challenge walk

MS SM

presented by

FPO Sponsor Logo

TEAM CAPTAIN GUIDE

ACCEPT THE CHALLENGE!
A WORLD FREE OF MULTIPLE SCLEROSIS

<CHAPTER NAME>
<LOCATION> TO <LOCATION>

CELEBRATE SUCCESS

"CHALLENGE WALK MEANS BEING WITH MY MS 'FAMILY' FOR A WEEKEND OF TEARS, INSPIRATION & HOPE THAT WILL LEAD TO A CURE."

– LORI

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FOR MORE INFORMATION & TEAM RESOURCES, PLEASE GO TO: challengewalkMS.org

WELCOME TO CHALLENGE WALK MS: 2012

You'll move. You'll be moved. Joining as a Challenge Walk MS Team Captain with hundreds of thousands of people across the country is an experience like no other. Taking the first step to register as a Challenge Walk MS Team Captain moves us all closer to a world free of MS. This Team Captain guide will help you keep your team organized and motivated, as well as provide some great tips for having fun while fundraising.

CHALLENGE WALK MS: 2012

<< Month(s), Day(s) of event >>

<< Sponsor Name >>

<< Title Partner >>

<< Sponsor Name >>

<< Presenting Partner >>

<< Presented where >>

<< Location start time >>

FOR MORE INFORMATION & TEAM RESOURCES, PLEASE GO TO: **challengewalkMS.org**

WE ARE PEOPLE WHO WANT TO DO SOMETHING ABOUT MS NOW

ABOUT MS

Multiple sclerosis interrupts the flow of information from the brain to the body and stops people from moving. Every hour in the United States, someone is newly diagnosed with MS, an unpredictable, often disabling disease of the central nervous system. 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 more than twice as many women as men being diagnosed with the disease. MS affects more than 400,000 people in the U.S., and 2.5 million worldwide.

ABOUT THE NATIONAL MS SOCIETY

The National MS Society helps people affected by MS by funding cutting-edge research, driving change through advocacy, facilitating professional education and providing programs and services designed to help people with MS and their families move their lives forward.

Early and ongoing treatment with an FDA-approved therapy can make a difference for people with MS. Learn about your options by talking to your health care professional and contacting the National MS Society at nationalMSsociety.org or 1 800 344 4867.

WHERE DOES THE MONEY GO?

The National MS Society helps people affected by MS by funding cutting-edge research, driving change through advocacy, facilitating professional education and providing programs and services to help people with MS and their families move their lives forward. Just look at the difference the Society makes in your own community:

CHAPTER PROGRAM & RESEARCH HIGHLIGHTS

<< Insert Chapter Program & Research Highlights here >>

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CHAPTER FINANCIAL INFORMATION

<< Insert Chapter Financial Information here >>

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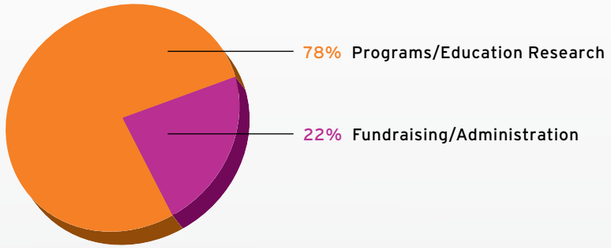

MOVING TOGETHER: THREE SIMPLE STEPS TO STARTING A TEAM

As a part of the MS movement, 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 challengewalkMS.org. Whether you're a corporate team or a team of family and friends, just be sure to ask everyone you know to join.

RAISING MONEY

Fundraising comes more naturally when you make it personal. If your team is walking for someone with MS, ask that individual if they would be willing to tell their story. Be sure to follow with a statement about how much progress the Society has made in treating the disease.

Don't forget to ask everyone who sponsors you if their employer offers matching gifts!

REALLY HAVING 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. Challenge Walk MS can be more than a fundraising event – it can be a joyous celebration of how far we've come together!

RAISING MONEY HAS NEVER BEEN EASIER!

SIMPLE STEPS TO ONLINE SUCCESS

SET UP YOUR TEAM PAGE

Your team page is your invitation to the world to become involved in the movement to end MS. We're here to help you reach your goals. By setting up a team page, you are setting up your team for success. Here are a few hints to help make your page one to remember:

- Make it personal – Feature in a picture of you or your team. Write the story of your team and how you are moving together toward a world free of MS. While there is sample text available, nothing is more compelling than your own words.
- Provide links to your team page – Keep your page current to generate interest. Give updates on how close you are to your fundraising goal.
- Create your team page URL shortcut – By doing this you will be able to easily direct people directly to your team page. Put a link to your fundraising page in the signature of your e-mail.

RECRUIT MEMBERS ONLINE

No need to collect paper or spend hours on the phone. Your team members can quickly and easily register themselves online. Have people join your team from your team page, or use the participant center tools to send a team registration link via e-mail. You can also download your Outlook contact list into the tool. This tool also can help you to track when e-mails have been opened by a recipient.

FUNDRAISE ONLINE

Now for the fun part! After you send your personalized e-mail to all your friends, family and colleagues, you can watch your up-to-the-minute fundraising tracker. Our online tools make it simple for your supporters to donate online to keep you moving toward your fundraising goals and a world free of MS.

ENCOURAGE TEAM MEMBERS TO USE THEIR ONLINE PERSONAL PAGES

Once you see what the tools can do for you, encourage your team members to see what the tools can do for them. Make it fun by giving incentives to your team members to fundraise online – a pair of movie tickets to the team member that raises the most in a week, or a gift card to every team member who gets at least five gifts online. Be creative and ensure that your team not only reaches their goals, but has fun along the way.

SOCIAL NETWORKING

Create a Facebook fanpage for your team. You can also post tweets on Twitter for your group and videos on YouTube.

TEN GREAT THINGS ABOUT OUR ONLINE TOOLS

1. Post your team pictures online
2. Include your company's logo
3. Set up a simple URL for your Team page
4. Set a fundraising goal that everyone can see and support
5. Download your team roster
6. E-mail your entire team at once
7. Track your team members' fundraising progress
8. See your real time team fundraising total
9. Track and thank your team gifts
10. Easily update your page and photo

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 bench mark for success. We encourage Team Captains to set goals for themselves and their teams, while keeping these tips in mind:

- **Goals should be realistic, but significant** – If it requires hard work to attain, it will be a source of more pride for your team.
- **Don't arbitrarily set a goal without input from the team** – Having them believe in the goal from the word "go" will make your job as Team Captain that much easier.
- **Don't forget to set both personal & team fundraising goals** – Lead by example. Share your fundraising goal with your team.
- **Set a goal for team size as well as collective fundraising** – Recruiting more team members can mean more substantial fundraising!
- **Don't keep your goal a secret!** Use e-mail, team pages and even internal company intranets and newsletters to communicate goals – and how close your team is to attaining them.
- **Fun internal competition** – 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 << Insert Local Chapter Name & Contact Info Here >>.

COME WALK WITH US

<< Describe event experience, food, entertainment, etc. >>

TOP CHALLENGE WALK MS 2011 TEAMS

The National MS Society would not be able to fund cutting-edge research, provide services, host programs, or educate healthcare professionals and the public if it were not for the extraordinary fundraising efforts of those who support Challenge Walk MS. Once again, we'd like to show our appreciation to the Challenge Walk MS 2011 teams who made a difference – together.

CHALLENGE WALK MS: 2011 TEAMS

1. << Team 1 – Captain, amount >>
2. << Team 2 – Captain, amount >>
3. << Team 3 – Captain, amount >>
4. << Team 4 – Captain, amount >>
5. << Team 5 – Captain, amount >>
6. << Team 6 – Captain, amount >>
7. << Team 7 – Captain, amount >>
8. << Team 8 – Captain, amount >>
9. << Team 9 – Captain, amount >>
10. << Team 10 – Captain, amount >>

FUNDRAISING IDEAS NOTEPAD

Listed below are some ideas from other Team Captains, but you should feel free to add your own – and share them with other Team Captains!

- **Offer to do something unusual** – Shave your head, sing karaoke in a costume of the team's choice, etc. if your team reaches or exceeds its fundraising goal.
- **Set up a drawing for the team** – With each $50 raised netting you another chance to win a prize – for friends: A special home-cooked meal for the winner and their family; for employees: A day off.
- **Lunch with the president or reserved parking spots** – For company teams, reward the top fundraiser with lunch with the president – give the person who recruits the most additional team members a reserved parking spot for a month.
- **Silent Auction** – Hold your own silent auction – with food and entertainment.
- **Garage Sale** – Clean out the attic and basement with a garage sale – donate the proceeds.
- **Restaurant Donations** – Ask your favorite restaurant or bar to donate a percentage of one evening's income to your team – possibly in return for sponsor privileges.
- **Fundraise through Facebook** – Fundraise through the new Facebook tool available on your personal page.

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 << and prize incentives >> up for grabs at Challenge Walk MS.

<< LOCAL CHAPTER >> HONORS & PRIZES

<< HONOR/PRIZE >>

<< Description >>

<< HONOR/PRIZE >>

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<< HONOR/PRIZE >>

<< Description >>

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NOTES