



A WORLD
free of MS

National Multiple Sclerosis Society: Strategic Response to Multiple Sclerosis, 2011–2015

Tahirah, diagnosed in 2003.

Our mission: We mobilize people and resources to drive research for a cure and to address the challenges of everyone affected by MS.

We are a driving force of
MS research and treatment
to stop disease progression,
restore function, and end
MS forever.



Beverly, diagnosed in 2001.

goal 01

We better understand the scientific mechanisms that lead to disease progression and we accelerate the development of new therapies.

We pursue new avenues to discover how nerve cells are damaged and potentially repaired.

We pursue new rehabilitation techniques and symptomatic treatments to restore neurological function and enhance quality of life.

We identify risk and triggering factors that cause MS, and understand the biological interactions that lead to its development so that MS can be prevented.

We expand and strengthen the quantity and quality of MS research worldwide to accelerate new discoveries and treatments for people with MS.

We develop, deliver
and leverage resources to
enhance care for people
with MS and quality of
life for those affected by
the disease.



Michael, diagnosed in 2004.

goal 02

We expand access to high quality MS care.

We provide timely, accurate, and comprehensive information for all constituents.

We focus our efforts on minimizing the financial impact of MS on individuals and families.

We connect people affected by MS, especially those with severe disability, with their communities, information resources, programs and services, and each other.



We are leaders in the
worldwide MS movement,
mobilizing millions of
people to do something
about MS now.

Judy, diagnosed in 1982.

goal 03

We increase the number and impact of Society volunteers, engaging and cultivating people at all levels and in support of every critical function of the organization.

We heighten awareness of MS to facilitate understanding, engagement and action to fuel the movement.

We expand the impact of the MS movement through new and enhanced community collaborations and partnerships.

We engage volunteers to increase research funding, support those most severely affected by MS, and bring new clinicians and scientists to the movement.

We are activists.



Kimberly, diagnosed in 2000.

goal 04

We relentlessly advocate for federal, state and local government policies essential to people affected by MS, and we champion the rights of people with disabilities.

We engage people in the MS movement to take on leadership roles in advocacy at the federal, state and local levels.

We join forces with organizations and coalitions to leverage our influence and advance mutual goals.

We use thoughtful communications to help all audiences spread the message that advocacy helps drive research, enhances care and quality of life, and mobilizes millions to do something about MS now.

We develop and align
human, business and
financial resources to
achieve breakthrough
results.



Chris, diagnosed in 1983.

goal 05

Organization of Choice

We create and implement strategies which attract, develop and retain the expertise, energy and commitment of talented individuals.

We align our resources, systems, processes and structure to achieve increased organizational effectiveness and efficiency.

We embrace and demonstrate behaviors that create an organization of choice for all constituents.

Fundraising

We achieve a growth rate of 2% in 2011, 4% in 2012, 6% in 2013, 8% in 2014 and 10% in 2015, raising a total of \$1.2 billion over five years.

We increase revenue by building strong, active and purposeful relationships with individuals and businesses through exceptional customized service and state of the art tools.

We accelerate fundraising growth by fostering innovation and ensuring rapid implementation of best practices in new and existing campaigns across all revenue streams.

Infrastructure

We equip our employees and volunteers with the skills and tools necessary to work at their highest capacity.

We embrace innovation where new processes and tools will empower and elevate our employees and volunteers.

We streamline operational processes throughout the organization to increase our capacity to do more.

We maximize process efficiencies through the use of a robust set of standard systems and equipment.

We maintain a robust information management platform where information is delivered where and when it is needed to facilitate decision making.

core values

Commitment

We are passionate in our commitment to people affected by MS. We strive to improve quality of life while searching for the cure.

Leadership

We are leaders in the vision of a world free of MS. Through creativity and hard work, we accelerate the pace of scientific discovery, promote quality health care, stimulate community resources and services, advocate for favorable government policies, and are the world's best source of information about multiple sclerosis.

Integrity

We are honest and straightforward in all that we do. We treat everyone with dignity and respect. We act responsibly with resources entrusted to us. We are accountable and act in accordance with these values.

Excellence

We set high standards of performance and service delivery, and work toward excellence in everything we do.

Teamwork

We advance the interests of people affected by multiple sclerosis through individual and team achievements. We recognize our volunteers and staff as our most valued resources. We encourage collaboration across organizational boundaries.



**National
Multiple Sclerosis
Society**

As an organization whose vision is to create a world free of multiple sclerosis, the Society strives to live by a set of core values which guide our work and our actions on a daily basis.

nationalMSSociety.org
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