



DEVELOPMENT

December 9, 2011	CC: Chapter Presidents
	Marketing
National Team Captain Celebration Week E-Communications Available	

National Team Captain Celebration Week is January 9-13, 2011. This week will focus on registering team captains for the Walk MS and Bike MS events (depending on the timing of your events), as well as conducting goal-setting sessions with your top teams.

Activities during Team Captain Celebration Week include:

- Registering past team captains
- Goal setting sessions with top teams
- Team captain visits and calls
- Encouraging captains to set up team pages online
- Hosting a Team Rally

Email Campaign Guidelines

Target Audiences: Team captains

Suggested recipients: Team captains from FY2011- Walk MS, Bike MS and Challenge Walk MS events

Three messages for each campaign :

Messages loaded into Convio for chapters by 5:00 pm eastern time on Monday, December 12, 2011

- First message should be sent to Team Week Celebration designee on Thursday, January 5, 2012
- Second message should be sent to Team Week Celebration designee on Tuesday, January 10, 2012
- Third message should be sent to Team Week Celebration designee on Thursday, January 12 , 2012

Open rates are better on Tuesdays and Thursdays so be sure your message will have the greatest success by following this recommendation.

IMPORTANT NOTES - For the team week email campaigns please do the following:

- Make a copy of each email campaign that you will use (Walk MS, Bike MS and/or Challenge Walk MS)
- Save the copy you have made to your chapter's area in Convio – NOT to the zChapterAdmin section
- IF you accidentally save your campaigns under zChapterAdmin, please move them to your chapter's area as soon as you realize your mistake.
- IF you accidentally make changes to the “templates” in zChapterAdmin please alert us immediately and we will get the original messages restored
- Please don't archive or delete any of the messages in the zChapterAdmin area. If you see a message that you don't think belongs in that area, please submit a track-it ticket to IT.

Emails are saved as:

2012 January Bike MS Team Captain Week -- PLEASE COPY, DO NOT EDIT

2012 January Walk MS Team Captain Week -- PLEASE COPY, DO NOT EDIT

2012 January Challenge Walk MS Team Captain Week -- PLEASE COPY, DO NOT EDIT

The screenshot shows the Convio admin interface for the National MS Society. The page title is "National MS Society: Email - Windows Internet Explorer". The URL is "https://secure3.convio.net/nmss/admin/CommCenter?email=ec_list". The user is logged in as "Holly Maddams". The page has a navigation menu with "Content", "Fundraising", "Advocacy", "Email", "Constituent360", "Library", "Data Management", and "Setup". The "Email" section is active, showing a "Your password expires in 3 days" warning and buttons for "Email Home", "Campaigns", and "Reports". Under "Campaigns", there is a "Create a new campaign" button and a description: "An Email Campaign groups related messages and their audience. Email Campaigns let you more effectively manage communications with your constituents." Below this is an "Email Campaign List" table. The table has columns for "Campaign Name", "Actions", "Status", "Category", and "Last Modified". The first row is "2010 Team Captain Celebration Week Bike MS Email -- PLEASE COPY, DO NOT EDIT" with status "Active" and category "zChapter Admin Only". The "Actions" column for this row has "Manage", "Edit", and "Copy" links, with "Copy" circled in red. A dropdown menu is open over the "Category" column, showing options: "zChapter Admin Only", "All My Categories", "DED Bike Events", "DED Challenge Walk Events", "DED Chapter", "DED General Events", "DED Walk Events", and "zChapter Admin Only". The "zChapter Admin Only" option at the bottom of the dropdown is circled in red. The Windows taskbar at the bottom shows the start button and several open applications, including "Inbox - Microsoft Out...", "Document13 - Micros...", "Disaster Recovery Bu...", and "National MS Society: ...". The system clock shows "4:14 PM".

Project History:

The East Region piloted this project in March of 2010, the workgroup gathered data that demonstrated the time savings that using the templates offers to chapters. In addition, the participating chapters felt the messages contained better graphics than they were able to develop on their own and that the copy provided helped to further reinforce the MS Society's brand. The main goal of this project was to ensure that chapter staff is spending less time on email campaigns and more time on more personalized connections (face-to-face meetings, phone calls, etc.) that build stronger relationships and help our teams to grow.

Work Group Members:

Special thank you to our Team Week E-Communications work group:

Elle Ullum, elle.ullum@nmss.org (Greater Illinois Chapter)

DeAnna Stansberry, deanna.stansberry@nmss.org (South Central Region)

Cindy Yomantas, cindy.yomantas@nmss.org (Wisconsin Chapter)

Kimberly Foerst, kimberly.foerst@nmss.org (Greater Delaware Valley Chapter).

If you have any questions or require any assistance with the email messages, please contact a member of the work group listed above.



DEVELOPMENT

December 9, 2011	CC:
Winter Sale Items Now Available from the Society Store	
Action Requested/Deadline: Order before January 9, 2012 for discounts	

The society store has several products on sale through Jan 9, 2012.
Order now to promote your 2012 events and fundraising activities.
<http://www.msstoreipp.org/index.php?osCsid=71rvceleg66mo3n0m5bjeulhn3>

Sale Items Include

- **MS Travel Mugs** Regularly \$9.50 on Sale \$7.00
- **Grey Long Sleeve T- Shirt** Regularly \$17.00 on Sale \$12.00
- **Short Sleeve White T-Shirt** Regularly \$12.50 on Sale \$7.00
- **MSAW Long Sleeve T-Shirt** Regularly \$18.50 on Sale \$12.00
- **Men's Polo Shirt** Regularly \$19.00 on Sale \$15.00
- **Women's Polo Shirt** Regularly \$19.00 on Sale \$15.00
- **MS White Runners Caps** Regular \$15 on Sale \$10.50
- **MS Sweatshirt** Regularly \$42.00 on Sale \$32.00
- **Latte Mugs Regularly** \$7.50 on Sale \$6.00
- **MS Water Bottles,** Regularly \$9.50 on Sale \$7.00
- **MS Travel Mugs,** Regularly \$9.50 on Sale \$7.00

For more information:

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MARKETING

December 9, 2011	CC: All
MS Awareness Week 2011 Update & Toolkit Material Available	

Multiple Sclerosis Awareness Week 2011 (March 14-20, 2011) marks the Society's sixth annual coordinated MS Awareness Week effort. As the breadth and effort to build awareness about multiple sclerosis and "the movement to create a world free of MS" expands, the Society will focus work toward efforts that best utilize resources to achieving identified outcomes.

To ensure that chapter, regional and Home Office plans are both aspirational and achievable, the development process has included a team of both chapters, regional and home office marketing representatives. This group provides input and feedback into the planning and execution of Multiple Sclerosis Awareness Week activities.

Over the next several years, this campaign will transition to a year-round awareness building effort that has key strategic communication objectives during Multiple Sclerosis Awareness Week, World MS Day and other identified time periods.

This awareness building effort is designed to:

- **Demonstrate that the power and importance of the MS movement, that it is a force by and for people living with MS**
- **Create a greater overall awareness and understanding of what it means to live with the disease.**

We are busy putting together toolkit materials for chapters, volunteers and anyone who wants to be a part of the MS movement. The Phase I toolkit materials include the following and are currently available on Sharepoint in the Marketing section and at: <ftp://ftp.nmss.org> in the folders: materials<Multiple Sclerosis Awareness Week 2011, Username: materials password: materials123

- Multiple Sclerosis Plan 2011 and Chapter Toolkit, which summarizes key objectives, strategies, measurable outcomes and topline messaging per audience
- Awareness word treatment and style guide

- Electronic letterhead and Powerpoint templates
- Email template
- MSConnections information

Phase II will be available at the beginning of January and include materials such as:

- Print ads in various formats
- Earned media templates
- Web downloadable materials
 - Banners
 - Badges
 - Icons
 - Wallpaper
- Ecard
- Postcard/flyer template

Chapter brainstorm and idea sharing calls will be scheduled in January.

Questions? Contact:

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RESEARCH/CLINICAL UPDATE

cc: Chapter President, Programs, Development

December 9, 2011

Novel Study of Underlying Disease Processes in Early MS by MS Lesion Project Team, Co-funded by Society's Promise:2010 Initiative

A team of investigators report that damage to the cortex (the outer part of the brain) occurred in brain tissue samples from 43% of people who went on to develop MS. Damage to the cortex has been associated with disease progression and cognitive function. The team also reported observing some nerve cell and nerve fiber damage, but this was associated with immune system activity, and did not appear to be occurring independently. Understanding the sequence and timing of nervous system-damaging events in MS should offer new opportunities for blocking this damage to stop MS disease progression. Claudia F. Lucchinetti, MD (Mayo Clinic and Foundation), Richard M. Ransohoff, MD (Cleveland Clinic Foundation) and colleagues report these findings in *The New England Journal of Medicine* (2011;365:2188-97, <http://www.nejm.org/doi/full/10.1056/NEJMoa1100648>).

The team was funded in part by the National MS Society's MS Lesion Project (<http://www.nationalmssociety.org/research/research-we-fund/targeted-research/the-ms-lesion-project/index.aspx>) – funded through targeted research campaigns including the Promise:2010 campaign. Exploring patterns of disease activity in brain tissue samples was the focus of this path-breaking international collaboration. Dr. Lucchinetti and collaborators from the U.S., Germany and Austria amassed a large collection of tissue samples from people with MS – a painstaking effort, because these are obtained through brain biopsies (a rare procedure) or autopsy. The team then leveraged Society funding, earning a grant from the National Institutes of Health (NIH) to use their database to study damage to the cortex in MS and how this damage may specifically impact MS. The NIH grant funds this paper as well.

Background: MS occurs when the immune system attacks the brain and spinal cord. A primary target of the attack is the myelin that surrounds nerve fibers. Nerve cells and fibers are

damaged as well, and it is not clear if this damage results from the immune attack or occurs separately from the attack.

Recent advances have made it clear that MS lesions, which are focal points of disease activity, are not limited to the “white matter” of the brain as once thought, but they also occur in the “gray matter” including the cortex, an area of the brain where nerve cell bodies are lodged which is associated with higher brain functions. Gray matter lesions are not easily detected with standard MRI scans.

The Study: Investigators collected brain tissue samples from 138 people who had undergone biopsies for other issues, such as suspected brain tumors. The team looked at the presence of myelin damage in the cortex, and whether damage in the cortex was associated with immune system activity and damage to nerve cells; clinical outcomes were also looked at in a subgroup of 77 patients who had been followed for several years.

In this subgroup, 58 people went on to develop definite MS, and 43% of the group with MS had signs of myelin damage in the cortex. Damage to the cortex was associated with specific immune T cell activity, and – in a small subgroup of people with MS – with inflammation in the meninges, the membrane that encloses the brain. Some nerve cell and nerve fiber damage was observed, but this was associated with immune system activity, and did not appear to be occurring independently in this study. The authors speculate that immune system activity in the meninges may re-stimulate the immune attack, contributing to disease progression.

Comment: This study sheds more light on the underlying disease activity that may occur in people in the earliest stages of MS. Collaborative initiatives such as the MS Lesion Project – which move forward our understanding of the sequence and timing of nervous system-damaging events in MS – should offer new opportunities for blocking this damage to stop MS disease progression. As the authors note in their paper, further study is needed to determine the association between tissue damage in the cortex, cognitive function, and MS progression.