



DEVELOPMENT

June 24, 2011	CC: Marketing
<u>2011-2012 Team Week and Blitz Day Dates Announced</u>	

As you finalize your Walk MS, Bike MS and Challenge Walk campaign plans for 2012, please incorporate the nationwide Team Week and Blitz Days into your plan.

Each of these weeks highlights a strategy to recruit, cultivate and build your teams throughout the event season. They build upon each other to help you reach your financial and team registration goals. By cultivating your captains during National Team Recognition Week your chapter will re-register captains more easily during Team Captain Celebration Week. And the more captains you register during Team Captain Celebration Week, the higher your potential for recruiting large numbers of team members during the National Team Weeks. In addition, we are conducting a National Team Fundraising Week which will focus on team fundraising. The Blitz Days are designed to support your ongoing recruitment and fundraising activities specifically related to Bike MS.

2011-2012 National Team Weeks*

- National Team Recognition Week – November 14-18
- Team Captain Cultivation Week – January 9-13
- Team Week #1 – February 13-17
- Team Week #2 – March 12-16 (MS Awareness Week)
- Nationwide Fundraising Week – March 26-30

March Team Week is during MS Awareness Week - coordinate efforts to be most effective!

2012 National Bike MS Blitz Days

- World MS Day Blitz: May 25, 2012
- First Day of Summer Blitz: June 20, 2012
- Summer FUNdraising Blitz: July 27, 2012

** Bike MS and Challenge Walk Team Weeks should be scheduled in a way that makes the most sense for your individual Bike MS event. We recommend one at 12-14 weeks out from your ride and an additional one at 8-10 weeks out from your ride.*

If you have questions, please contact: Sarah Klein at sarah.klein@nmss.org or 518-952-4153



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2011 Mission Possible Award Now Available

Incentive, reward and recognition strategies are integral components to increasing income generated from top fundraisers in the Society's events. Chapters implementing programs like Mission Possible notice increases in incremental income generated at the top levels of fund raising and have attributed the trend to these and other upgrading strategies.

Mission Possible provides chapters the opportunity for donors to receive local recognition for their outstanding fundraising efforts. Most chapters market Mission Possible to event participants and position it as a mission-focused award that can be attained by raising \$1 for every person living with MS served locally. For chapters with smaller censuses, e.g., under 3,000, the Home Office recommends that the suggested minimum be \$4,000 or \$.01 for every client served nationally (400,000).

The 2011 version of the **Mission Possible award plaque** featuring artwork from one of the many talented artists connected to the Society is now available through Marketplace Promotions. Go to: www.marketplacems.com/awards for a glimpse.

You can order directly off this website or send an email to proforma.marketplace@proforma.com (attn: Sally or Tony), or call 1-800-446-2215. Price for the plaque is \$44.50 and includes the Society's logo along with the phrase "In recognition of moving us closer to a world free of multiple sclerosis". Chapters can customize the plate on the front of the plaque for an additional charge of 10 cents per character. **Please be sure to include your customization requirements when ordering.**

Here are some ideas for delivery of this recognition vehicle:

- Personal delivery of Mission Possible award to donor recipient
- Reception to honor Mission Possible members including an awards presentation or special presentation during your event.

- Chapter newsletter article and photo of Mission Possible members
- Website posting of photo and names of Mission Possible members
- Inclusion of Mission Possible members in Annual Report
- Invitation to Annual Meeting

If you have questions regarding this valuable donor recognition strategy, contact Sarah Klein, at 518.952.4153 or sarah.klein@nmss.org.



DEVELOPMENT

June 24, 2011	CC: Chapter Presidents
July Walk MS and Bike MS New Staff Training	
Action Requested/Deadline: Requires registration, see below	

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 or 303-698-6100 x 15123.



National Multiple Sclerosis Society
733 Third Avenue
New York, New York 10017-3288
Tel +1 212.986.3240
Fax +1 212.986.7981
E-mail nat@nmss.org
Nationalmssociety.org

RESEARCH/CLINICAL UPDATE

cc: Chapter President, Programs, Development

June 22, 2011

Company Decides Not to Seek Approval of Cladribine for MS

Merck Serono announced today that it has decided not to pursue approval of its oral therapy Cladribine for the treatment of relapsing forms of multiple sclerosis. According to a company press release, discussions with the U.S. Food and Drug Administration made it apparent that the ongoing clinical trials of the therapy would not address the FDA's requirements for approval. Details of these requirements have not been made public.

In March 2011, the company received a letter from the FDA indicating that its application for approval was not ready in its current form and outlining requirements for additional information. Read more about Cladribine

(<http://www.nationalmssociety.org/research/research-news/news-detail/index.aspx?nid=4682>) The company has stated that it plans to complete the current clinical trials and patient registry that are underway, and that results will be published.

“It’s disappointing that completion of the Cladribine trials will not lead to approval of a new therapy option for people living with MS,” says Dr. Timothy Coetzee, Chief Research Officer at the National MS Society. “However, thanks to the many people who participated in these clinical trials, results from these studies will add to the body of knowledge about MS and should help spur new leads toward stopping MS, reversing its damage and ending MS forever.”

Additional therapies, including oral therapies, are currently making their way through the development pipeline. Read more

(<http://publications.nationalmssociety.org/momentum/mom2011spring#pg22>)

Individuals who have questions may contact MS Lifelines at the company’s toll-free phone number: 1-877-447-3243.