



## DEVELOPMENT

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| May 20, 2011  | CC: Chapter Presidents |
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| <b><u>Bike MS 100 Extraordinary Rides Feedback Deadline</u></b> |                        |
| <b>Action Requested/Deadline: June 15, 2011</b>                 |                        |

On behalf of the Society Bike MS Work Team, thank you for your participation in the Bike MS: 100 Extraordinary Rides project. Your leadership in the Bike MS movement is what will help us achieve our vision of 100 extraordinary rides.

### **Background:**

The Bike MS Work Team, which is made up of liaisons from each region, home office staff, and ad hoc volunteers, is charged with developing and implementing a Society-wide plan for Bike MS. This project began in December 2008 and culminated in the Spring of 2011 with a clear definition of what it means for a Bike MS event to be extraordinary. To achieve our vision of being the premier cycling series in the nation, we must live up to our promise of delivering an extraordinary experience to every cyclist at every Bike MS event.

### **Next Steps:**

On Tuesday, May 17<sup>th</sup> we hosted regional development networking calls to gain feedback on the draft extraordinary checklist. At that time we asked for a specific next step from Bike MS and Walk MS staff. This is a reminder to please take an active role in your chapter to share this [information](#) with your Chapter President, colleagues, riders and volunteers (like your Bike MS committee). Talk about it together, consider every item and remember that this is your time to comment and provide feedback. We've created a SurveyMonkey where you can submit your feedback (**the survey will be open until June 15<sup>th</sup>**) - <http://www.surveymonkey.com/s/Y69RP7L>.

Once we receive and incorporate all of the feedback and present the final documents to the Senior Management Team in August, we'll get to work implementing this program. In 2012, we will create resources for organization-wide training, resource documents and a budget planning guide to support the agreed upon checklist. Our goal is to help EVERY chapter get ready to fully implement all of these items in 2013. And in 2013, all Bike MS events will meet the agreed upon checklist and will achieve our vision of 100 extraordinary Bike MS rides.

If you missed the calls, you can access the [archived recordings](#) through June 16<sup>th</sup>. If you would like copies of the call notes, please contact [sarah.klein@nmss.org](mailto:sarah.klein@nmss.org).

**For more information, please contact your Home Office Bike MS Team or Bike MS Regional Liaison:**

Barry Turner – South Central Regional Liaison

Becky Woolley – West Regional Liaison

Elle Ullum – Midwest Regional Liaison

Haley Transou – Southeast Regional Liaison

Jeff Brody – East Regional Liaison

Jessica Woodard – South Central Regional Liaison

Joel Richards– Northeast Regional Liaison

Rachael Nuwash - Home Office, Marketing & Development Team

Sarah Klein - Home Office, Marketing & Development Team



## DEVELOPMENT

|  |                        |
|--|------------------------|
| May 20, 2011   | CC: Chapter Presidents |
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| <b>July Walk MS and Bike MS New Staff Training</b>                 |                        |
| <b>Action Requested/Deadline: Registration required; see below</b> |                        |

We are pleased to offer a virtual training opportunity this summer for new Walk and Bike staff. The training will highlight the latest “how-to’s” for creating an exceptional event experience, strategies for more effectively cultivating participants and raising more money, key risk management info, team strategies, event research findings, and will provide a great networking opportunity for attendees. Participants will walk away with a big picture understanding of the National MS Society and our signature events: Walk MS and Bike MS. Although hosted virtually, this will be an interactive training for all participants.

This workshop is designed primarily for new development staff but veteran staff who would like a refresher on event core strategies is welcome to attend as well.

Participants will take part in six 90 minute calls over the course of two weeks. All trainings will start at 10 am PST, 11 am MST, 12 pm CST and 1 pm EST. The dates of the trainings are: July 11, 12, 13, 14, and July 20 and 21.

Staff who register for the trainings are committing to all six workshop sessions. The training series fee is only \$30. To register, please go to:

<http://www.regonline.com/Register/Checkin.aspx?EventID=972292>

If you have questions, please contact Amy Boulas at [amy.boulas@nmss.org](mailto:amy.boulas@nmss.org) or 303-698-6100 x 15123.



## MARKETING

|  |         |
|--|---------|
| May 20, 2011   | CC: All |
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| <b><u>Society Boiler Plate Language &amp; Fact Sheet Updates</u></b> |         |

Society boiler plate language, the Society fact sheet and Society Brand Guidelines have been updated per 2010 audited financials.

The following documents can be found on [Sharepoint](#) in the Marketing Section at:

- **2011 Society Fact Sheet**
- **2011 Boiler Plate Language**
- **2011 Society Brand Guidelines**

Questions? Please contact Arney Rosenblat [Arney.rosenblat@nmss.org](mailto:Arney.rosenblat@nmss.org) or Shawna Golden [Shawna.golden@nmss.org](mailto:Shawna.golden@nmss.org)



## PROGRAMS & SERVICES

|  |                               |
|--|-------------------------------|
| <b>May 20, 2011</b>                                | <b>CC: Chapter Presidents</b> |
|  |                               |
| <b><i>Career Crossroads: Employment and MS</i></b> |                               |
| <b>Action Requested/Deadline: Information only</b> |                               |

***Career Crossroads: Employment and MS***, a client education program first launched in 2005, has been revised, rebranded, and re-released for chapters and their constituents.

The focus of this new program is on addressing the work-related concerns of individuals who are newly diagnosed and still employed. It may also be used with any audience that is still employed and experiencing MS-related work issues for the first time. This seven-part series consists of a DVD, a facilitator manual, and a participant workbook. The DVD is 90 minutes long and can be shown over seven weeks or broken into segments for a one-day seminar. Your chapter employment advisor may also want to use the materials when working one-on-one with individuals. A self-study version of the program is also available.

The client workbook parallels the content of the DVD, provides homework and group assignments, and provides additional material that is not included in the DVD. The leader manual offers step-by-step instructions for group facilitation of the material, lists potential group activities and discussion topics, and offers information on group dynamics.

The DVD can be ordered by contacting John Aden at 303-698-6100 x15143 or [john.aden@nmss.org](mailto:john.aden@nmss.org). The booklets can be downloaded from SharePoint (PDF format).

The video is also available via streaming on the National MS Society's website at this link - <http://www.nationalmssociety.org/multimedia-library/ms-learn-online/ms-learn-online-employment-insurance/index.aspx>. Transcripts (PDF format) and podcasts (MP3 format) of the video are also available on this page.

For questions about this program, please contact John Aden at 303-698-6100 x15143 or [john.aden@nmss.org](mailto:john.aden@nmss.org).