walk MS

walk to
create a world
free of MS

What is a Committee Member?

You can't have a National MS Society Walk MS event without three things..... teams, people who want to do something about MS, and **committee members**.

Being a committee member means that you are a part of the group of people that plan and execute the actual walk MS event. Our Committees are vital to the success of Walk MS. The time and dedication our committee members put forth allows the Chapter Staff to focus their time and efforts on building relationships with top fundraisers and teams, helping to grow their fundraising through their connection to our organization.

The committee is composed of many different people, with many different skills, for the many different features of Walk MS. Led by "chairs," some committee members focus on growing the event, like recruiting new teams, finding sponsors, helping teams learn more about Walk MS and the National Multiple Sclerosis Society. Other committee members focus on event production, like logistics, planning ceremonies, advertising the event, and much more. Every committee in every event is *always* looking for new members who are ready to bring fresh ideas to the event each year. If you are someone who is passionate about finding a cure to MS, is motivated to do something about it, and wants to represent the National Multiple Sclerosis Society in your community...then you are the perfect committee member for Walk MS!

Please go to the following pages to learn more about the various committee roles and responsibilities. For more information about the nearest Walk MS committee in your area, please contact Manager, Volunteer Development at National MS Society, Jocelyn Cheng at jocelyn.cheng@nmss.org or 312.423.1139.

Walk MS Committee Leads and Work Group Members

Chairperson

- **Responsibilities:**
    - Organize, schedule and conduct Committee meetings with the staff liaison
        - Send meeting agenda to staff liaison at least 24 hours in advance
    - Delegate responsibilities and action items to work group leads
    - Recruit Work Group team members
    - Promote a positive atmosphere within committee and promote values of the Society
    - Maintain regular contact with all members of the committee and collect status reports twice monthly
    - Ensure that Committee is focused and making progress on assigned tasks
        - Report progress to Walk Coordinator every two weeks via status report
    - Attend and lead Committee meetings from January – May
        - At least 1 weeknight meeting per month
    - Attend volunteer training session led by Society Staff
- Staff liaison: **Walk MS Coordinator, Samantha Edidin or GIC Staff Liaison**

Sponsorship and corporate involvement

*** Each committee member has committed to reaching out to community businesses to secure needs for Walk MS event*

- **Responsibilities**:
    - Track all secured sponsorships and maintain relationship with sponsor contact
    - Coordinate with Logistics coordinator to create full supply list for event including route, rest stops, food, etc.
    - Contact local businesses asking them to be a community sponsor
        - Work with Teams and Community Outreach and Marketing to encourage marketing and team involvement from community sponsors
    - Create list of potential companies willing to make donations
    - Identify retailers willing to promote Walk MS pin up shoes campaign and through community sponsorship levels
    - Work with local businesses to establish give/get days in which proceeds are donated to Walk MS
    - Secure donations for the following areas:
        - Food: breakfast, coffee, snacks
        - Logistic experience items: Golf carts, day of security, ambulance services, DJ services, face painters, jump house, etc.
        - Food donations should be an extra item once community sponsorships are secured
    - Identify and divide list of potential donors and solicit each for specific items through phone calls, personal visits, and solicitations
    - Follow-up – send personal thank you/acknowledgement to all secured items and follow up with any prospects that have not responded to solicitation
    - Keep in regular contact with Committee Chair
- Staff Liaison: **Walk MS Coordinator, Samantha Edidin**
- **Note:** All committee members are asked to identify any potential sponsorship prospects, please communicate to Committee Chair

Logistics and Mission Integration

- **Responsibilities**:
    - Collaborate with Logistics Coordinator to assure that site is accessible (1 mile option provided), plan the set up of Walk MS route and rest stop, develop route plan (route marshals, traffic safety, accessibility) and parking/traffic control
    - Coordinate with Logistics Coordinator a route map and site lay out (placement of team village, mission tent, etc.)
    - Visit site to evaluate route and rest stops
    - Create a set up plan for Saturday (day before event)
    - Work with Volunteer manager to identify volunteer needs for route set up and maintenance
    - Work with Sponsorship work group to secure donated ambulance, security, traffic patrol, golf cart services
    - Recruit volunteer crew with Logistics Coordinator to assist with set up, tear down, clean up and SAG (Support And Gear) vehicles
    - Identify alternate sweeper methods, to ensure that walkers are provided adequate support on route (golf carts, bicycles, etc.) and last walker is located – every walker must have recognition at finish line
    - Implement staggered start/finish with MC at beginning of Walk MS to allow for an even flow of walkers and avoid any bottlenecking
    - Maintain constant contact with committee chair
    - Attend training session with Walk Coordinator, Logistics Coordinator, and Walk Manager
    - Work with Walk MS Coordinator and Logistics Coordinator to identify mission related activities (ie. try on the symptoms of MS table – walkers will wear goggles with Vaseline, put on gloves stuffed with cotton, walk with flippers on, etc.)
    - Create a full plan and list of all mission activities, decorations, tents, and information for event day and set a timeline for having all mission items prepared
    - Identify list of supply needs and coordinate with Logistics Coordinator and Sponsorship lead to secure materials
    - Collaborate with Committee Chair and Logistics Coordinator to determine set up of Mission related areas to be identified and marked out site layout map

- Staff Liaison: **Logistics Coordinator, Lindsey Noel**

Teams, Walk Participant Growth, and Community Outreach

- **Responsibilities**:
    - Work with Team Engagement Manager to determine communication with site's teams
    - Assist Teams Manager in recruiting, retaining and cultivating 2011 and 2012 team captains through regular communication (via phone, email, or in person visits) throughout Walk MS season as needed
    - Serve as Team Lead the day of Walk MS
        - congratulate and thank each team captain with a tent
        - make sure that top teams have t-shirts in their tent the morning of the event
    - Recruit the following team divisions:
        - Family/Friends

        - Corporate
        - Organizations
        - Support Groups
        - Schools
    - Work with Sponsorship Chair to build teams and gain participants from community sponsors
    - Recruit teams from local businesses
    - Host, with the assistance of the rest of the committee, a registration drive within the walk community
    - Work with sponsorship chair to organize a "give/get" night with local businesses and distribute walk materials at the event
- Staff Liaison: **Team Engagement Manager, Erin Bickus**

Media and Marketing Relations

- **Responsibilities:**
    - Collaborate with Walk MS staff to promote media coverage of event
    - Investigate marketing/PR opportunities within your community
    - Research Mission invested media users (i.e. individuals in your community who blog about MS, have MS related face groups, twitter accounts, etc.)
    - Collect "mission moments" stories to include in media outlets: Press releases, community calendars, letter to editor, PSAs, etc.
    - Serve as a facebook ambassador by being an active user on the Walk MS fan page and Twitter updates
    - Community outreach (brochure distribution/promotion) to markets that are "invested" in our mission:
        - MS Support groups or self help groups
        - Chiropractors
        - Massage therapists
        - Neurologists
        - University/College Neurology and Kinesiology departments
        - MRI imaging centers
        - Vitamin Shops
        - MS Centers
        - Hospitals
        - MS Aquatic Classes
        - Physical Therapists
        - Pharmacies
        - Acupuncturists
        - Rehabilitation Centers
        - Medical Supply Companies
        - ANYWHERE with a high frequency of those with a connection to MS – Let Walk MS manager know if you think of any other places for community outreach
            - Utilize these invested markets as potential locations to host a registration drive
                - Collaborate with the Teams, Walk Participant Growth, and Community Outreach lead to host

- Staff Liaison: **Walk Coordinator, Samantha Edidin**

Volunteer

- **Responsibilities:**
    - Collaborate with Volunteer Manager, Jocelyn Cheng to identify volunteer needs for Walk MS
    - Brainstorm and research volunteer groups **Best Buy, Starbucks, Kohl's all are involved in volunteer giving programs in which they donate $ for the hours their staff volunteers @ event
    - Solicit organizations and volunteer groups to serve as Walk MS volunteers; collaborate with Volunteer Manager
    - Host and lead volunteer training sessions with Volunteer Manager
    - Assist with overall organization of volunteers, assignments, and check-in on event day
        - It is required that all check-in materials are returned to the chapter office after the event
- Staff Liaison: **Volunteer Manager, Jocelyn Cheng**

Materials provided by the Chapter:

- Fruit
- Water
- Walk MS event T-shirts
- Walk MS tattoos
- "I Walk For" pin-on (to be distributed by volunteers before and during event)
- Walk MS buttons – pre-event item
- I've Walked for ___ Years (to be distributed by volunteers before and during event)
- Walk MS top team captain and fundraiser medals (to be distributed by MS Ambassador or person living with MS to top fundraisers)
- Walk MS Brochures
- Walk MS Posters
- Walk MS Pin on Shoes
- Walk MS Wall of Hope (Participants are able to "X" out MS)
- Orange Walk MS pom-poms
- Logistic Supplies: Mile markers/MS Factoids/Tents/tables/chairs/portables *unless YOU have a contact!

*All other materials must be donated/secured by committee with help from GIC staff

National
Multiple Sclerosis
Society
Greater Illinois
Chapter

Walk MS Committee Interest Form

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Thank you for your interest in joining a Walk MS Committee. We look forward to getting to know you better, so please take a moment to complete this short questionnaire.

Please return this form, along with a resume, to Jocelyn Cheng, Manager of Volunteer Development - jocelyn.cheng@nmss.org or via mail
National MS Society, Greater IL Chapter
525 W. Monroe, Suite 900
Chicago, IL 60661

You can also fax your information to 312-421-4544.

Name:

Mailing Address:

Preferred Phone:

Email:

1. How long have you been involved with the National MS Society?

2. How long have you been involved with the Walk MS and in what capacity (walker, volunteer, team captain, etc.)?

3. Please review the brief description for the Walk MS Task Force – Work Group Teams. What attracts you to a particular work group? Why do you like to serve on the planning committee?

4. Can you commit to attending Walk MS committee meetings from November through May?
Note: *Meetings are held once or twice-a-month and each meeting is approximately 1-2 hours beginning in September and ending in June. Time-commitment outside of monthly meetings is approximately 30-40hours/year. You may attend the meeting via phone or in person at the meeting locations.*

5. What type of commitment are you able to make? What days/times are you available?

6. Do you have experience in any of the following areas? (Check all that apply):
Advertising/PR (Professional experience preferred)

- Marketing
- Brochure Distribution
- Photography/Video
- Calling prospective sponsors
- Proofreading/Writing Letters
- Community Involvement
- Recruiting Volunteers
- Entertainment/Musician
- Surfing the Internet
- Event Coordination
- Training Volunteers
- Fundraising
- Writing sponsorship proposals

Please give some concrete examples where you have demonstrated your skills (e.g. in fundraising, organizing an event, recruiting volunteers, etc.)?

7. Select which Walk MS Committee you'd like to join:

- Bloomington
- Chicago Lakefront
- McHenry County
- Joliet/Lockport
- North Shore
- Northwest Suburbs
- Rockford
- St. Charles
- South Suburbs
- Springfield
- Urbana
- West Suburbs
- Peoria

8. Please let us know about anything else that may be applicable here.

Please return only the Committee Interest Form to Jocelyn Cheng, Manager of Volunteer Development by email, jocelyn.cheng@nmss.org, by fax 312.421.4544 or by mail, National MS Society, 525 W. Monroe, Suite 900, Chicago, IL 60661. Thank you!