



ADVOCACY

March 30, 2012

CC: Development

Share your success stories from MSAW and your upcoming plans for Walk MS

Action Requested/Deadline: April 27, 2012

The Society aims to cross-market advocacy to engage people in the MS movement to take on leadership roles in advocacy at the federal, state and local levels. And, one aspect of the We are Activists Strategic Response Implementation Plan is to develop a more consistent process that is utilized throughout the organization to recruit and engage MS activists.

From a concept that originated from the Minnesota Chapter in 2010, the Society recently rolled-out tools to stage an MS Activism Photo Booth at Walk MS events. Will you use this tactic? Or, do you have another innovative idea for your Walk MS events planned?

Do you have a success story to share from 2012 MS Awareness Week Activities? Your new ideas and feedback could be part of what creates next year's national campaign! We'd love to hear from you! Share your stories and pictures with Renee.Vandlik@nmss.org by April 27.

During MS Awareness Week, tell us how you:

- Shared the stories of those living with MS.
- Connected with decision-makers.
- Worked with like-minded partners.

During Walk MS Events, will you:

- Stage an MS Activism Photo Booth to advance a chapter/state specific advocacy initiative or build additional capacity for advocacy? If so, how will you measure results? We'd love to learn more about your results.
- Use social media?
- Advance an issue area prioritized by the Society's Strategic Response to create systems change to impact the greatest number of people possible?
- Let us know, and plan to share your results with us!

Contact Renee Vandlik at 202-408-8112 for more information or questions.



DEVELOPMENT

March 30, 2012

CC: Marketing

Mission Possible Artwork Submissions Requested for 2012 Award Plaque

Action Requested/Deadline: April 27, 2012

We are now accepting submissions of artwork for the 2012 Mission Possible Award.

Artwork should be created by someone connected to (but not employed by) the National MS Society and should reflect the Society's positive messages of hope, empowerment, and movement.

Please send your submissions electronically to Sarah Klein at sarah.klein@nmss.org by April 27th. The winner will be chosen by a committee and will be notified in early May.

As you know, "Mission Possible" provides chapters the opportunity to recognize the outstanding fund raising efforts of their top donors. 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 client served locally.

If you have questions regarding this valuable donor recognition strategy, please contact Sarah Klein, at 303.698.6100 x15170 or sarah.klein@nmss.org.



DEVELOPMENT

March 30, 2012	CC: Chapter Presidents
	Marketing
<u>Raleigh confirms local sponsor markets</u>	

We are pleased to announce the local events that Raleigh, the Official Bicycle Partner of Bike MS, has chosen to sponsor in 2012. As you likely recall, the national partnership with Raleigh is enhanced by sponsorship of local events through their independent bike dealers. In 2012, Raleigh will be proud sponsors of these Bike MS events, leveraging their Diamondback brand in three markets:

Chapter	Ride	Dates
Arizona	Bike MS: Ride the Vortex	April 14-15, 2012
Upper Midwest	Bike MS: CH Robinson Worldwide MS 150 Ride	June 8-10, 2012
Western PA	Bike MS: Western PA Escape	June 9-10, 2012
Maryland	Bike MS: Chesapeake Challenge	June 9-10, 2012
Greater Illinois	Bike MS: Tour de Farms	June 23-24, 2012
Colorado-Wyoming	Bike MS: Colorado's Ride	June 30-July 1, 2012
Ohio Buckeye	Bike MS: Pedal to the Point	August 4-5, 2012
Greater New England	Bike MS: New Hampshire Seacoast Escape	August 18, 2012
Greater Northwest	Bike MS: Washington Ride	September 8-9, 2012
Northern California	Bike MS: Waves to Wine	September 22-23, 2012
Pacific South Coast	Bike MS: Bay to Bay	October 20-21, 2012
NYC-Southern New York	Bike MS: Bike MS NYC	October 21, 2012

“Raleigh America is excited to be engaging the event ride community at both a national and local level. While the national campaigns are compelling, we view the really rewarding work as happening at the local level. How we engage the local rider, the local event organizers and the local Raleigh dealer is where we can create a unique connection and hopefully create a new customer and advocate in the community.” – Chris Speyer, Vice President of Product & Marketing, Raleigh America.

If you have questions about the Raleigh partnership, please contact Sarah Klein at 303.698.6100 x15123 or sarah.klein@nmss.org or Julie Stone Hurley at 303.698.6100 x15259 or julie.stone.hurley@nmss.org



DEVELOPMENT

March 30, 2012	CC: Chapter Presidents
	Marketing
Special TrainingPeaks Offer for Bike MS Participants	

We're excited to announce a special offer for Bike MS cyclists, courtesy of Raleigh – the Official Bicycle Partner of Bike MS.

As a part of our national partnership with Raleigh, we have the privilege to provide our Bike MS participants with a great opportunity to download the TrainingPeaks CycleTracker Pro app for FREE during two special promotional periods this spring (the app is normally \$4.99).

With CycleTracker Pro, users can turn their iPhone into a cycling computer with GPS maps, a camera to record photos along their route, audio feedback on how far and fast they're going, and integration with their training log at TrainingPeaks.com. They can then share their ride with all their friends on Facebook and Twitter. Thanks to our partnership with Raleigh, the app will be available for FREE (regularly \$4.99) for two promotional periods of 3 days only (April 27, 28 and 29 and June 8, 9, and 10) on iTunes. If participants don't already have a TrainingPeaks.com account to keep a log of the rides they track with Cycle Tracker Pro (or with any Garmin, Timex or other cycling computer), they can create one for free at TrainingPeaks.com/BikeMS. And as always, we invite them to get prepared for their next Bike MS event with a free training plan from Joe Friel, author of The Cyclist's Training Bible.

We will be sending this invitation via email to all 2011 and 2012 registered Bike participants on April 26th and June 7th.

If you have questions about the TrainingPeaks or Raleigh partnerships, please contact Sarah Klein at 303.698.6100 x15123 or sarah.klein@nmss.org or Julie Stone Hurley at 303.698.6100 x15259 or Julie.stone.hurley@nmss.org