



**DEVELOPMENT**

<b>April 1, 2011</b>	<b>CC:</b> Chapter Presidents
	Financial Management
	Information & Resources
	Marketing
<b>FY11 Direct Marketing April Mailings</b>	

**FY11 April Acquisition Mailing**

Project: FY11 April Acquisition  
 Drop Week: **4/18/2011**  
 In-Home Week: **5/2/2011**

This mailing will be the seventh acquisition campaign of fiscal year 2011 and the fourth in the calendar year. The primary objective of the campaign is to acquire 7,000 donors. As we've seen improved outside list performance, the campaign is weighted to pull from external lists and exchange names. Also, note that we've pulled our lapsed segment from April to save budget and preserve more net revenue.

Here are the objectives for this mailing:

<b>April Acquisition</b>	Outside Exchange and Rental Lists	Internal Altair Names
Mailed	500,000	225,000
Gifts	5,649	1,355
Revenue	\$91,742	\$29,637
Percent Response	1.13%	0.6%
Average Gift	\$16.24	21.87

The offer is to help the local chapter to be there for their neighbors living with MS. The creative includes a post-it note saying, "I hope we can count on you this year."

**FY11 April Renewal Mailings**

FY11 April Appeal Campaign – Control Annual Fund Package  
 FY11 April Appeal Campaign – Our Pledge to You Test  
 FY11 April Appeal Campaign – Acquisition Test to Renewal Audience  
 Drop Week: **April 11, 2011**  
 In-Home Week: **April 25, 2010**

The April Appeal is our fourth Annual Fund mailing of the fiscal year. We have continued to meet our objectives in this timeslot for the last three years.

<b>FY11 April Renewal Campaign</b>	
Mailed	451,000
Gifts	17,979
Revenue	\$471,056
Percent Response	3.99%
Average Gift	\$26.20

We will try a “Pledge to You” creative test to a smaller audience in April. This pledge emphasizes our trust-worthiness and commitment to research, programs and services for people living with MS and is signed by senior management. We are also testing a cost-efficient acquisition modeled package to see if that returns strong response at a lower cost point per piece.

**An electronic copy of this mailing will be posted to the Direct Marketing section of the Society Intranet in April for your reference.**

Please email or call Katharine Grant at [katharine.grant@nmss.org](mailto:katharine.grant@nmss.org), 303-698-6100 x15139 with questions or concerns regarding our acquisition program.



## INFORMATION TECHNOLOGY (IT)

April 1, 2011	CC:
<b>Data Management Team Update 4/1/11</b>	

The Data Management team, a Strategic Work team of the Society, is operating in two week sprints with planning sessions and project demos for each sprint.

### **Team Delivery – Sprint 3, 2011:**

During our third sprint of 2011, the team gathered feedback from stakeholders, compiled the feedback and finalized the data management protocol document for event check entry.

The document contains the event check entry standard followed by step by step instructions on two methods for entering checks into Convio - how to enter event checks manually into Convio and how to use the Convio upload tool.

The finalized document has been posted to our data management area on SharePoint. Click [here](#) to access the document.

Special thanks to Barbara Davis from the Connecticut Chapter for writing up the instructions on manual check entry and to Caty Bickers and Jim Fussell for writing up the instructions on performing a Convio upload. Thank you to everyone on the data management team who contributed to this document by gathering and compiling feedback and providing feedback and review!

If you have any questions about the work of the data management team or feedback on this document please contact Jo Hennessy James, product owner, at [Jolene.hennessy@nmss.org](mailto:Jolene.hennessy@nmss.org) or (303) 698-6100, x 15127.

Thank you.



## INFORMATION TECHNOLOGY (IT)

April 1, 2011	CC:
<b>Windows 7 and Office 2010 Upgrade</b>	

The Society's upgrade of computers to the Microsoft Windows 7 operating system and the Microsoft Office 2010 tool suite has been in process for several months. Upgrades to Home Office staff computers began in January and is 80% complete. All Home Office staff computer upgrades will be completed by mid-April. Upgrades to three of our chapters have also been completed. Those chapters are Minnesota, Michigan and Colorado. Information Technology is currently scheduling Windows 7/Office 2010 upgrades for all chapters. 17 chapters have been scheduled for Windows upgrades between May and December of this year.

To reach the productivity and support objectives we are targeting, it is very important that our Windows 7 and Office 2010 upgrades be done in a consistent and organized manner.

**Please do not upgrade your local computers to Windows 7/Office 2010 on your own.** Chapter installations of Windows 7 and Office 2010 must be configured to work within the Society's technical infrastructure. This configuration cannot effectively or correctly be done locally. Additionally, with the scheduled installations underway, IT may not be able to respond quickly to support you if you have difficulty upgrading PCs on your own. Please contact Michael Wells to schedule your chapter's upgrade, if you do not have an upgrade date.

If you need to purchase new laptop or desktop equipment, please create a Track It ticket with your request and we will ensure that you purchase the appropriate equipment.

For the latest information on the Windows 7/Office 2010 upgrade, access our SharePoint intranet by clicking [here](#).

For additional information or questions, please contact Michael Wells ([michael.wells@nmss.org](mailto:michael.wells@nmss.org)) or Scott Galbreth ([scott.galbreth@nmss.org](mailto:scott.galbreth@nmss.org)).



## MARKETING

April 1, 2011	CC: All
<b>2012 Dates for MS Awareness Week &amp; World MS Day</b>	

Please mark your calendars for these important awareness-building dates in 2012!

Multiple Sclerosis Awareness Week will be **March 12-18, 2012**

World MS Day will continue to take place the last Wednesday in May – **Wednesday, May 30, 2012.**

Questions? Please contact: [Shawna.golden@nmss.org](mailto:Shawna.golden@nmss.org)



## MARKETING

April 1, 2011	CC: All
<b><u>All Society Call Recording Available</u></b>	

The recording of the All Society Conference Call on Wednesday, March 23, 2011 is available for download on Sharepoint under the [Human Resources section<Documents<All Society Call March2011](#)

This call kicked off our efforts to support the new “NOW – No Opportunity Wasted” MS Research Fundraising Initiative.

Hosted by Joyce Nelson, the call featured some of our important partners in this MS Research Revolution:

- Phil Keoghan, Host of *The Amazing Race* & MS Ambassador
- Dr. Tim Coetzee, Chief Research Officer

Questions?

Shawna Golden

[Shawna.golden@nmss.org](mailto:Shawna.golden@nmss.org)



## MARKETING

April 1, 2011

CC: All

### Highlights from MS Awareness Week 2011

Congratulations on a successful MS Awareness Week! The amazing work done by everyone throughout the country during MS Awareness Week 2011 helped to build the momentum to fuel this year-round effort. It has been exciting, humbling and inspiring to see how people are using their own voice to share their experiences and build awareness and understanding about MS. Multiple Sclerosis Awareness Week is the culmination of year-round efforts to increase awareness and understanding about MS and the people it affects, demonstrating that the power and importance of the MS movement is a force by and for people living with MS and that there is a greater overall awareness and understanding of what it means to live with the disease.

**Following is a link to the 2011 “MS Awareness Week Highlight Reel”. Please view and feel free to share out to our constituents.**

<http://www.youtube.com/watch?v=9ZNXbOiLpmA>

Some additional highlights from the week:

- A key part of the MS= campaign is about giving people a voice and opportunity to build awareness and education. We launched the new MS= pages, which allows people to share “what MS equals to them” and also share their response on Facebook and Twitter. Go to <http://www.nationalmssociety.org/msequals> to share what MS= to you as well as view the thousands of inspiring, extraordinary and sometimes heartbreaking responses. Many of the select responses are also scrolling on the national and chapter homepages too. Click here <http://www.nationalmssociety.org/index.aspx> to view the orange scrolling, interactive banner at the top of the page.
- Salt Lake City, UT, Columbus, OH, Tulsa, OK and Chicago, IL all turned “MS orange”. In fact, in Chicago more than 11 buildings, including the Tribune Building, Willis Tower (formerly known as Sears Tower), Merchandise Mart, Chicago Theatre and Wrigley Field are lit in orange all throughout March to create awareness about MS.

- Our partners at Clear Channel Outdoor and Times Square Media graciously donated the use of 12 video billboards in Times Square this year. They ran once an hour, 24 hours a day, running more than 480 times throughout the month of March. And, if you consider that 1.6 million people pass through Times Square on average every day, that means that up to 32 million people had the opportunity to think about what MS= to them during March.
- Chapters had some fun, creative ways to spread awareness throughout the week and year. Greater New England and Indiana chapters hosted “MS Awareness Nights” at professional sporting events. The Hampton Roads chapter installed orange flags to represent the people living with MS in their area. Greater Illinois and Southern California worked with local food trucks and restaurants to collect a percentage of sales over the week. Michigan asked elected officials and newscasters to wear orange ties and scarves during the week. The South Central region has a travelling “MS=photo booth”.
- Our Corporate Partners and longtime supporters of MS Awareness Week, Developer Diversified Realty, Clear Channel Malls and Westfield Mall properties are promoting MS awareness in malls all throughout the country through March and beyond.
- Congratulations to chapters throughout the country for the continued media coverage regarding MS Awareness Week and Walk MS. The MS Awareness press release that the Society distributed nationally, has generated nearly 100 print news articles throughout the country and the article has been viewed online more than 60.5 million times. The Greater New England, Maryland, Michigan, Mid America and Utah chapters also secured some wonderful interview segments on their local morning shows.
- National Board Member, Dr. Mary Hughes was featured on the cover of the March issue *Spry Magazine*, thanks to great work in the Southeast Region. *Spry Magazine* is similar to *Parade Magazine* and is inserted in newspaper publications all throughout the country. Read the article here: <http://www.spryliving.com/articles/in-search-of-a-cure/>
- Fox News interviewed Society Chief Research Officer, Tim Coetzee and Diana Fiore-Radislovich, a pregnant woman living with MS, about how the pregnancy hormone may be key to a new MS treatment. Watch the video here: <http://video.foxnews.com/v/4587327/pregnancy-hormone-may-be-key-to-new-ms-treatment/>
- Many chapters put together inspiring videos about what MS = including the South Central Region and Utah, Gateway Area, Kentucky-Southeast Indiana, Mid America, Eastern North Carolina chapters.
- We also continue to receive a great deal of donated print and online ad space through publications like: Sports Illustrated, Money, Fortune, Red Book, People, Entertainment Weekly, National Enquirer, New England Journal of Medicine, Journal of American Medical Association, AARP print and online publications, TVguide.com, aol.com, lycos.com

- We capped off the 20<sup>th</sup> Public Policy Conference in Washington, D.C. the week before MS Awareness Week. More than 350 people from every state in the country took to the Hill to meet with their federal legislators on Capitol Hill. These important visits are an essential component of the Society's year-long effort to advance public policy and an important way for us to remind our government leaders that we are people that want to do something about MS NOW! It was also a great way to kick off MS Awareness Week!
- Through important relationships with many of our elected officials, our Advocacy team was able to request that a bi-partisan MS Awareness Week resolution be introduced in Congress. A special thank you to Senators Bob Casey (PA), Kay R. Hagan (NC), and Olympia Snowe (MA), and Representative Barbara Lee (CA-9) for introducing a resolution in their respective chambers of Congress recognizing MS Awareness Week.
- There was also a flurry of advocacy activities all throughout the country in support of MS Awareness Week. In fact, more than 12 chapters throughout the nation held State Advocacy Days at their state capitals during the week (and a total of 22 during the month of March) and many also hosted MS Service Days. Chapters are secured city and state proclamations declaring it “MS Awareness Week”.
- We also reached out to many bloggers who blog about MS. We asked them to write about what MS meant to them. We have and continue to receive submissions that we’ve added to the “MS= in the blogosphere” section of the MS= page at <http://www.nationalmssociety.org/msequals>
- We heard from many of our MS Celebrity Ambassadors about “What MS= to them”. Take a look at some of the pictures here: <http://www.nationalmssociety.org/about-multiple-sclerosis/ms-equals/ms-equals-gallery/index.aspx>

Thanks again for a great week!

Questions?

[Shawna.golden@nmss.org](mailto:Shawna.golden@nmss.org)