



DEVELOPMENT

September 9, 2011	CC: Marketing
<u>2011 National Conference Registration Open</u>	
Action Requested: Conference Registration deadline: 10/17/2011	
Hotel Registration Deadline 10/12/2011	

The 2011 National Conference Registration is now open. [Register today!](#)

Move to the Frontline and join other leaders of the MS movement in Dallas, November 2-4 at the Hyatt Regency, Dallas Fort Worth Airport

The National Conference provides a great opportunity for everyone who is part of the MS movement to come together to share, learn, celebrate and be inspired. Volunteer leaders, activists, researchers and clinicians, team captains, fundraising champions and staff from around the nation will gather for three days of motivating sessions, informative workshops and networking opportunities.

Incredible Speakers

We have an exciting line up of speakers, including the Society's President and CEO, as well as renowned guest speakers such as Shawn Achor, author of *The Happiness Advantage*.

Workshops and Networking

There are a series of nine unique workshops and several networking opportunities offering something for everyone. Many of the sessions will be offered multiple times—giving everyone an opportunity to attend. There are targeted workshops for fundraisers, team captains, for people living with MS and more.

Meet the Brightest Young Minds in MS Research

The Society's third Tykeson's Fellows Conference brings together MS researchers to share and learn. There will be an opportunity where general conference attendees can meet the brightest minds in MS research, see their scientific posters and learn first-hand about the myriad ways they are making a difference.

Other Meetings

Other meetings held in conjunction with the National Conference will include The National Board of Directors, The 64th Annual meeting of the Delegate Assembly, Region Management Teams, Region Volunteer Leadership, Executive Management Team, and NOW training.

Registration Deadlines

Hotel cut-off date— October 12, 2011 [Book your room today!](#))

Conference registration deadline is October 17

Who should you invite?

The National Conference is one of the Society's most inspirational gatherings designed to honor and inspire volunteers from across the nation. Invite top fundraisers who qualified through your Tour of Champions, team captains who represent your most successful teams and volunteers who have discovered their own way to get involved through a Do It Yourself event. Whether it's Bike MS, Walk MS, Challenge Walk or some other event, the National Conference offers our most dedicated volunteers a place to network and learn while deepening their engagement with the Society. It's the place for activists, volunteers and others to Move to the Frontline. While chapters often cover all or some of the expenses for select volunteers to attend the National Conference, don't hesitate to promote the Conference broadly.

[Click here](#) to check out the National Conference Schedule!

Don't miss out — [Register today!](#)

Questions? Contact [Sandra Genova](#)

The 2011 National Conference is partially sponsored through the generous support of Acorda Therapeutics.



www.acorda.com



DEVELOPMENT

September 9, 2011

CC:

Senior Management Team approves Society-wide Cooperative Event Direct Marketing Program for 2013 Walk MS

The Society Walk MS Work Team is pleased to announce that after a thorough review and discussion, the Senior Management Team approved a Society-wide past participant recruitment program for Walk MS. Beginning in FY13, all chapters will recruit past participants through a centralized Cooperative Event Direct Marketing Program. The Senior Management Team strongly supported this organizational initiative as it allows chapters to focus local resources on cultivation and fundraising initiatives and also provides greater opportunity for national sponsorship. An additional important factor was the significantly reduced expense of the program when the entire organization participates. We estimate the cost to be reduced from the current rate of \$2.00 per past participant by approximately 25%.

Throughout the decision-making process, it was important to the Society Walk MS Work Team to ensure that each chapter had a chance to be heard and ample opportunity for input was provided so Regional Liaisons hosted calls within each region and provided a post-call survey as well. We are grateful to all of you for your participation in this important decision. The comments we received led us to ask more questions and explore more options as we finalized our recommendation.

In addition to announcing this approval, we wanted to alert you to our next steps:

- 1) **Develop a program that addresses Walks February-November** – We need to create a program that addresses events regardless of timing. We will begin this work with Merkle later this fall and keep you informed on progress and look to you for continued guidance.
- 2) **Determine how chapters will budget for the CEDMP starting in 2013** – We recognize the need to help chapters, especially those that have not participated in the program, plan for this expense. The Senior Management Team began discussing this and will be an important partner in this process.

Advancing Walk MS is clearly of great interest to all of us. The feedback we received from many of you and the Senior Management Team confirms this is an important action we can take together to do that.

Many thanks for your thoughtful consideration and suggestions throughout the process.

Questions? For additional information, please contact your Regional Walk MS Liaison or other members of the Society Walk MS Work Team:

- East – Eddie Rauen, Ohio Valley Chapter
- Midwest – Kris Rauh, Mid America Chapter
- Northeast – Michelle Zimnoch, Connecticut Chapter
- Southeast – Derek Hill, Central North Carolina
- South Central – DeAnna Stansberry
- West – Larissa Roman, Pacific South Coast Chapter
- Janelle Del Carlo, Northern California Chapter
- Deb Frankel, Home Office
- Tami Greenberg, Home Office
- Christy Fath, Home Office
- Chris Yankee, Home Office
- Kim Koch, Home Office
- Betty Ross, Home Office
- Amy Boulas, Home Office



INFORMATION TECHNOLOGY (IT)

September 9, 2011	CC:
Society Phone Network – Give me 5!	

For the past several months the Information Technology team has been working with Chapters to move them to the Society telephone network.

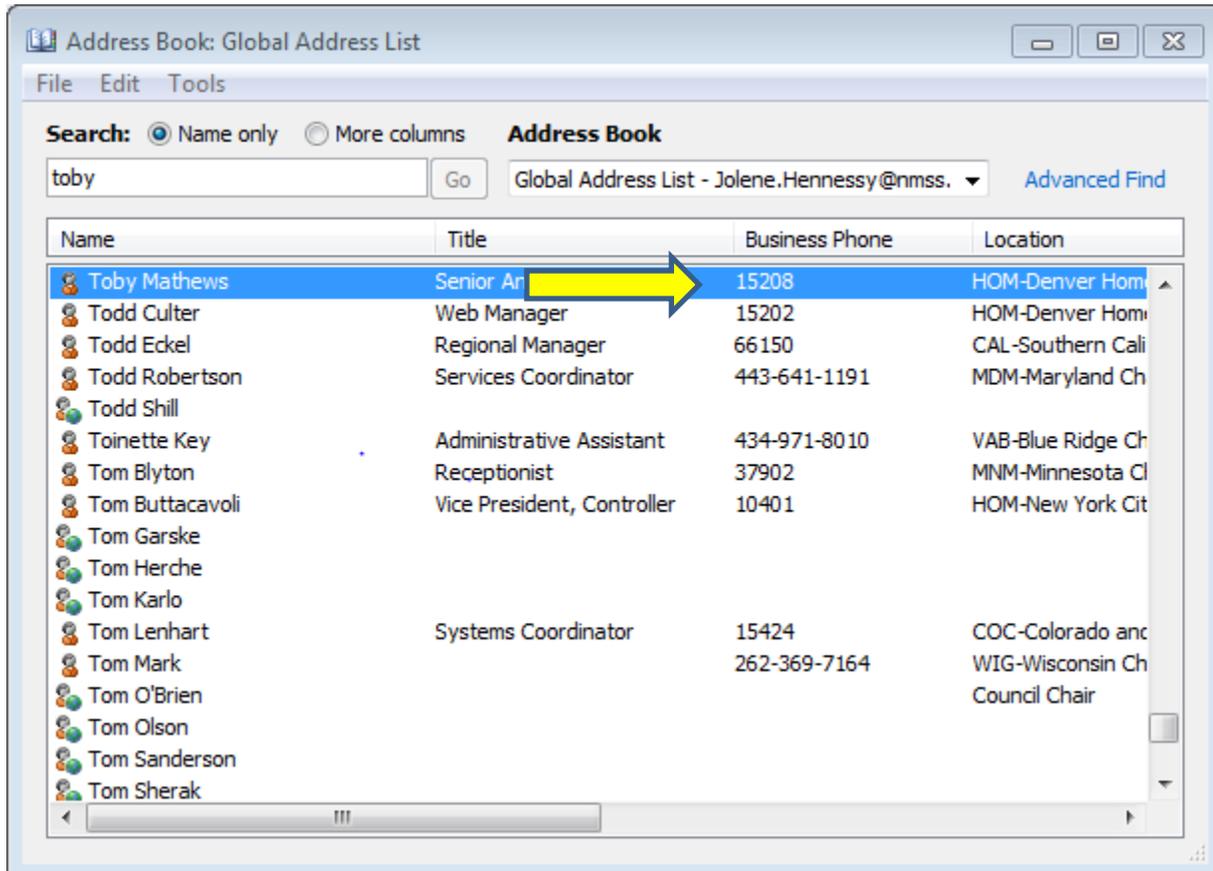
The biggest benefit of a shared telephone network is that all Society staff can call each other using five digit dialing. Five digit dialing is free since the call travels on the Society’s network. Other long distance call charges are significantly reduced from an average of 7 cents per minute to just 1.5 cents per minute on the Society’s phone system.

The 3 home office locations in New York, Denver and Washington DC and 16 chapters are now using the Society’s phone network.

Colorado	New Jersey Metro
Connecticut	New York City Home Office
Southern New York	Upstate New York
Greater Delaware Valley	North Florida
Greater Washington	Northern California
Michigan	Rhode Island
Mid America	South Central
Mid South	Southern California
Minnesota	Utah & Southern Idaho

5 digit dialing information is easily accessible in the Microsoft Outlook address book. The Information Technology team recently completed a project to update the information in the Outlook address book to be as current as possible.

To access a team member's five digit phone number, click on address book in Outlook, type in the first few letters of the person's first name in the search box. The number will be located in the business phone column.



SO REMEMBER!!! Give me 5!!! If you're in an office with five digit dialing capability and you're calling another office with five digit dialing please remember to look up and use their 5 digit phone number!

Using 5 digit dialing will result in significant cost savings to the Society and more money funneled to our mission!



MARKETING

September 9, 2011

CC: All

September 2011: E-communications Update and FY 2012 Constituent Communications Calendar and Schedule

September National MS eNEWS

Send date: 9/15/11

Audience: Full List

The September National MS eNEWS will be sent on Thursday, September 15. The feature may cover a late-breaking story and is currently in development. Additional content includes information on the recent FDA approval of BOTOX, the Society's Live Fully, Live Well program, and the introduction of our new President and CEO Cyndi Zagieboylo.

Notes

Individuals with a 'no email' classification on their Altair accounts will be suppressed, along with standard Direct Marketing Program excludes/suppressions.

The **FY 2011** Society Constituent Communications Calendar and Schedule is available on SharePoint at:

http://intranet.nmss.org/Topics/marketing/Documents/Society_Constituent_Communications_Calendar_and_Schedule_FY2011.xls

2012 Society Constituent Communications Calendar and Schedule

The **FY 2012** Society Constituent Communications Calendar and Schedule is now live on SharePoint at:

http://intranet.nmss.org/Topics/marketing/Documents/Society_Constituent_Communications_Calendar_and_Schedule_FY2012.xls

The Calendar is on the first tab of the Excel worksheet, and the Calendar objectives include:

- Tracking national communications – both offline and online – that target groups of more than 50 constituents.

- Providing a Calendar that Society staff can reference when planning constituent communications, enabling communications across the Society to be coordinated and integrated.
- Highlighting “full file” national email program send dates. These email communications – such as the National MS eNEWS and fundraising campaigns – target the Society’s entire email file.
 - These messages are labeled “HOM - Exclusive Send” and can be quickly viewed in the Excel-based Calendar by filtering Column A (“Entity”): click on the down-arrow icon in cell “1A” and simply select “HOM – Exclusive Send”.
 - Due to the “full file” reach, Home Office and Chapter managers are requested to not email anyone on the audience list on these days.
 - As of September 2010, the Society email list has 2,070,626 valid (usable) email addresses. After Direct Marketing Program suppressions/exclusions, the average target audience size for a “full file” national email is between 850,000 and 1.2 million constituents.
 - Please review the Direct Marketing Program excludes on SharePoint at: http://intranet.nmss.org/Topics/Development2/Documents/FY2010_DM_Program_Exclude_Rules_Document_MASTER.pdf

The Calendar is subject to change and is updated regularly. Please refer to it often in order to ensure you are aware of the latest dates and integrating your communications with the most current listings.

The National Communications Schedule is on the second and third tabs of the Excel worksheet. It includes details regarding current and upcoming Society-wide marketing communications and initiatives.

Contact Information

For editorial questions or suggestions regarding our National MS eNEWS, please contact Gary at gary.sullivan@nmss.org or 212-476-0538.

For questions about our national e-communications strategy or the Society Constituent Communications Calendar and Schedule, please contact Rich at rich.sarko@nmss.org or 303-698-6100 x15171.



PROGRAMS & SERVICES

September 9, 2011	CC:
Still Time to Register for Upcoming Teleconference: <i>Practical Guidance for Medical Professionals: How to Write an Effective Support Letter for a Reasonable Accommodation</i>	
Action Requested/Deadline: September 19, 2011	

The Society, led by the New York City-Southern New York chapter will be hosting a **free** professional education teleconference for healthcare professionals. *Practical Guidance for Medical Professionals: How to Write an Effective Support Letter for a Reasonable Accommodation* is designed for medical professionals who frequently write letters for patients requesting reasonable accommodations from their employers. Linda Batiste, an attorney from the Job Accommodation Network, will discuss the process involved and the best language to use when making these requests.

The teleconference is scheduled for Thursday, September 22, 2011 from 12:30-1:30 pm ET (11:30 am-12:30 pm CT, 10:30-11:30 am MT, 9:30-10:30 am PT). This program is offered at no charge, and is open to chapter staff and healthcare professionals. Pre-registration is required. The registration deadline has been extended until September 19, 2011.

To register visit:

<http://www.nationalmssociety.org/chapters/nyn/programsandservices/educational-opportunities-for-professionals/index.aspx> or call 1-800-344-4867, option 1.

This program is an excellent way to engage your local medical healthcare professionals. To assist in your promotional efforts sample email content is available on SharePoint at Programs and Services>Employment and Insurance Resources>Employment Programs>Professional Education Teleconference Sample Email Content.

For more information please contact Barbara McKeon (212-453-3218 or Barbara.mckeon@nmss.org) or Kim Koch (303-698-6100, ext. 15158 or Kimberly.koch@nmss.org.)



PROGRAMS & SERVICES

September 9, 2011	CC:
Upcoming Staff Education Opportunity <i>Pearl Interactive Network: Home-Based Employment Resource for People with Disabilities</i>	
Action Requested/Deadline: October 14, 2011	

The Society, led by the New York City-Southern New York chapter will be hosting a **free** training for staff on Pearl Interactive Network (PIN), a home-based employment resource for people living with disabilities. A PIN representative will present on the organization's mission, the services they provide and the background and experiences they look for in an applicant.

PIN is a for-profit social enterprise that provides virtual business process outsourcing services, to include call center (outbound and inbound) administrative service, and help desk support. They only hire qualified people with disabilities who need to work from home and because this work is all home-based the company hires people nationally. Several people with MS have secured employment with them. For more information please visit www.pearlinter.org.

The training is scheduled for Thursday, October 20, 2011 from 3-4 pm ET (2-3 pm CT, 1-2 pm MT, 12-1 pm PT). This program is offered at no charge, and is open to all interested Society staff. To register please contact Heather Webb Jones at heatherwebb.jones@nmss.org or 303-698-6100, ext. 15176. The registration deadline is Friday, October 14, 2011. An agenda, dial-in information and related handouts will be provided on or before Monday, October 17th. The call will be recorded for those unable to join the live presentation.

For more information please contact Barbara McKeon (212-453-3218 or Barbara.mckeon@nmss.org) or Kim Koch (303-698-6100, ext. 15158 or Kimberly.koch@nmss.org.)