



CHAPTER PRESIDENTS

July 29, 2011	CC: Development
	Marketing
<u>Update on Walk MS Project with Event 360</u>	

We are pleased to provide an update on the important Walk MS project that is underway with our strategic partner, Event 360.

As we laid out earlier this spring, this work builds on the Walk research we did with Over The Fence in 2008 where we confirmed how important the event is to people with a connection to MS. This work also aligns with our Strategic Response objective to increase revenue and retention of event participants through consistent, exceptional engagement, support and stewardship. Most importantly, this work will help determine how we will move Walk MS forward organizationally and increase campaign revenue.

In May, Event 360 presented their key findings and recommendations to the Society’s project team. Based on their findings, the team chose three strategies that we believe will have the most impact on Walk MS revenue going forward. They are:

- 1. Establishing Walk MS standards and guidelines**
- 2. Creating a communication plan that includes segmented messages for various target audiences**
- 3. Developing a benchmarking and goal setting process and tool**

For each of the above strategies, Event 360 will develop a combination of documentation, tools, resources and training to ensure consistent organizational implementation. These will be presented to the project team in August. At that time they will also provide recommendations on the best way to pilot these strategies and tools in 2012.

We know you are looking for more information and details as you finalize plans for 2012. We will communicate with you as quickly as possible following our meetings on August 18-19. Watch news sheets and email for more information.

We are excited about this work and believe it has the potential to take Walk revenue beyond incremental growth. Again, in order to ensure that you understand this work and its impact on Walk MS, we will provide updates and information through news sheets, email and conference calls as the project progresses.

If you have any questions, please contact Amy Boulas at 303-698-6100 x 15123 or amy.boulas@nmss.org.



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<u>Fall Momentum digital edition is now live</u>	

A fully interactive, digital edition of the fall issue of **Momentum** is now available. Read it at www.nationalMSSociety.org/magazine.

Digital **Momentum** has live hyperlinks, is searchable and allows comments on articles. Articles can be shared via e-mail or by posting to social networks.

The new issue features a cover story on “Amazing Race” host, MS Ambassador and the first NOW MS Research Champion Phil Keoghan. The issue includes a feature on single life with MS, articles on low vision and social life, the role of drugs or surgery to maintain mobility, avoiding fast food, the Society’s new fall prevention program, telling children about MS, palliative care, DIY fundraising events, and a special report on Society President and CEO Joyce Nelson’s retirement.

Access digital **Momentum** via laptop, tablet, e-reader or smartphone. Both the Apple and Android apps have received five-star reviews for ease of use on smartphones. “A great way to read **Momentum** on the go!” raved one user. The Apple app also offers RSS feeds to the News Bulletins on our home page, our live Twitter feed, and every video on our YouTube channel.

If you have any questions about the digital edition, please e-mail **Gary Sullivan** at gary.sullivan@nmss.org.

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