



CHAPTER PRESIDENTS

April 29, 2011	CC: Development
Golden Circle E-Newsletter	

A new resource to support our work in developing meaningful relationships with individual donors and prospects was introduced this month. The inaugural issue of the Golden Circle e-newsletter was distributed to staff responsible for building donor relationships through the Golden Circle membership program. The monthly communication will also be posted on SharePoint so you can easily access the information at any time.

The newsletter, designed for internal use, will provide a portal to information in a variety of areas -- news to share with donors, reports for internal review, business practices and program resources. It will also include highlights of your successes, regional and national donor cultivation opportunities, giving trends, and program survey information.

The first edition is especially robust; you can access this new resource for building donor relationships by clicking [here](#).

We look forward to hearing from you with respect to the features that you find most helpful.

Mary Milgrom
Executive Vice President, Individual Giving

Susan Goldsmith
Director, Golden Circle



CHAPTER PRESIDENTS

April 29, 2011	CC:
<u>Save the Date 2011 National Conference</u>	

The 2011 National Conference will take place November 2-4, 2011 at the Hyatt Regency, Dallas Fort Worth Airport.

The National Conference will provide a great opportunity for everyone who is a part of the MS movement to share, learn and be inspired. Team captains, fundraising champions, volunteer leaders and staff from around the nation will gather for three days of motivating general sessions and informative workshops.

Registration information and more details we will be coming soon.

For more information:

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INFORMATION TECHNOLOGY (IT)

April 29, 2011	CC:
Data Management Team Update 4/29/11	

In an ongoing effort to ensure a consistent experience for our event donors and participants, the Society developed the six event standards for implementation this year. Instructions on each of the standards can be found [here](#).

Team Delivery – Sprint 4 (completed 4/6/11):

In our last sprint, the Data Management Team began to identify tools to assist with the validation of these event standards. To address two of the standards, Convio will be developing the Teamraiser reports noted below:

Standard: Allow team gifts for all Teamraisers

Report: Teamraisers that do not allow donors to make team gifts.

Standard: Allow unconfirmed gifts for all Teamraisers.

Report: Teamraisers that do not allow participants to record unconfirmed gifts from donors.

The team will continue discussions with Epsilon and Convio on possible tools to validate the remaining four event standards. In addition to the tools, the Data Management team will also be defining a process to address any variances from the Society's standards.

The Data Management team is on hiatus during the month of April. We will begin our work again on May 4.

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



MARKETING

April 29, 2011

CC: All

The Society's Involvement in World MS Day, May 25th, 2011

World MS Day is Wednesday, May 25th. The World MS Day Overview and National MS Society Implementation Plan as well as other toolkit materials can be found on Sharepoint under Marketing (All files begin with "2011 World MS Day"). Additional resources can also be found on the ftp site in the materials<2011 World MS Day folder).

Under the Multiple Sclerosis International Federation's (MSIF) umbrella, World MS Day unites individuals, groups, and organizations around the world through special fundraising events and visibility-building activities that promote a global awareness of the disease. The Society is part of this important initiative.

The World MS Day theme is: "Work and MS with a focus on the role that employers can play in enabling people with MS to stay in work". Please note, we are expanding upon this theme to focus on helping people "work toward their best life with MS", whether it be through working in a paid position or finding wellness, enrichment and fulfillment in a variety of ways. The Society's goal is to be streamlined and provide a simple meaningful call to action that will leverage the MS= year round awareness campaign. For more information about objectives, messaging and national and suggested chapter activities in support of World MS Day, please consult the World MS Day Overview and National MS Society Implementation Plan.

Questions?:

Shawna Golden

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