRATE YOUR TEAM'S SUCCESS

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. Check out these great team awards and rally your group to take home the win. Not a team? Teams are made of four people or more. Contact us today if you would like to become a Team Captain!

TEAM AWARDS

TEAM TABLE: The top fundraising teams at each walk site will receive a table at the starting area! It's a great place to gather prior to the start of the walk, as well as take team photos. Stay tuned for more information.

TEAM CHAMPION AWARD: The top fundraising team of the year.

LARGEST TEAM AWARD: The team with the greatest number of registered participants.

MOST TEAM SPIRIT AWARD: The team who is most enthusiastic — not only during the event, but throughout the upcoming months.

BEST DRESSED TEAM AWARD: One team at each walk site that has the most creative T-shirt/outfit on walk day. Teams must have their team photos taken at their walk on walk day in order to qualify.



LAURA (CENTER), DIAGNOSED IN 2012

HOW TO HELP WALK MS

- Hang posters in your community, think of the businesses you visit the most.
- Ask your doctors to hang posters in the exam rooms and the waiting rooms.
- Ask your doctors to attend Walk MS, join your team, or form a team of their own.
- Write a letter to the local newspaper about Walk MS.
- Share your story in your place of worship's newsletter or bulletin.
- Share your story and your fundraising link on local online message boards and Facebook groups for people with MS.
- Invite friends and family who have a personal connection to form a team and join you at Walk MS.
- Join the "NJM Captain's Corner" Facebook group. The purpose of the group: CONNECT. SHARE. INSPIRE. Need help recruiting or fundraising? Ask your fellow captains! Have a fundraising event coming up? Share your event details!
- Follow us on social media for all the latest news, updates, and more.



www.Facebook.com/NMSSnjm



[@newjerseymetro](https://www.instagram.com/newjerseymetro)



[@NMSSnjm](https://twitter.com/NMSSnjm)

Posters, rack cards, and other promotional materials are available and can be requested by emailing NJMWalk@nms.org or by calling 732.660.1005. Be sure to let us know what materials you want and the quantity of each.



**TOGETHER
WE ARE STRONGER.**

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 (732) 660-1005.

WHAT DO I NEED TO BRING TO WALK MS?

If you have donations to turn in, you can put them in a completed and signed walker check-in envelope. You will be receiving this envelope in the mail when you register. If you do not have any donations to turn in, you don't have to bring your check-in envelope with you.

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 your checks when you get them to:

**National MS Society
New Jersey Metro Chapter
1480 US Highway 9 N, Suite 301
Woodbridge, NJ 07095**

Reminder: Please make checks payable to National MS Society and include the participant's name and Walk MS site in the memo section of each check. We ask that you turn all cash into checks or make an online contribution in your donor's name. Online contributions are automatically credited to your account. Include remaining contributions in your check-in envelope and bring it with you on event day. The check-in envelope will be mailed to you when you register.

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 through Walk MS helps support local services for over 11,000 people living with MS in our service area, as well as funds cutting-edge research for a cure. Click here for our elevator speech which highlights the great things we are able to accomplish because of your fundraising efforts.

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 for fundraising levels above the tshirt level will be mailed after the event. Prizes are based on money turned in on or before June 30, 2017.

Please Note: Prize selections are based on individual fundraising totals including matching gifts, not team totals. Prize forms will be due by June 30, 2017.

MUST-HAVE RESOURCES FOR WALK MS

Here are some handy resources you may need as you embark on your fundraising journey. We highly encourage you to take the time to browse through everything here.

- **Know Your Networks**– Will help you think outside the box of people you can invite to join your team and/or ask for donations!
- **Donation Form**– A tracking sheet that will help you keep track of who donated how much. Be sure to send in this form with your donations so we can ensure they are credited accordingly!
- **Participant Center Guide**– This guide will help you set up your participant center and use it to fundraise.
- **Sample Email and Letters**– Use these examples to solicit donations and thank your donors.
- **Goal Setting and Networking Worksheet**– First step is setting a goal! Fill this out and share it with your teammates and co-captains.
- **Elevator Speech and Facts**– The “ask” can be challenging sometimes. Use this fact sheet about MS and our chapter to help share your story and why someone should donate/join your team!
- **100 Fundraising Ideas**– Having trouble coming up with ways to raise money? Think outside the box with our 100 fundraising ideas.
- **Other Ways to Fundraise**– Want to know how to sell mile markers and Walk MS Sneakers? Use this document to find out how. This will sure help you reach your goal!
- **Sneaker Pin-Up Overview**– To provide to a business.
- **Adopt-A-Mile Overview**– To provide to a business.
- **Ways to Help the Walk**– Take these steps to help promote Walk MS in your community.
- **Thermometer Poster**– Keep track of your progress as you work to reach your goal!
- **Registration Form**– An easy way to have people join your team without having to go online. Just have them fill out this form and fax them to 732-855-6984 or email them to NJMWalk@nmss.org.

You can also find these documents on your Walk MS website under Fundraising Tips and Tools.





HAYLEY (L), DIAGNOSED IN 2015; LYNNE (R), DIAGNOSED IN 2008

CHANGING THE WORLD FOR PEOPLE AFFECTED BY MS.

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

- We are increasing investments in wellness research, including diet, exercise and complementary and alternative therapies.
- We fund more research than any other MS organization in the world.
- MS activists work to ensure people with MS have access to treatments, information and support to make the best decisions for themselves and their families.
- 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.
- MS is more quickly diagnosed, enabling early and sustained therapy to slow disease activity.
- There is much greater awareness of the many symptoms of MS and ways to address them to improve quality of life.
- Scientists are making breakthroughs in identifying risk factors that can increase a person's susceptibility to MS, which will help lead to ways to prevent the disease.



A WORLD FREE OF MULTIPLE SCLEROSIS

ABOUT MULTIPLE SCLEROSIS

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 2.3 million worldwide.

ABOUT THE NATIONAL MULTIPLE SCLEROSIS SOCIETY

The Society mobilizes people and resources so that those who are affected by MS can live their best lives as we stop MS in its tracks, restore what has been lost and end MS forever. To fulfill this mission, the Society funds cutting-edge research, drives change through advocacy, facilitates professional education, collaborates with MS organizations around the world, and provides programs and services designed to help people with MS and their families move their lives forward. In 2014 alone, through our comprehensive nationwide network of programs and services, the Society devoted \$122.2 million to assist more than one million individuals to connect to the people, information and resources they needed. To move us closer to a world free of MS, the Society also invested \$50.2 million to support more than 380 new and ongoing research projects around the world. The Society is dedicated to achieving a world free of MS. Learn more at: www.nationalMSSociety.org.

TOGETHER WE ARE STRONGER.

NATIONALMSSOCIETY.ORG/NJM | 732.660.1005. | NJMWALK@NMSS.ORG

