



DEVELOPMENT

March 26, 2010	CC: Chapter Presidents
<u>2009 Top Teams / Top Fundraisers Lists available</u>	

We are pleased to announce that the finalized lists of 2009 Top Teams and Top Fundraisers are now available both on SharePoint (under Development, in the appropriate event section) and on the national website under the Bike MS, Walk MS and Challenge Walk event pages.

These lists are a great reminder of the incredible fundraising work of our participants and teams, and will hopefully be a source of pride for those who made the list, and a source of motivation for those who didn't! Congratulations to all of our development staff for cultivating these tremendous fundraisers!

Please contact sarah.klein@nmss.org with any questions.



DEVELOPMENT

March 26, 2010

CC:

Chapter Presidents

TrainingPeaks now available for Marathon events

As a further enhancement to our training partnership with TrainingPeaks, we are now offering a professional, branded custom marathon training plan written for us by world-renowned coach Joe Friel.

Marathon runners supporting the National MS Society can receive a free Basic TrainingPeaks account and a free training plan by Joe Friel, expert trainer and author of The Training Bible series of books providing these great benefits and more:

- ✓ **Expert advice** from Joe Friel providing daily instruction
- ✓ **Daily e-mails** with your next workout to keep you on track
- ✓ **Maps and routes** to view, share or create your own
- ✓ **Confidence** from tracking your fitness
- ✓ **Encouragement** from friends on Facebook or Twitter
- ✓ **Upload workouts** from your Garmin, Timex, Polar, Suunto, iPhone, Nike or other training device
- ✓ **Nutrition tracking** to monitor your diet
- ✓ **Support and advice** on the forums

The support available through Training Peaks will ensure that all marathon runners have access to the training and tools they need to meet their own personal challenge and enjoy the run – regardless of their level of experience. These fundraisers bring important dollars to the MS cause, so we want to honor their extraordinary efforts by providing the very best tools available to support their training and event experience.

Participants will receive daily email workout reminders and they can track their progress as they move toward the day of the event in either a free Basic Personal Edition or in a Premium Personal Edition TrainingPeaks account for a monthly subscription fee.

This program is available for all chapters who are supporting marathon events through TeamRaisers. Please visit the marathon training page and link to it from your marathon event page!

<http://home.trainingpeaks.com/events/running/ms-marathon-training.aspx>

For questions about TrainingPeaks, please contact Sarah Klein at sarah.klein@nmss.org or 518-952-4153.



MARKETING

March 26, 2010	CC: All
<u>March 2010: E-communications Update</u>	

March E-fundraising Campaign

Send dates: 3/25, 3/29, 3/31 and 4/1

Audience: ~800,000

The campaign also includes a variety of promotions on the national website, as well as outreach via our national social media pages. Our goal is to raise \$93,000 in gross revenue. Standard audience exclusions apply (see Notes below).

We plan to conduct two tests. The first is a split (A/B) test to determine which of two creative executions drives a higher click through rate, donation form conversion rate, number of donations, sum of donations, and average donation amount. The winning creative will be used for the remainder of the e-mail campaign. The second is a “lift note” test, a relatively common direct mail technique where an extra component is added to “lift” response. This practice is becoming more common in e-mail messaging. To determine its effectiveness, we will be testing a lift note (against a control group) in the second e-mail of this series.

Notes

Individuals with a ‘no email’ classification on their Altair accounts will be suppressed, along with standard Direct Marketing Program excludes/suppressions. If you would like to review the updated Direct Marketing Program excludes, please visit the new Intranet: Development → FY09_Direct_Marketing_Overview_CD_Master_Exclude_Document.

The current Constituent Communications Calendar is also on the new Intranet: Marketing → Constituent_Communications_Calendar_FY10.

Contact Information

For questions about our online fundraising campaigns, please contact Katharine at katharine.grant@nmss.org or 303-698-6100 x15139.

For questions about our national e-communications strategy, please contact Rich at rich.sarko@nmss.org or 303-698-6100 x15171.



PROGRAMS & SERVICES

March 26, 2010	CC: Chapter Presidents
	Marketing, Research & Clinical
<u>Can Do MS & National MS Society Announce Collaborative Partnership</u>	
Action Requested/Deadline:	

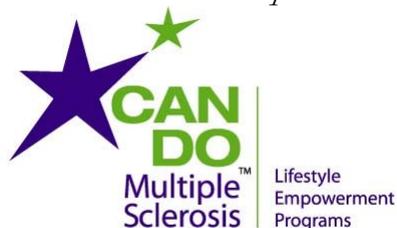
Can Do Multiple Sclerosis and the National Multiple Sclerosis Society announce a collaborative partnership to align resources and more effectively improve the quality of life of people living MS and their support partners. The goal of the partnership is to go beyond traditional health and wellness programs and enable people living with MS to live their best lives.

“We’re delighted to partner with Can Do MS to deliver a comprehensive level of engaging, experiential and active-learning programs that help people with MS and their support partners achieve a higher level of health and well-being,” said Nancy Law, Executive Vice President, Programs & Services, National MS Society.

Can Do MS’s CEO, Kim Sharkey adds, “This new relationship with the National MS Society allows our organizations to act together as strong advocates, role models and partners for the power of physical activity, movement and empowered wellness as a vital part of MS care management,” said Sharkey.

Can Do MS not only has a positive impact on the overall well-being of the patient, but is gaining a positive effect on the entire field of MS care management, including medical providers, allied health professionals and insurance providers, according to Sharkey. “The health care industry is now looking to comprehensive wellness programs as a viable complementary care option and clinically-sound approach to reduce health care costs while improving the conditions of patients,” she said.

About Can Do Multiple Sclerosis:



THE POWER TO BE MORE THAN YOUR MS

A national nonprofit organization based in Edwards, CO, Can Do MS is an innovative provider of lifestyle empowerment programs. The organization uses health, wellness and lifestyle principles to empower people with the knowledge, skills, tools and confidence to realize their power to create well-being and transform their lives. For more information, please visit the organization's Web site at www.mscando.org or call 800-367-3101.

For more information about this partnership, please contact Kim Koch kimberly.koch@nmss.org or Nancy Law nancy.law@nmss.org.