



## ADVOCACY

<b>August 10, 2012</b>	<b>CC: Programs &amp; Services</b>
<b><u>Strategic Plans for Advocacy</u></b>	
<b>Action Requested/Deadline: September 7, 2012</b>	

For those chapters or states with strategic plans for advocacy set to expire in FY 2012, the Public Policy Office will collaborate with government relations staff to build capacity for MS Activism and update these plans to meet [Society Certification Standards](#). If your strategic plan for advocacy will expire in FY 2012, please contact your Regional Advocacy Liaison by September 7 to discuss next-steps so it may be reviewed and updated. Strategic plans for FY 2013 will be due November 2.

During FY 2013, strategic plans may evolve as the first Society-wide state-focused policy agenda is developed. During this transition, revisions to strategic plans will build capacity for MS activism, and can include methods to recruit, engage, and cultivate volunteers and hone our efforts to address the Society’s future shared state legislative platform.

To inform your planning process, the August Advocacy Toolkit will include a timeline of the next-steps in the 2013 Implementation Plan for the We Are Activist Strategic Response. In addition, Convio training will be offered on Wednesday, August 29 at 3:00 pm ET and will provide an overview of ways to use Convio to create a communication campaign surrounding a state policy priority. Please look for additional training logistics with the August Advocacy Toolkit. Finally, to review a sample strategic plan for advocacy template, click [here](#).

Questions may be directed to your Advocacy Liaison.

Northeast Region	Leigh-Anne Cade
East Region	Bari Talente
Southeast Region	Leigh-Anne Cade
Midwest Region	Renee Vandlik
South Central Region	Leigh-Anne Cade
West Region	Renee Vandlik



## LEGAL & RISK MANAGEMENT

August 10, 2012

CC: All

### Insurance Renewal 2013

As we prepare for the property and casualty insurance renewal for calendar year 2013, we want to inform you of some very important changes. Typically, as part of the insurance renewal, key staff are required to gather information as early as September 1st. To allow staff additional time to focus on fiscal year-end requirements, we have moved our date for initiating the insurance renewal to August 10th. Therefore, all RiskConsole licensed users who have a role in the Society's property and casualty insurance renewal process may begin to enter data.

We are also pleased to announce that we will offer two Saba trainings for all licensed users during the month of August. If you are interested in learning about the types of data essential to the renewal process, how to navigate through RiskConsole, and gain a deeper understanding of the insurance renewal process and its impact on our operations, please register for any one of the following Saba training sessions:

August 22th at 1:00 – 2:00 PM (EST)

<http://mt211.centra.com/GA/main/000001ff3fcf00000138a2b8473b84e6>

August 23th at 1:00 – 2:00 PM (EST)

<http://mt211.centra.com/GA/main/000001ff3fcf00000138a2b8473b84ec>

As you know, each chapter is assigned one licensed user to access RiskConsole. Please refer to SharePoint – Legal/Risk Management – Insurance for a complete listing all of the end users by chapter. If there are any changes to be made, please contact Shirley Rivera at 212 476-0431 (X10431) immediately.

We thank you in advance for your cooperation to this very vital process. With your support, we look forward to a productive insurance renewal for 2013.

Feel free to contact us should you have any questions. Thank you.

Carolyn Hayes-Gulston, [Carolyn.Hayes@nmss.org](mailto:Carolyn.Hayes@nmss.org), ext. 10432 or 212 476-0432

Shirley Rivera, Shirley, [Rivera@nmss.org](mailto:Rivera@nmss.org), ext. 10431 or 212 476-0431



## PROGRAMS & SERVICES

August 10, 2012

CC: Chapter Presidents

### Scholarship Program Information

Please see details below for closing out the 2012 program and preparing for the 2013 program, which is just around the corner.

**Scholar Engagement:** It is important to keep your scholarship recipients involved and engaged in the work of the Society. These young scholars have an important connection to the Society and may someday become valued volunteers and donors. They can also inspire and motivate people to give to the scholarship program by simply sharing their story. Please read the section on “Keeping Your Students Involved” in the Scholarship Manual, which is posted on SharePoint under Programs & Services>Scholarship Program.

Remember to invite recipients to join the National MS Society Scholars Facebook Group. The group offers recipients a way to connect and support each other. This is a closed group not open to parents or other individuals; however Society staff can join and post information to engage students. Instructions on how to invite scholars to the group was emailed to chapter scholarship contacts. If you need the instructions resent, please contact Wenda Carlson.

**Scholarship Disbursements:** You may receive inquiries from recipients about their awards as the school year is about to start. Checks were mailed directly to schools on August 1<sup>st</sup> for deposit into the student’s account. Recipients were sent an email notification letting them know checks were mailed. Students should follow up with their financial aid advisor within 2-3 weeks to confirm receipt of the check.

**Fees:** We are returning to Scholarship America for management of the 2013 program. The process for applicants and the Society remains relatively unchanged. The flat fee to receive all applications is \$800. If you offer renewals, the cost is \$75 per renewal. As explained in the budget package, scholarship fees are “usage fees” and are not incorporated into NPE for 2013.

**Timeline:** The online application will be available on our website on October 1<sup>st</sup> at [www.nationalMSSociety.org/scholarship](http://www.nationalMSSociety.org/scholarship). The deadline to submit applications is January 15, 2013. We encourage students to apply early to allow themselves time to obtain recommendations and transcripts, which are mailed separately.

**Publicizing the Program:** Use brochures, MS Connection and your website to promote the program.

- Brochures (item code BR3005) are available at no cost from [chapterorders@nmss.org](mailto:chapterorders@nmss.org). Please only order what you think you will need for local distribution, as there is no plan to print more this year. Brochures can be sent to:
  - Students and/or high schools — to communicate the basics of how to apply, when to apply, and who is eligible.
  - Potential funders — to show faces and some hint of the impact it has and give them info on how to learn more about supporting scholarship in their area.
  - General audience — to show this great direct assistance program as just one of the many compelling programs we offer. Not just for people with MS, but for their families too.
- Publicize the program in your MS Connection (MSC). Suggested content is below.

MSC Suggested Content

Highly qualified high-school seniors who have been diagnosed with MS or who have a parent with MS are eligible for the National MS Society's scholarship program. Additional criteria include financial need, academic record, participation in school or community activities, and an essay (written by the applicant) on the impact of MS on his or her life. Awards range from \$1,000–\$3,000 and a small number of four-year awards are offered. Applications for 2013 scholarships will be accepted (online only) between October 1, 2012, and January 15, 2013. For more info, visit [nationalMSSociety.org/scholarship](http://nationalMSSociety.org/scholarship) or call us at 1-800-344-4867 (1-800 FIGHT MS).

- Include a link on your chapter website directing people to [www.nationalMSSociety.org/scholarship](http://www.nationalMSSociety.org/scholarship).

**Bimbo Bakeries USA (BBU) launches “Help Erase the Impact of MS.”** — Throughout Sam’s Club locations nationwide, BBU will donate 5 cents for every participating bread product sold between September 8<sup>th</sup> and October 26<sup>th</sup> to the Society scholarship program. Custom end-aisle pallets will go on display in late July to help build awareness for the Society Scholarship Program with the actual giveback period launching in early September. BBU hopes to raise \$400,000 to help highly qualified students with MS, or a parent with MS, achieve their dreams of going to college. Funds raised through the BBU bread promotion will be split between the Society Top Scholars program and chapters nationwide based on the number of scholarship applications received. Additional communications regarding this great promotion will be rolled out in the coming weeks.

For more information, please contact Wenda Carlson at 303-698-6100 x15152 or [wenda.carlson@nmss.org](mailto:wenda.carlson@nmss.org).



**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](mailto:nat@nmss.org)  
[Nationalmssociety.org](http://Nationalmssociety.org)

## RESEARCH/CLINICAL UPDATE

cc: Chapter President, Programs, Development

**August 10, 2012**

### **MS Trial Alert:**

### **Investigators Recruiting for Study of Ofatumumab in RR MS**

**Summary:** Investigators are recruiting 196 people worldwide to determine the effectiveness of ofatumumab – an experimental monoclonal antibody administered subcutaneously (under the skin) – in reducing disease activity in people with relapsing-remitting MS. The study is sponsored by GlaxoSmithKline.

**Rationale:** Ofatumumab is a monoclonal antibody that binds to a molecule (CD20) on the surface of select B cells and depletes them from the body. B cells are immune cells that make antibodies and conduct other functions, and play a role in the immune attack on the brain and spinal cord in MS. Ofatumumab has been approved by the U.S. FDA to treat the most common type of leukemia.

**Eligibility and Details:** Participants should be ages 18 to 55, with a diagnosis of relapsing-remitting MS (<http://www.nationalmssociety.org/about-multiple-sclerosis/relapsing-ms/relapsing-remitting-ms-rrms/index.aspx>).

Participants are being randomly assigned to one of eight groups, and are receiving doses ranging from 3 mg to 60 mg, or inactive placebo (participants assigned to the placebo group will receive one 3mg dose of ofatumumab after 12 weeks) The primary and secondary goals of the study are to evaluate the safety of ofatumumab and its ability to reduce evidence of various measures of disease activity detected using MRI scans.

**Contact:** To learn more about the enrollment criteria for this study, and to find out if you are eligible to participate, please visit [www.mirrorstudy.com/adv](http://www.mirrorstudy.com/adv), or email [MirrorstudyUS@mmgct.com](mailto:MirrorstudyUS@mmgct.com) (in the United States) or [Mirrorstudy@mmgct.com](mailto:Mirrorstudy@mmgct.com) (outside the United States).

Sites are recruiting in the following cities:

Fullerton, CA  
Seattle, WA  
Round Rock, TX  
Sunrise, FL  
Tampa, FL  
West Palm Beach, FL  
Northbrook, IL  
Fort Wayne, IN  
Grand Rapids, MI  
Fairfield, CT  
Atlanta, GA  
Cullman, AL

[Download a brochure that discusses issues to think about when considering enrolling in an MS clinical trial \(PDF\).](#)