

# RUN TO STOP MS: WELCOME GUIDE



## CONNECT TO END MULTIPLE SCLEROSIS

JOIN A COMMUNITY OF SPIRIT & STRENGTH



Run to Stop MS  
Coach, Ellen Stewart



# WELCOME TO RUN TO STOP MS: 2013

Dear Runner,

Thank you very much for choosing to participate in a running event on behalf of the National MS Society, Western PA Chapter. Our Run to Stop MS program raised over \$33,000 during our 2012 campaign, which benefits those with MS in Western PA.

Included in this Welcome Packet, you will find information about our Chapter, the fundraising prize levels, tips for fundraising, important dates, and information about where the fundraised money goes. There is also an introduction letter from Ellen Stewart, our Training Coach, who is here to help you with training for your event.

If you should have any questions along the way, please feel free to contact me at 412-261-6347 or [hannah.spear@nmss.org](mailto:hannah.spear@nmss.org). On behalf of the more than 7,500 individuals in Western Pennsylvania served by our chapter, thank you for your participation.

With regards,

*Hannah Spear*

Hannah Spear

Run to Stop MS Coordinator

# IMPORTANT DATES TO REMEMBER

October 2, 2012	2013 Dick's Sporting Goods Pittsburgh Marathon Registration Opens
March 24, 2013	Commitment Date - Must have raised half of the minimum pledge and determine if you are participating. After this date you are responsible for the full minimum pledge.
May 17, 2013	Outstanding a minimum fundraising balance will be charged to a credit card
May 5, 2013	2013 Dick's Sporting Goods Pittsburgh Marathon

## *Remember...*

You have been asked to sign a "Promise to Pay" as part of the online registration process and on May 17th we will either charge the remaining fundraising balance, or if a balance is met before we will destroy your credit card information. **YOU WILL NOT BE REGISTERED FOR THE 2013 DICK'S SPORTING GOODS PITTSBURGH MARATHON IF YOU DO NOT HIT THE HALF-WAY POINT BY THE COMMITMENT DATE.** Registration for the 2013 Dick's Sporting Goods Pittsburgh Marathon is FREE, if you choose to run on behalf of the National MS Society AND you hit your fundraising minimum.

### **Fundraising Minimums:**

- >Full Marathon \$550
- >Half Marathon \$550
- >5K \$150
- >Relay \$1,000 (2-5 members)





## WELCOME TO THE "RUN TO STOP MS" TEAM!!!!

My name is Ellen Stewart and I am the NMSS's Run to Stop MS Coach for the 2013 Pittsburgh Marathon and Half Marathon. This is my third year as the Running/Fundraising Coach for the National MS Society – Western PA Chapter. In the past two years, the Run to Stop MS – Pittsburgh Marathon Team has had 60 participants cross the finish line raising over \$50,000 for the NMMS.

We will meet for Group Training Runs every weekend (on Saturday or Sunday mornings). So, if you would like to meet fellow participants and get your long runs in, this would be a great time to do both. A tentative Group Training Schedule is included in your Welcome Packet. I will also send you an Evite for each group run, each week, with the time and location for the run. Our first Group Training Run will be on Saturday, January 12th, meeting at the North Park Boathouse at 8am. I hope to see you then.

I have completed 5 full marathons (Disney 2007 & 2008, Cleveland 2007, and Pittsburgh 2010 & 2011) and 15-20 Half Marathons (including Pittsburgh 2009 & 2012). I have raised over \$10,000, fundraising for 2 of the marathons. I also created and coordinate a race, the MS Miles of Smiles Race, in honor of a close friend that struggles with relapsing/remitting Multiple Sclerosis. This year, our 6th annual race date is May 19, 2013 at North Park in Allison Park. The MS Miles of Smiles Race has raised over \$83,000 for the local NMSS office.

My goal is to help you reach your fundraising goal and to cross the finish line on May 5th. I will be available throughout all of your training for any questions and concerns. Please don't hesitate to contact me.

I'm very excited to have you join our MS Team!!!

Ellen Stewart  
Run to Stop MS Coach  
ellen.stewart@nmss.org  
724-713-0934 (cell)

# GROUP TRAINING RUNS

North Park Boathouse  
Pierce Mill Road  
Allison Park, PA 15101

## Tentative Schedule

Saturday, January 12th:	North Park Boathouse- 8:00am
Saturday, January 19th:	North Park Boathouse- 8:00am
Sunday, January 27th:	Riverfront Trail - NMSS parking lot 8:00am ( <i>weather permitting</i> )
Sunday, February 3rd:	North Park Boathouse - 8:00am
Saturday, February 9th:	Montour Trail - 8:00am ( <i>weather permitting</i> )
Saturday, February 16th:	North Park Boathouse - 8:00am
Sunday, February 24th:	North Park Boathouse - 8:00am/or Spring Thaw Race on Sat, 23rd
Saturday, March 2nd:	Riverfront Trail - NMSS parking lot 8:00am ( <i>weather permitting</i> )
Sunday, March 10th:	North Park Boathouse - 8:00am
Saturday, March 16th:	North Park Boathouse - 7:30am
Sunday, March 24th:	Riverfront Trail - NMSS parking lot - 7:30am
Saturday, March 30th:	RECOMMEND THIS RACE ( <i>JUST A SHORT RUN RACE - 30K, 13.1 MILES &amp; 8.1 MILE RACE</i> )
Saturday, April 6th:	Montour Trail - 8:00am
Sunday, April 14th:	North Park Boathouse - 7:30am
Sunday, April 21st:	Riverfront Trail - NMSS parking lot 7:30am
Saturday, April 27th:	TAPER WEEK - TEAM ALEX RACE 5K & 5 MILER
Sunday, May 5th:	PITTSBURGH MARATHON & HALF MARATHON!!!!
Sunday, May 19th:	MS MILES OF SMILES RACE (5 MILER & 5K) @ 9:00AM - NORTH PARK BOATHOUSE

This is just a tentative schedule. We may need to change some of the dates around due to weather and scheduled races. We will meet at North Park Boathouse if there is snow; they will plow the running path. Once the snow melts, we can venture out to other running trails (Riverfront Trail/ Montour Trail/etc). We can also adjust the start time, if you would like to get an earlier start on your long runs. If you would need it due to weather conditions, my cell phone # is 724-713-0934.



# *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](http://nationalMSSociety.org) or 1.800.FIGHT.MS (1.800.344.4867).

# *WHERE THE MONEY GOES...*

Your dollars are spent on programs and support services for people affected by multiple sclerosis and MS- related research. Your generous contributions and fundraising efforts move research closer to a cure and help people with MS and their loved ones move their lives forward.

## **Your efforts to raise:**

- **\$25** will help to send much-needed information to people newly diagnosed with MS and their families.
- **\$100** will provide cooling garments and aids for daily living to maximize independence.
- **\$200** will help to purchase a rolling safety walker for those with mobility impairment.
- **\$300** will help purchase a portable ramp to enhance accessibility of a home or automobile.
- **\$500** will provide Emergency Financial Assistance for rent assistance or to prevent utility shut-offs for people with MS so they can remain independent in their homes.
- **\$1,200** will help cover the cost of respite care or home-health aids.
- **\$2,000** will provide a scholarship to help a young person affected by MS pursue a college education.

## **We Are People Who Want To Do . . . Something About MS Now!**

# *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 [nationalMSSociety.org/PAX](http://nationalMSSociety.org/PAX), click on the Run to Stop MS Button and then on the event details page.

## **Remember: No one can say yes unless you ask!**

# SOCIAL MEDIA

**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 Run 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) about anything you want to anyone “following” you. Tweet about your Run 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 slideshows. Share your Run experiences and invite others to join you or support you with a donation.

**Your Personal Fundraising Web Page, url varies by event:** Create and customize your personal fundraising webpage after you register for a Run 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.

## ONLINE TOOLS: MAKING FUNDRAISING FAST & SIMPLE

**How it works:** From the Participant Center, you can edit your Personal Page, e-mail donors, manage your campaign and follow your team’s progress. To get to your Participant Center, log in to your Run to Stop MS event, login to your account with your username and password and click on Participant Center where you will be prompted to:

**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.

**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.

**Fundraise online** — Track your individual, ongoing fundraising progress. Update your fundraising goal. View reports on your team members’ contributions. Send follow-up messages and thank-you e-mails to your supporters.

**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.

# 2013 Fundraising Prize Levels

Fundraising minimum's must be met by May 17th in order to be registered for the 2013 Pittsburgh Marathon or you will be asked to sign a "Promise to Pay Form" and on April 2nd we will either charge the remaining fundraising balance or you can choose not to run on behalf of the National MS Society. Any donations already received will not be refunded.

## Full/Half Marathon Prizes:

- **\$250+:** Runner will receive an official National MS Society running cap
- **\$550+:** (minimum pledge package): Runner will be registered for the Dick's Sporting Goods Marathon; will receive an official National MS Society running cap and an official Run to Stop MS race day tank top
- **\$1000+:** Runner will be registered for the Dick's Sporting Goods Marathon; an official National MS Society running cap, an official Run to Stop MS race day tank top, a long-sleeve Run to Stop MS shirt, and a \$25 Dick's Sporting Goods Gift Card
- **\$1500+:** Runner will be registered for the Dick's Sporting Goods Marathon; an official National MS Society running cap, an official Run to Stop MS race day tank top, a long-sleeve Run to Stop MS shirt, and a \$50 Dick's Sporting Goods Gift Card.

## Relay Prizes (team total):

- **\$1000+:** Each runner will be registered for the Dick's Sporting Goods Marathon, receive an official Run to Stop MS race day tank top
- **\$1500+:** Each runner will be registered for the Dick's Sporting Goods Marathon, receive an official Run to Stop MS race day tank top and a long-sleeve Run to Stop MS shirt

## 5K Prizes:

- **\$150 +:** (minimum pledge package): Runner will be registered for the Dick's Sporting Goods Marathon and will receive an a Run to Stop MS t-shirt
- **\$1000+:** Runner will be registered for the Dick's Sporting Goods Marathon, receive an official Run to Stop MS race day tank and a long-sleeve Run to Stop MS shirt



# HOW TO RAISE \$2,500 IN JUST SIX WEEKS

## Week 1: \$1230

- Start by sponsoring yourself = \$30
- Send out at least 40 letters and emails to friends and family (ask for a minimum donation of \$30) = \$1200

## Week 2: \$300

- Follow up on your fundraising letters and emails
- Ask four additional family members (minimum donation of \$30 each) = \$120
- Ask four friends to sponsor you (minimum donation of \$30 each) = \$120
- Ask two co-workers to sponsor you (minimum of \$30 each) = \$60
- Check with your company's human resource department to see if they offer matching gifts.

## Week 3: \$310

- Ask two additional co-workers to sponsor you (minimum donation of \$30 each) = \$60
- Plan a fundraising party with at least 25 people (e.g. 50% of split cover charge of \$20 for a happy hour) = \$250

## Week 4: \$210

- Ask five neighbors to sponsor you (minimum of \$20 each) = \$100
- Send out an e-mail to all of your friends and ask them all to forego buying coffee or lunch out one day this week and donate the money they save instead. Challenge 10 friends to participate and do it yourself. 11 people giving = \$110

## Week 5: \$300

- Ask your boss for a company contribution = \$100
- Send out an update on your training and fundraising progress and your honored hero.
- Ask your friends and family to send your fundraising letter to their e-mail address book. Challenge them to help you raise \$200 by getting 20 people to donate \$10= \$200

## Week 6: \$150

- Ask three businesses you frequent for a donation (e.g. doctor, dentist, dry cleaners, etc. \$50 each) = \$150

**Grand Total: \$2,500**





## VOLUNTEER NEEDS

Maybe you'll volunteer with your friends and co-workers, sharing a weekend of celebration and festivities with people as passionate and fun as you are. Maybe you'll support those who run for the challenge of raising critical funds to find a cure for MS. Whatever your reason for being a part of Run to Stop MS, you'll find that this will be the chance for you to meet your challenge head on — and conquer it.

For more information on Volunteering contact Hannah at 412.261.6347 or via e-mail at [hannah.spear@nmss.org](mailto:hannah.spear@nmss.org)



National MS Society  
Western PA Chapter  
1501 Reedsdale St., Ste 105  
Pittsburgh, PA 15233



National  
Multiple Sclerosis  
Society

2011 Dick's Sporting Goods  
Pittsburgh Marathon

Scan this QR code with your smartphone  
to be instantly connected to our website.

