



CHAPTER PRESIDENTS

April 9, 2010	CC: All
	ALL DISTRIBUTION LISTS
<u>Live Web Forum on CCSVI from the American Academy of Neurology Meeting on Wednesday, April 14, 12 pm ET – 1:30 pm ET</u>	

The topic of CCSVI (chronic cerebrospinal venous insufficiency) and what it could mean to the future of people living with MS has generated significant interest within the international MS community over the past several months.

CCSVI will be a topic of focus at the upcoming American Academy of Neurology (AAN) meeting in Toronto, April 10 – April 17, with at least five data presentations being released. In order to maximize the opportunity of what we believe will be heightened interest in CCSVI research and the wealth of expertise on site, the Society and AAN will be hosting a live 90-minute webcast for journalists and the general public on CCSVI. The event will cover what is currently known about CCSVI and what yet needs to be determined in order to establish what its relationship to the MS disease process might be and whether surgical intervention can improve the disease course.

Panelists include Dr. Paolo Zamboni from the University of Ferrara in Italy, whose research has been at the center of the heightened interest in this topic, as well as Dr. Robert Zivadinov from the University of Buffalo, who is conducting a clinical study of CCSVI, Dr. Andrew Common head radiologist at St. Michaels Hospital at the University of Toronto, and Dr. Aaron Miller, from Mt. Sinai and the Society's Chief Medical Officer

The live Web forum will be held onsite at the AAN. Journalists registered for the AAN proceedings can attend in person. All other participants will be able to join the live event online where they can watch the forum and ask questions in real time. The Web forum can be accessed from the Society's dedicated CCSVI Web page at www.nationalMSSociety.org/ccsvi

For people who can not participate in real time, we will post the recorded version with transcript for viewing shortly after the event.

Webcast details

When: April 14, 2010 from 12:00 p.m. to 1:30 p.m. ET

Where: Online with the opportunity to post questions for the panelists on line in real time.

Panel: Includes --

Dr. Paolo Zamboni, Director, Vascular Diseases Center, University of Ferrara, Italy

Dr. Robert Zivadinov, Associate Professor of Neurology at the University at Buffalo, State University of New York

Dr. Aaron Miller, Professor of Neurology and Director of the MS Center at Mount Sinai, New York, member of the AAN Board of Directors, Chief Medical Officer of the National MS Society

Dr. Andrew Common, Radiologist in Chief, St. Michaels Hospital, University of Toronto

Register: To register for the webcast visit: www.nationalMSSociety.org/ccsvi

Marketing components:

The Society is promoting this opportunity through several channels including:

- ✓ Society home page flash panel – timing: April 6-14
- ✓ Social media outreach including on our national Facebook page, Twitter feed and to select bloggers – timing: April 6-14
- ✓ Chapter flash panel – posted April 1 to the chapter CMS
 - Go to Content Management System; search for “CCSVI Chapter Flash Panel”
 - Headline thru April 13 – April 14: A live Web forum on CCSVI
 - Headline as of April 14 – Watch the live Web forum on CCSVI today
 - Text for link – Register Now (link to: www.nationalmssociety.org/ccsvi)
- ✓ Inclusion in April National MS eNEWS, to be distributed April 12
- ✓ A pre-event press release PR Newswire, PR Web and the Society’s Vocus health/science list – the week of April 5
- ✓ Distribution through AAN press channels beginning week of March 29

Marketing the Web forum through local channels:

- ✓ We recommend posting the flash panel on your site through April 14 (note the recommended change in text for April 14, the ‘day of’ from last week’s news sheet)
- ✓ We also recommend highlighting the Web forum through your social media channels – by closely imitating posts on our national Facebook page and Twitter feed. Contact Beth Clark Beth.Clark@nmss.org with questions.

CCSVI background and talking points:

All information regarding CCSVI including our position statement and frequently asked questions can be found at: www.nationalmssociety.org/ccsvi

Questions?

Contact Arney Rosenblat Arney.Rosenblat@nmss.org or Becca Kornfeld Becca.Kornfeld@nmss.org



DEVELOPMENT

April 9, 2010	CC: Chapter Presidents
	Workplace Giving Staff
Reminder: Request for Information on Workplace Giving Programs	
Action Requested/Deadline: April 16, 2010	

In a news sheet issued last month, the home office announced that it was collecting information on each chapter's workplace giving program to help us better measure the impact of local workplace giving marketing efforts. We appreciate the responses we have received. **If you have not had an opportunity to complete the survey, we are asking that you take a minute to answer a few brief questions regarding your chapter's marketing efforts in 2009.** For your convenience, we have created a survey on Survey Monkey to collect your responses. The survey address is:
<http://www.surveymonkey.com/s/workplacegiving>.

The success of private and public sector workplace giving campaigns is directly impacted by local relationships and chapter marketing efforts. Please help us strengthen our campaign by sharing information on your local program. .

For additional information contact:
Laura Uzzle at 303-280-1610 or luzzle@msn.com

Betty Ross at 303-698-6100 ext 15125 or betty.ross@nmss.org



MARKETING

April 9, 2010	CC: All
April 2010: E-communications Update	

April National MS eNEWS

Send date: 4/12/10

Audience: Full List

The April National MS eNEWS will be sent on Monday, April 12. Content includes a feature about the April 14th Web forum on the potentials of early research on restricted blood flow in MS (CCSVI). The Web forum is co-hosted by the National MS Society and the American Academy of Neurology. Anyone can register by visiting www.nationalMSSociety.org/ccsvi. In the eNEWS there is also information regarding FDA approval of Botox, low dose naltrexone, the We Keep Moving project and more.

Please note the eNEWS send date was changed from April 14 (at the last minute) due to the Web Forum on CCSVI.

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 editorial questions or suggestions regarding our National MS eNEWS, please contact Martha at martha.king@nmss.org or 212-476-0539.

For questions about the We Keep Moving project, please contact Todd at todd.culter@nmss.org or 303-698-6100 x15202.

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