



NATIONAL TEAM PROGRAM

The National Multiple Sclerosis Society is proud to partner with over 100 organizations who support the Society through National Teams. To qualify as an official National Team, a company or friends and family group has to have teams in multiple markets and an identified National Team Captain. The teams can participate in Walk MS®, Bike MS®, Challenge Walk MS® or MuckFest® MS events.

Most of our National Teams start with one team that supports a local Society event. Through the determination, enthusiasm, and vision of their dedicated team captains, the teams spread throughout the organization and throughout the country. National Teams succeed because of shared goals, national collaboration, and the enthusiasm and dedication of their team members!



National
Multiple Sclerosis
Society

NATIONAL TEAM CAPTAINS

The first step in formalizing a National Team is to select a National Team Captain. The National Team Captain is the cohesive force bringing together all the components of the National Team. The Captain also oversees a number of key responsibilities that are at the core of the team's success. These include:

1. Establishing the goal and vision for the team, including setting goals for fundraising and for the number of teams to be created within the organization.
2. Serving as the main contact with the national office of the National MS Society. While each local team will still work directly with their local contact, the National Team Captain will work closely with a National Team Manager to collaborate on the national efforts of the team.
3. Maintaining open communication with the entire team. Frequent and relevant contact will help get all of the local teams motivated and be successful!
4. Building a Team Committee. Good leaders know how to delegate, and the Team Committee allows that by creating a core group to handle different responsibilities (like communication, apparel, fundraising, etc.).
5. Spearheading fundraising and recruitment. It is important for National Team Captains to set the tone for their team. Captains are encouraged to set high goals for their local team's fundraising and recruitment numbers.



BENEFITS TO OUR NATIONAL TEAMS

The National MS Society offers many benefits to our National Teams, including:

- Partnership with a Society National Team Manager who is a resource for communication, recruitment, fundraising and outreach strategies. The National Team Manager can also assist by:
 - Providing contact information for the company’s established team captains.
 - Assisting with national team communication needs, including conference calls and email messaging.
 - Connecting new team captains with the National Team Captain and with their local Society contact.
 - Helping the National Team Captain create their own Society-hosted team website.
 - Connecting the National Team Captain with other National Team Captains to share ideas on recruitment, fundraising, corporate support, etc.
 - Attending team conference calls to answer questions and provide support and encouragement.
- National Teams have the opportunity to showcase their success through a National Team page on the Society’s website (visit nationalMSsociety.org/deloitte to see an example).
- National Teams receive assistance with team growth and expansion through targeted recruitment and marketing within the Society’s national network.
- Companies with National Teams are encouraged to highlight their partnership with the Society through their own corporate marketing (newsletters, websites, logo usage, etc).

LEARN MORE

For more information about our National Teams Program, contact:

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nationalMSsociety.org/nationalteams