



CHAPTER PRESIDENTS

October 22, 2010	CC: All
<u>MS Navigator Assessment: Scope of Work and Work Team Members</u>	

Background

The National MS Society’s MS Navigator program, including the Information Resource Center (IRC) was developed as the foundation of the Society’s commitment to provide “timely, customized response” in addressing the challenges of each person whose life is affected by multiple sclerosis. Efforts to accomplish this goal were managed through an organizational approach with specific roles of chapter and home office staff to ensure a seamless and supportive experience for any person seeking information and assistance related to living with MS.

Initial Charge of Work Team

Now that we have an established Society-wide service, a work team of Society volunteers and staff has been established to conduct a strategic review, develop a vision for the future in alignment with the 2011-2015 Strategic Response, and develop a plan to achieve that vision.

Work Team Members

Channing Barker – MS Scholarship recipient and senior at the University of Arkansas majoring in political science and journalism. Channing will add the perspective of engaging new generations of people affected by MS. *South Central Region*

Beth Clark - Online Marketing Manager, Marketing & Development, Home Office; Beth’s expertise in social media will be critical to the work of the team.

Lisa Custy - Associate VP, IRC, Programs & Services, Home Office; Lisa is the project facilitator and will ensure participants on this work team have the information and resources necessary to undertake this initiative.

Kim Deaton - Chapter President, Ohio Valley Chapter; Kim will bring her unique blend of Society leadership and entrepreneurship to the analysis of and visioning for the MS Navigator program. *East Region*

Trevis Gleason – Greater Northwest Chapter volunteer; Trevis has been an active and dedicated volunteer on numerous fronts and will offer his perspective from these experiences to how people affected by MS can be better served through the MS Navigator program. *West Region*

Kathy Goff - Director of Client Programs, Eastern North Carolina Chapter; Kathy has provided information, referrals and support to people living with MS across eastern North Carolina for the past 12 years and is the chapter lead with the IRC. *Southeast Region*

Elizabeth Horton – Associate Vice President, Information Technology, Home Office; Elizabeth’s fresh perspective on our systems and processes will provide the team with insightful analysis of how we might use technology for increased efficiencies in our service.

Rosalind Kalb - Vice President, Professional Resource Center (PRC), Clinical Programs Department, Home Office; Roz’s experience of working with people with MS over the past 30 years provides her with a perspective on the importance of finding optimal ways of coordinating the work of the PRC and IRC.

Natasha Lauer – Greater Illinois Chapter volunteer; Natasha has a financial advisory practice and is involved in various chapter events and programs and will contribute her business knowledge and personal perspective with MS to this initiative. *Midwest Region*

Nancy Law - Executive Vice President, Programs & Services Department, Home Office; Nancy championed the development of the MS Navigator program and is a leader for programs and services for people living with MS across the country.

Karen Mariner - Vice President, Services & Activism, Greater Delaware Valley Chapter; Karen oversees all chapter services and clinical outreach and relationships and was instrumental in developing the chapter’s partnership with the IRC in 2005. *East Region*

Linda Munson - Vice President of Programs, Minnesota Chapter; Linda is passionate about delivering top-notch support to people affected by MS through strong customer service and community engagement. *Midwest Region*

Annette Royle - Chapter President, Utah-Southern Idaho Chapter; Annette’s role as chapter president along with her prior experience in media production will be valuable for the strategic marketing of the MS Navigator program. *West Region*

David Rottkamp – CPA, Chairman of the Board of Trustees Long Island Chapter and member of the National Audit Committee; David has more than 23 years of experience providing expert audit and advisory services to the not-for-profit industry. His financial acumen will be highly relevant to the task of measuring and articulating the value of the MS Navigator program. *Northeast Region*

Cyndi Zagieboylo - Chief Field Services Officer, Home Office; Cyndi is an expert on organizational development and is responsible to develop and implement the regional structure for the Society. She oversees resource alignment in the areas of Advocacy, Field Operations, Programs & Services and Clinical Programs.

Work Group Communication

After two conference calls to prepare for an in depth planning session and following an IRC “ride-along”, the work group will meet at the TRC Nov. 1st and 2nd. Progress and next steps will be posted on SharePoint in December.

For questions or to provide advice about the MS Navigator Assessment project please contact Lisa Custy at Lisa.Custy@nmss.org or 303 698-6100, ext. 15266.



CHAPTER PRESIDENTS

October 22, 2010	CC: Marketing
	Programs & Services
<u>African American and Hispanic Campaign-PSA Packages-Suggested Chapter Follow-Up</u>	

In follow-up to the national distribution of the Society’s 2010 new African American, “Movers & Shakers,” and Hispanic, “Muévete,” radio Public Service Ad campaign, you should have received, under separate cover, sample packages of the PSAs that were sent to some 400 African American and 600 Hispanic radio stations at the time of World MS day May 26th. The radio mailers included a CD with the radio spots distributed, the scripts, and return response cards

The PSAs are currently running in thirteen states, representing 24 different stations, achieving over 2,000 plays and earning nearly 100,000 media impressions since the launch of the campaign in May 2010. Moreover, since the introduction of the PSA campaign, the Information Resource Center has received 187 new clients from the African American Community and 71 new clients from the Hispanic Community all from those states that have aired the PSA.

As is apparent, though the spots are currently playing in only a relatively small percentage of the markets where they were sent, their impact is huge and, with a little help from the right volunteer to call upon the stations in your own market, you can expect a valuable payback from the effort

This can be a great opportunity to expand your visibility in the African American and Hispanic communities and the information below will help you in following-up with outlets in your area to maximize the impact of the campaign.

Distribution and Monitoring:

The dashboard reflecting the activity associated with our PSA campaign can be viewed on a special Web site maintained by Goodwill Communications, which also handles the distribution of the PSAs on our behalf. The link to the site is listed below. Our user name is “nmss” and our password is “Movement3.” <http://www.goodwillcommunications.com/>

Upon entering the site you will be taken to a page showing “Executive Summary” and “Radio.” Above these two options on the left, you will see a third option, “Distribution.”

- If you click on “Executive Summary,” it will show you the overall campaign usage and its dollar value to date.
- If you click on “Radio,” it will show you campaign usage by station and PSA title.
- If you click on “Distribution” and then again on “Radio,” it will show you a USA map. By clicking on the state of your choice, the stations that received our mailing will be on view. Each station listed has all the contact information needed for follow-up calls. You will also see their previous PSA usage index (PUI) and their client - in other words our - previous usage (CLPUI)

Follow-Up

We can increase usage of our spots if someone follows up with the individuals at stations who received our mailing. You might consider using a volunteer who has MS for the follow-up calls to stations. Ideally the volunteer’s ethnicity should match that of the spot sent the station. Since the people being called typically receive thousands of spots a week and may be harried because of these and other responsibilities, we would suggest that the volunteer say something similar to the following:

SAMPLE PHONE/EMAIL PITCH:

“I’m contacting you as someone with multiple sclerosis in follow-up to what we believe is an important public awareness initiative. The National Multiple Sclerosis Society’s is campaigning to raise awareness among those in the (African American/Hispanic) community about MS because we believe (AAs/Hispanics) are under informed about their susceptibility to being diagnosed with MS and hence are often underserved by our organization.

Airing these PSAs would provide a great service to your (African American/Hispanic/Latino) listeners because all our research to date indicates that multiple sclerosis is not on their radar screens and these spots could help us better engage these individuals and connect them with one of our free MS navigators to assist them in developing more effective disease management strategies.

(For the AA stations only) People with MS are at the center of everything the Society does and we’ve even turned to people living with MS to record these PSAs.

The campaign offers “evergreen” :30 and :15 radio spots that were produced pro-bono to support the MS movement by Clear Channel Communications. We are asking for your help in giving maximum visibility to this important campaign.

The Society provides services to over a million people a year and currently devotes over \$36 million annually to support 375 research projects around the world.

Should you have questions about the spots and/or be interested in developing an editorial segment, please contact us and we will be pleased to provide you with additional information, local spokespeople and experts.”

Ordering Additional PSAs:

Should you need additional radio public service announcements, e-mail your request to chapterorders@nmss.org or fax a chapter order form to Chapter Supplies at 212-986-3911.

- Radio CD – (PS0008) – The Society has grant funding from the Medtronic Foundation to cover the cost of the CD and shipping to you

**You can also encourage media contacts to listen the PSAs online
<http://www.nationalmssociety.org/press-room/psas/index.aspx>

If you have any questions, please contact Shawna Golden at 303 698-6100 X 15168 or Arney Rosenblat at: 212-476-0436. For general questions about reaching diverse communities, please contact Craig Wesley at 212-476-0404.



DEVELOPMENT

October 22, 2010	CC:

Opportunity to Meet with Official Online Prize Vendor at National Conference

We are pleased to announce that the Society’s official online prize fulfillment partner for Walk MS and Bike MS, Summit Marketing, is one of the sponsors of this year’s National Conference in Chicago on November 10 – 12, 2010. Our National Account Director, John McConnell, will be at the Conference and is available for meetings with chapter staff to learn more about the benefits of this well-established program.

- Learn more about the benefits of the Summit incentive prize award program being used by over 30 participating MS Society chapters
- Schedule a meeting at the hotel with Summit to see how the program works
- Learn how the Summit program can deliver a positive ROI and increase revenue
- **NEW:** Learn how personalized chapter apparel can be a prize choice for your fundraisers
- Discover how other chapters have incorporated the Summit program into their Bike MS event while continuing to offer bike apparel and bike shop gift certificates
- Visit the current prize website for Walk MS and Bike MS participants at <http://walkms.summitmg.com> and <http://bikems.summitmg.com>
- Hear testimonials from influential chapters

Meetings at the hotel can be scheduled as early as 7:00 a.m. or after daily sessions conclude. The presentation lasts about 45 minutes. To schedule your meeting or to receive further information, contact Summit Marketing:

John McConnell
National Account Director
Summit Marketing
John.mcconnell@summitmg.com
800-367-2828
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Amy Boulas, amy.boulas@nmss.org
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MARKETING

October 22, 2010	CC: All
All Society Call Recording	

The recording from the September 29, 2010 All Society Call is available for download on Sharepoint under the Human Resources section.

<http://intranet.nmss.org/Topics/hr/Pages/HumanResource.aspx>

Questions?: Please contact Shawna Golden at Shawna.golden@nmss.org



MARKETING

October 22, 2010

CC: ALL

Request to register for conference calls: Our fundraising commitment to MS Research

The Society's new Strategic Response for 2011-2015 reflects the hopes and concerns of thousands affected by MS across the nation. As a result, we have made a bold commitment to increase our funding for MS research that will be announced at the National Conference in Chicago, November 10-12. This commitment firmly establishes our research fundraising goal for 2011-2015, necessitating a shift in our thinking, and a model that will better enable us organizationally to meet the challenge of an increasing research commitment over the next five years.

The Society Strategic Individual Giving Work Team, comprised of regional liaisons and home office staff, have been hard at work assessing what is needed, and has begun developing the plan that will position us for success. To ensure that we each have needed information prior to the November announcement, please join us for one of the following calls. During these calls, we will hear more about our specific fundraising commitment to MS research – and what that amazing opportunity means as we move forward together.

Please register one of the following one-hour calls:

Thursday, October 28th at 3:00 ET, 2:00 CT, 1:00 MT, 12:00 PT

To register:

<https://nmss.webex.com/nmss/k2/j.php?ED=142497697&UID=1049045952&RT=MIMxMQ%3D%3D&FM=1>

Friday, October 29th at 2:00 ET, 1:00 CT, 12:00 MT, 11:00 PT

To register:

<https://nmss.webex.com/nmss/k2/j.php?ED=142497787&UID=1049046112&RT=MIMxMQ%3D%3D&FM=1>

Monday, November 1st at 12:00 ET, 11:00 CT, 10:00 MT, 9:00 PT

To register:

<https://nmss.webex.com/nmss/k2/j.php?ED=142497867&UID=1049047202&RT=MIMxMQ%3D%3D&FM=1>

We look forward to having you with us on a call.