



CHAPTER PRESIDENTS

May 7, 2010	CC: All
<u>Market Research Guidelines Available to Chapters</u>	

The Society is sometimes approached by organizations that wish to partner with the Society to engage our constituents for various research purposes. While each opportunity is unique, the Society should evaluate these opportunities efficiently, effectively and consistently across the organization.

A cross-departmental team including perspectives from Research & Clinical, Programs & Services, Field Operations and Marketing & Development convened to address this issue and develop guidelines to help ensure that such opportunities are given appropriate consideration, while also making sure that the consideration is transparent and efficient.

Different Forms of “Research”

“Research” can take a variety of forms, from controlled clinical studies to focus groups that gather anecdotal evidence about consumer preferences. The team identified four distinct types of opportunities we are routinely asked to support in various ways:

- Clinical trials conducted by industry or academia
- Society research; surveys and similar studies conducted for the Society or through partnership with industry
- Scientific research of other kinds; surveys and other studies conducted by industry or academia, including studies funded through the Society’s peer-review system
- Market research

The team clarified the distinctions between each type of opportunity, the process for assessing each type in regards to providing any kind of Society support, and full details on how the fourth category, market research, should be assessed. Processes and guidelines for the first three kinds of opportunities already exist, but this guidance offers the first Society-wide standard on how to approach market research opportunities.

Evaluating Market Research Opportunities

When anyone at the Society is approached about an opportunity to support a market research project, there is now a clear process to guide our response. The supporting details and

information have been posted to SharePoint, in “Market Research Guidelines and Support Request”, under [Chapter Management/ Organizational Policies](#). (This guidance document outlines the process for evaluating each of the four types of research requests.)

If a chapter has the interest, ability and capacity to prioritize and support a market research project, the chapter can work with the proposed partner to capture key information about the project and submit the “Support Request” form for consideration. Projects will be assessed based on a list of pros and cons, which is included in the request form, and a determination will be made by a committee that includes representatives from the Research, Clinical, Programs & Services, Field Operations and Marketing teams. Chapters can use the included list of pros and cons to guide discussions with potential partners in advance of submitting (or not submitting) an opportunity for consideration.

Participation by the chapter is always subject to the chapter’s own priorities and resources.

If you have any questions about this guidance, please contact Chris.Yankee@nmss.org or any member of this team:

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CHAPTER PRESIDENTS

May 7, 2010

CC: All

Distribution of New Radio Public Service Announcements to Engage African American and Hispanic/Latino Communities in the MS Movement

The Society has just begun distribution of radio public service announcements (PSAs) designed specifically to engage the African American and Hispanic/Latino communities in the MS movement. These spots should begin receiving air time beginning in mid-May. To listen to these PSAs, visit: <http://nationalmssociety.org/press-room/psas/index.aspx>.

Three PSAs were developed for African American audiences – 30 and 15 second versions featuring an individual who lives with MS, and a 30 second “bonus” version featuring a number of individuals living with MS.

Two PSAs were developed for Hispanic audiences – 30 and 15 second versions of one theme, both spoken in Spanish and directing listeners to www.mueveteMS.org, which redirects users to the Society’s “En Español” page on the national site. (Muévete is the theme and translates roughly to “Move It”.)

Background

The Society’s African American and Hispanic/Latino Advisory Councils have consistently recommended increased audience-specific outreach to more effectively engage these communities. In 2009, a grant from Medtronic Foundation made possible a dedicated effort to develop such outreach. For almost ten years, this foundation has provided critical support for Society efforts to develop targeted programs and resources to reach diverse communities. The Society is leveraging this support to develop a variety of resources and materials to better engage these communities; the PSAs are the first major initiative to be completed.

A Society team led efforts to develop and produce the PSAs but partnered with a task force of volunteers to effectively integrate the perspectives of each audience into the process. Task force members were selected from African American and Hispanic Advisory Councils, chapters with appropriate staff expertise, and members of the public with relevant perspectives and experience. This collaboration was critical in developing insightful creative briefs, appropriate scripts, and ongoing review and input into the process.

The Society engaged Clear Channel Communications, Inc., a global media and entertainment company and valued Society partner, to provide expertise and technical guidance through the production process. Creative execution at Clear Channel was led by separate teams, one with deep expertise in communicating with African American audiences, the other with expertise in communicating within the Hispanic/Latino community. Clear Channel continues to assist with distribution strategy and implementation. Clear Channel's generosity in sharing its expertise and distribution channels with the Society has been integral to this outreach.

Distribution

Clear Channel, with 110 million listeners around the country each week, begins distribution of the PSAs to audience-appropriate stations in markets across the country in mid-May.

Additionally, the Society is working with another distribution partner, Goodwill Communications, in a sophisticated multitier media outreach to even more stations and listeners. The distribution will be timed to tie into World MS Day and you will be receiving more details on how your chapter can maximize the benefits from this outreach in a short while. Goodwill distribution is expected to begin in late May.

As with most PSA distribution efforts, individual stations make programming decisions about which PSAs are played and how frequently they are aired. However, we are confident that the strength of the creative work, the influence of our distribution partners and options available (30 and 15 second versions) will result in these spots receiving strong play. There is no definitive "shelf-life" for these spots, so it will be possible for stations to leverage these spots for the foreseeable future.

Chapter Support of Distribution

If your chapter is interested in providing additional support for distribution by directly encouraging stations in your area to play these spots, please contact Shawna.Golden@nmss.org to learn how staff and volunteers in your area can help. Locally-based outreach from individuals is a great way to engage volunteers in the MS movement while enhancing awareness of MS within these communities by making a compelling case for these spots locally.

Stay tuned for news about additional efforts to enhance our engagement with these two important communities. Current plans include new MS Learn Online segments, expanded photographic and video presence of these communities, and expanded visibility of the unique experiences of African Americans and Hispanics/Latinos affected by MS.

For more information about these PSAs or this project, please contact Chris.Yankee@nmss.org or Deborah.Hertz@nmss.org.



CHAPTER PRESIDENTS

May 7, 2010	CC: Development
<u>Promise 2010/Research Update Call May 11</u>	
Action Requested/Deadline: COB on May 10th	

Please join us on **Tuesday, May 11th at 12pm -1:30pm EDT** for a special follow-up call to our Promise: 2010/Research updates. Information shared on this call will help prepare us to speak knowledgeably and confidently with our boards, other volunteers, donors and prospects about these critical research areas

During this call we will cover the following:

- **Progress of the Promise initiatives**
- **Overview of where Promise Projects are headed**
- **Overview of Identified fundraising focus areas for the balance of fiscal year 2010**
 - **Pilot Grants**
 - **Fast Forward**
 - **Rapid Response (CCSVI)**

Dr. Patricia O’Looney, SVP of Biomedical Research for the Society, Dr. Tim Coetzee, President - Fast Forward and Mary Milgrom, EVP of Individual Giving will be presenting and will be available to answer questions.

While all are welcome, we especially recommend that Chapter Presidents and staff who are operationally responsible for raising money for the Promise 2010 Campaign and other research initiatives join the call.

You must register for this call in advance. Registration information will be sent out shortly. Please allow 90 minutes for this call. The call will be recorded for future playback.

If you have any questions or need any additional information regarding the Promise: 2010 Campaign or research in general, please contact Carrie Radant at 303-698-6100 ext. 15165 or carrie.radant@nmss.org.



CHAPTER PRESIDENTS

May 7, 2010	CC: All
<u>Region Names Finalized</u>	

A work team representing a range of perspectives from across the organization and supported by teams within each of the Society's regions has proposed names for the regions. The following names have been approved as the final names for the regions:

- **Northeast** (formerly Region A)
- **East** (formerly Region B)
- **Southeast** (formerly Region C)
- **Midwest** (formerly Region D)
- **South Central** (formerly Region E)
- **West** (formerly Regions F, G)

Use of Region Names

The names above can be used in place of the previous names (letters) starting immediately.

Region names are intended primarily for internal communications, operations and audiences, although the names of regions may be communicated to external audiences on occasion. The Society's identity will continue to be reflected through the Society brand, augmented by chapter identities in local markets. Regions and region names are not intended to create an affiliation for the public but to assist the organization in aligning resources to best serve our constituents. Additional guidance is available on SharePoint under Regional Information/Formation of Regions.

Background

In December, a Regional Naming Work Team convened to identify and propose solutions for issues related to the naming of regions and newly forming chapters.

Once the plan was developed, the process itself was led by the Regional Executive Vice President (REVP) in each operating region (Mark Neagli, John Scott, Maureen Reeder and Mike Elkow). Jan Johnson and Cindy Bean provided leadership in Regions C and F/G since REVPs are not in place in those regions yet. The regional naming team identified key stakeholder perspectives in each region (regional, chapter and volunteer leaders, people with

MS), parameters that will ensure that region names share a common convention and form, key benchmarks and processes that should guide naming, and a communication plan to report out at key intervals.

Common parameters guiding the selection of names were as follows:

- Simple, clear and concise. Easy to remember.
- Makes it easy to understand how the Society is organized.
- Should be universally understood by audiences within and outside the region.
- Based on geography or direction – the name should clearly indicate where the region is.
- A region may not choose a name that is already used by a chapter or creates conflict or confusion with an existing chapter name.
- Should not conflict with an existing or possible region name.

For additional details about this process, please see the news sheet from January 25, 2010.

Guidance Materials and Information

Materials documenting the work of the Regional Naming Work Team and the naming process are available on SharePoint under Regional Information/Formation of Regions. These materials include background on the team and process, as well as guidance on messaging, communications and tactical issues related to these names. If you have questions about regional names, these materials may be helpful.

Additional Questions?

If you have additional questions about the process or region names, please contact Chris.Yankee@nmss.org.



DEVELOPMENT

May 7, 2010	CC: Chapter Presidents
Recognizing Corporate Involvement through Teams and Workplace Giving	

Community Health Charities (CHC) represents the National MS Society in public and private workplace giving campaigns around the county. If a corporation partners with CHC then its employees are able to support CHC’s member charities through their employee giving campaign and payroll deduction. Last year, the National MS Society received contributions from employees in over 30 companies. Many of these companies may have teams or participants in your special events and workplace giving can provide an excellent opportunity to foster these corporate relationships year-round.

Following is a list of companies that offer their employees the opportunity to support the National MS Society through an employee giving/payroll deduction campaign. (Please note that some companies may only participate in select markets. For more information on whether a company participates in your area, please contact your local CHC affiliate.)

- | | |
|--|---|
| <ul style="list-style-type: none"> AARP Accenture ADP Aetna Inc. Amazon American Airlines/American Eagle American Express American Psychological Association Amerigroup Corporation Ameriprise Financial Ameristar Casinos Amica Mutual Insurance Avanade Banner Life Chiquita Brands International CIBA Vision Hospira Imagistics | <ul style="list-style-type: none"> CIT CNA Financial Corporation Computer Sciences Corporation Compuware CR Bard Exxon Mobile FINRA (Financial Industry Regulating Authority) First Advantage Gannett Gap, Inc. GE Healthcare GenCorp GXS H&R Block Hewlett-Packard Corporation Jones Lang LaSalle JP Morgan Chase |
|--|---|

Kaiser Permanente
Kenneth Cole Productions
Lockheed Martin
MacArthur Foundation
Medco Health Solutions
National Geographic Society (NGS)
Pearson Education
Raytheon
SAIC (Science Applications
International Corporation)
sanofi-aventis
Schering-Plough Corporation (Merck)
SHRM (Society For Human Resource
Management)
Siemens Corporation
SRA International
TellLabs
The Brookings Institute
Thomson Reuters
TIAA-CREF
Toyota Motor North America
United Airlines
UnitedHealth Group Inc.
Washington Gas
WellPoint, Inc.; Anthem Blue Cross
Blue Shield
Wilbur Smith Associates
William Penn Life Insurance

In your correspondence with event team captains from CHC's corporate partner companies, please mention that the National MS Society is one of CHC's member charities and that we appreciate being included in their employee giving program. Also, whenever you are publically recognizing corporate team involvement, be sure to thank the company and its employees for also supporting the National MS Society in their employee giving campaign.

Please note that the sign-up period for most corporate employee giving campaigns is in the fall. At that time, many corporations offer charities an opportunity to speak to employees or host a booth at a health fair. This is a great opportunity to promote workplace giving and special event teams. If you have a corporate team from one of CHC's partners, please be sure to mention it to your CHC local affiliate and let them know you would like to take advantage of any opportunities to interact with the company. You may also wish to ask your team captain if he/she would be willing to speak at a corporate kick-off or health fair (with talking points provided) if the opportunity arises.

Although donations from workplace giving may not be restricted to special events, this program offers employees another way to support the National MS Society. It also provides your chapter with an opportunity to increase involvement within the company.

If you have any questions, please contact our Laura Uzzle at luzzle@msn.com or (303) 280-1610.

Betty Ross
Betty.ross@nmss.org



MARKETING

May 7, 2010

CC: All

May 2010: E-communications Update

May National MS eNEWS

Send date: 5/13/10

Audience: Full List

The May National MS eNEWS will be sent on Thursday, May 13. Content includes a feature about the upcoming FDA review of Gilenia, in addition to information regarding pediatric MS, a novel study on smoking and the Epstein-Barr virus, a World MS Day announcement and more.

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



PROGRAMS AND SERVICES

May 7, 2010	CC:
June Teletraining for All Self-Help Group Leaders	
Action Requested by June 10, 2010	

The third of four teletrainings planned for fiscal year 2010 for all self-help group leaders is scheduled for June 2010. The topic is ***Strategies to Engage Group Members In, and Beyond, the Group Setting***. This training is targeted toward all self-help group leaders, regardless of how long the person has been a leader.

Areas of interest to be covered during the 60-minute call include:

- How can I, as a self-help group leader, use shared leadership as a way to:
 - Grow and develop member ownership of the group
 - Prevent burnout in my self-help group leader role
- What can I do as a group leader to motivate my group's members to be a part of the broader MS movement?
 - Overview and discussion of strategies to engage group members in activities such as advocacy efforts, fundraising events and other Society programs
- Q & A

The presenters for this teletraining are National MS Society self-help group leaders and staff.

SCHEDULE

Three teletraining calls are scheduled. Group leaders choose one of the three calls. It is the same agenda offered at three different times.

- Call 1 is Tuesday, June 22, 2010 from 10-11:00 pm ET (9 pm CT, 8 pm MT, 7 pm PT)
- Call 2 is Wednesday, June 23, 2010 from 1-2:00 pm ET (12 pm CT, 11 am MT, 10 am PT)
- Call 3 is Wednesday, June 23, 2010 from 7-8:00 pm ET (6 pm CT, 5 pm MT, 4 pm PT)

The call will be recorded for those leaders that miss the teletraining or would like to listen again. A playback number will be provided for you to share with your leaders. The recorded call will be available for 30 days. In addition, you can request a CD of the call.

COST

There is no cost for this call. This teletraining is made possible through an unrestricted educational grant from Teva Neuroscience.

REGISTRATION AND CANCELLATION INFORMATION

The registration form and promotional handout are available on SharePoint at Programs and Services/Social Connections and Support Resources/Self Help Group Materials.

The registration deadline is **Thursday, June 10th**. Chapters needing to cancel a registration must do so no later than Friday, June 18, 2010. Please send all change notifications to Julie Gibson (contact information below).

Approximately 7-10 days prior to the teletraining, the Programs and Services Department will e-mail you the training handouts to distribute to your leaders registered for the training.

Please address questions to Julie Gibson. Julie manages this program as a project consultant for the Programs and Services Department. She can be reached at (253) 921-2027 (Pacific Time) or at Julie.Gibson@nmss.org.

Topics and dates for future teletrainings will be announced in upcoming news sheets.

Additional questions can be directed to Kim Koch at (303) 698-6100, ext. 15158 or kimberly.koch@nmss.org.