



walk to
create a world
free of MS

WALK MS: 2012 TEAM CAPTAIN GUIDE

FOR INFORMATION: walkMSidaho.org OR walkMSutah.org



Margy, diagnosed in 2006

CELEBRATE SUCCESS AT YOUR TEAM TABLE

YOU'VE RECRUITED THEM AND RAISED MONEY WITH THEM.
NOW CELEBRATE WITH THEM! JOIN YOUR TEAM AT YOUR VERY
OWN TABLE AT THE WALK MS TEAM VILLAGE.

A team table at Walk MS is a fun gathering place for your team at the event. Decorate your table to embrace the spirit of your team or to tell your team's story.

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For more information & Team Resources, please go to walkMS.org.

WELCOME TO WALK MS: 2012

AS A WALK MS TEAM CAPTAIN, YOU ARE JOINING HUNDREDS OF THOUSANDS OF PEOPLE ACROSS THE COUNTRY. IT IS AN EXPERIENCE LIKE NO OTHER. THIS TEAM CAPTAIN GUIDE WILL HELP YOU KEEP YOUR TEAM ORGANIZED, MOTIVATED, AND PROVIDE SOME GREAT TIPS FOR FUNDRAISING.

WALK WITH US – WALK MS: 2012

Idaho Walk MS Events

Presented by CBH Homes:

Boise, ID - Julia Davis Park
April 21, 2012

Idaho Falls, ID - Snake River Landing
September 22, 2012

Twin Falls, ID - Twin Falls Visitors Center
September 22, 2012

Wood River, ID - Ketchum Forest Service Park
September 22, 2012

Utah Walk MS Events

Presented by Questar:

Salt Lake City, UT - The Gateway Mall
April 28, 2012

Northern Utah - Lorin Farr Park, Ogden, UT
September 22, 2012

Southern Utah - Tonaquint Park, St. George, UT
October 20, 2012

For more information, visit walkMS.org or call 800.344.4867.



A WORLD FREE OF MS

ABOUT MS

Multiple sclerosis, an unpredictable, often disabling disease of the central nervous system, interrupts the flow of information within the brain, and between the brain and body. Symptoms range from numbness and tingling to blindness and paralysis. The progress, severity and specific symptoms of MS in any one person cannot yet be predicted, but advances in research and treatment are moving us closer to a world free of MS. Most people with MS are diagnosed between the ages of 20 and 50, with at least two to three times more women than men being diagnosed with the disease. MS affects more than 400,000 people in the U.S. and over 2.1 million worldwide.

ABOUT THE NATIONAL MS SOCIETY

MS stops people from moving. The National MS Society exists to make sure it doesn't. The Society addresses the challenges of each person affected by MS by funding cutting-edge research, driving change through advocacy, facilitating professional education, collaborating with MS organizations around the world, and providing programs and services designed to help people with MS and their families move forward with their lives. In 2010 alone, through its national office and 50-state network of chapters, the Society devoted \$159 million to programs and services that assisted more than one million people. To move us closer to a world free of MS, the Society also invested \$37 million to support 325 new and ongoing research projects around the world.

The Society is dedicated to achieving a world free of MS. Early and ongoing treatment with an FDA-approved therapy can make a difference for people with multiple sclerosis. Learn about your options by talking to your health care professional and contacting the National MS Society at nationalMSSociety.org or 1-800-FIGHT-MS (344-4867).

WHERE DOES THE MONEY GO?

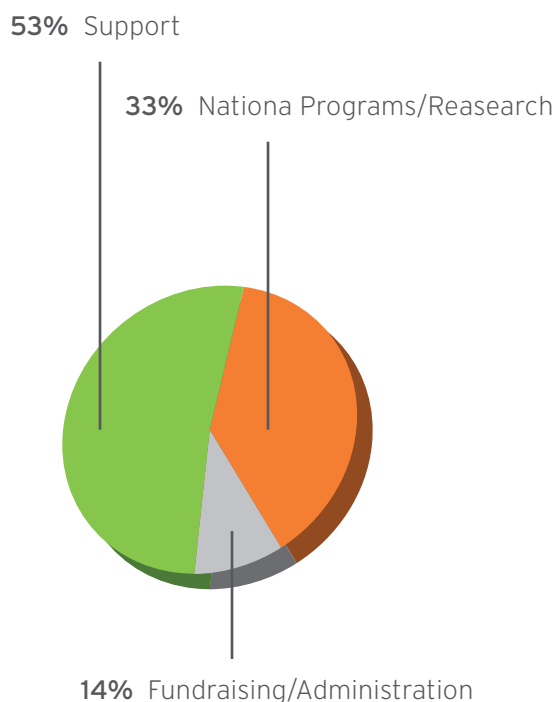
I VOLUNTEER BECAUSE, AS THE HUSBAND OF A PERSON LIVING WITH MS, I READ ABOUT MS AND WATCH THE PROGRESS OF RESEARCH, AND I CAN SEE WHERE THE MONEY I RAISE IS ACTUALLY GOING. IT'S ALMOST INSTANT REWARD. – Don

It was a tremendous first year as the Utah-Southern Idaho Chapter with countless hours spent doing outreach and education to support the 6,600 living with MS who use our Chapter services. Below are just a few highlights from the past year, for more details, download our Annual Report.

- Engaged 936 volunteers who served 10,148 hours!
- 73 families benefitted from Financial Assistance and Support Programs and 12 students received college scholarships
- 188 health care professionals attended educational programs provided by our Chapter
- Implemented 4 new support groups (Provo, Centerville, Salt Lake and Twin Falls)
- Two Utah clinics designated as clinics for comprehensive MS care - the University of Utah's Department of Neurosciences and Rocky Mountain MS Clinic. This rigorous and prestigious designation has only been awarded to 40 clinics in 19 states.
- Nationwide, the Society is investing \$42.6 million on the most promising MS research projects around the world including projects right here in Utah:
- University of Utah is receiving funds to support a MS Clinical Fellow
- University of Utah has been designated as the Data Coordinating and Analysis Center for the Society's Network of Pediatric MS Centers.

CHAPTER FINANCIAL INFORMATION

Pie chart- 53% went to support people impacted by MS, 33% spent on national programs and cutting edge research, 14% used to cover fundraising and admin.



MOVING TOGETHER: THREE SIMPLE STEPS TO STARTING A TEAM

YOU AND YOUR TEAM ARE COMMITTED TO A WORLD FREE OF MS. WE'RE COMMITTED TO YOU AND THE SUCCESS OF YOUR TEAM.

RECRUITING

Team members can be anybody – friends, family, coworkers, or neighbors – and they can all easily register as walkers online at walkMS.org. Whether you're a corporate team or a team of family and friends, just be sure to ask everyone you know.

RAISING MONEY

Fundraising comes more naturally when you make it personal. If your team is walking for someone with MS, ask them if they would be willing to tell their story. Be sure to follow that with a statement about how much progress we've made in treating the disease.

Don't forget to ask everyone who sponsors you if their employer offers matching gifts!

HAVE FUN

Being a team captain is an opportunity to share a great experience with friends and family members, or coworkers – a community coming together for a common goal and the accomplishment of a unique personal challenge! As a leader, it's up to you to remind your teammates of why they registered. Walk MS can be more than a fundraising event – it can be a joyous celebration of how far we've come together!

RAISING MONEY HAS NEVER BEEN EASIER!

SIMPLE STEPS TO ONLINE SUCCESS

SET UP YOUR TEAM PAGE

Your team page is your invitation to the world to get involved. By setting up a team page, you are setting up your team for success. Here are a few hints to help make your page one to remember:

- **Make it personal** – Put in a picture of you or your team. Write the story of your team and how you are moving together toward a world free of MS. While there is sample text available, nothing is more compelling than your own words.
- **Provide links to your team page** – Keep your page current to generate interest. Give updates on how close you are to your fundraising goal.
- **Create your team page URL shortcut** – By doing this you will be able to easily direct people directly to your team page. Put a link to your fundraising page in the signature of your e-mail.

RECRUIT MEMBERS ONLINE

No need to collect paper or spend hours on the phone. Your team members can quickly and easily register themselves online. Have people join your team from your team page, or use the participant center tools to send a team registration link via e-mail. You can also download your Outlook contact list into the tool. (This tool also can help you to track when e-mails have been opened by a recipient.)

FUNDRAISE ONLINE

Now for the fun part! After you send your personalized e-mail to all your friends, family and colleagues, you can watch your up-to-the-minute fundraising tracker. Our online tools make it simple for your supporters to donate online to keep you moving toward your fundraising goals.

ENCOURAGE TEAM MEMBERS TO USE THEIR ONLINE PERSONAL PAGES

Once you see what the tools can do for you, encourage your team members to see what the tools can do for them. Make it fun by giving incentives to your team members to fundraise online – a pair of movie tickets to the team member that raises the most in a week, or a gift card to every team member who gets at least five gifts online. Be creative and ensure that your team not only reaches their goals, but has fun along the way.

SOCIAL NETWORKING

Create a Facebook fanpage for your team. You can also post tweets on Twitter for your group and videos on YouTube.



TEN GREAT THINGS ABOUT OUR ONLINE TEAM TOOLS

1. Post your team pictures online
2. Interact with your social network
3. Set up a simple URL for your team page
4. Set a fundraising goal that everyone can see and support
5. Download your team roster
6. E-mail your entire team at once
7. Track your team members' fundraising progress
8. See your real time team fundraising total
9. Track and thank people for team gifts
10. Easily update your page and photo

GOAL SETTING: WHO HAS THE MOST TEAM SPIRIT?

ESTABLISHING A GOAL IS AN EASY WAY TO MAINTAIN MOTIVATION AS WELL AS GIVE YOU AND YOUR TEAM A BENCHMARK FOR SUCCESS. WE ENCOURAGE TEAM CAPTAINS TO SET GOALS FOR THEMSELVES AND THEIR TEAMS.

KEEP THESE TIPS IN MIND:

- **Goals should be realistic, but significant** – If it requires hard work to attain, it will be a source of more pride for your team.
- **Set a goal with input from the team** – Having them believe in the goal from the start will make your job as team captain that much easier.
- **Set both personal and team fundraising goals** – Lead by example. Share your personal fundraising goal with your team.
- **Set a goal for team size as well as collective fundraising** – Recruiting more team members can mean more substantial fundraising!
- **Share your goal!** Use e-mail, team pages, and even internal company intranets and newsletters to communicate goals – and how close your team is to attaining them.
- If you are part of a large corporate team, have departments set their own goals to create some fun internal competition.

If you would like more suggestions and guidelines for goal setting, or would like to request goal setting worksheets, please contact utahevents@nmss.org or idahoevents@nmss.org or call **800.344.4867**.



COME WALK WITH US

SHARE IN THE WALK MS EXPERIENCE!

Walk MS is our rallying point! It's a time and a place for us to stand together and to be together - to help raise critical funds that support cutting edge research, drive change through advocacy, facilitate professional education and provide programs and services to help people with MS move their lives forward.



TOP WALK MS: 2011 TEAMS

THE NATIONAL MULTIPLE SCLEROSIS SOCIETY WOULD NOT BE ABLE TO FUND CUTTING-EDGE RESEARCH, PROVIDE SERVICES, HOST PROGRAMS, OR EDUCATE HEALTH CARE PROFESSIONALS AND THE PUBLIC IF IT WERE NOT FOR THE EXTRAORDINARY FUNDRAISING EFFORTS OF THOSE WHO SUPPORT WALK MS. ONCE AGAIN, WE'D LIKE TO THANK THE TOP TEAMS OF 2011.

WALK MS: 2011 TOP FUNDRAISING TEAMS:

Walk MS Idaho

1. CBH Walkstars, Michelle Jacobi, \$5,573
2. Team Dance, Sarah Dance, \$4,150
3. Gordy's Dream Team, Gordy Myre, \$4,050
4. Icon Dollar Dolls and Dudes, Linda Slupe, \$3,586
5. Walk 4 Life, Laurie Smith, \$3,050
6. Lisa's Walkers, Lisa Owens, \$2,620
7. Laura's Lifesavers, Laura King, \$2,570
8. The 5-H Club, Susan Schroer, \$2,370
9. Team Ferries, Ginger Ferries, \$2,331
10. Broncos for a Cure, Nacole Ode, \$2210

Walk MS Utah

1. Team S&M, Greg Eades, \$20,231
2. Cyprus, Camille Tripp, \$12,740
3. VMS Against MS, Kathy Camomile, \$9,000
4. Gallery MAR, Maren Mullin, \$6,385
5. Team RAMS, Dave Stephenson, \$6,210
6. The Little Champs, Amie Schaeffer, \$6,085
7. Bob's Army, Robert Welker, \$5,337
8. The Lucky 13's, Jessica Bowers, \$4,441
9. Team Help Momma, Bobbie Trujillo, \$4,109
10. Steps To A Cure, Heath Wilkinson, \$3,835

FUNDRAISING IDEAS NOTEPAD

LISTED BELOW ARE SOME IDEAS FROM OTHER TEAM CAPTAINS,
ADD YOUR OWN – AND SHARE THEM WITH OTHER TEAM CAPTAINS!

FUNDRAISING IDEAS:

- **Offer to do something unusual** – (i.e., shave your head, sing karaoke in a costume of the team's choice, etc.) if your team reaches or exceeds its fundraising goal.
- **Set up a drawing for the team** – with each \$50 raised netting you another chance to win a prize (For friends: A special home-cooked meal for the winner and their family; For employees: A day off.)
- **For company teams, reward the top fundraiser with lunch with the president** – or give the person who recruits the most additional team members a reserved parking spot for a month.
- **If you work somewhere with lots of foot traffic, ask about Walk MS pin-up sales** – an easy way to quickly raise money for your team.
- **Encourage everyone to “brown bag” it one day at work** – instead of going out for lunch, ask them contribute \$5 to your Walk MS team.
- **Hold your own silent auction** – with food and entertainment.
- **Ask your favorite restaurant or bar to donate a percentage of one evening's income to your team** – possibly in return for sponsor privileges.
- **Fundraise with Facebook** – through the Boundless Fundraising tool available on your personal page.
- **Be sure to ask everyone you know!**
- **Donate to Yourself!**



TEAM AWARDS & WALK PRIZES

A LITTLE FRIENDLY COMPETITION AMONG TEAMS CAN BUILD CAMARADERIE AND INCREASE RESULTS. THE DIFFERENCE TEAMS MAKE IN THE LIVES OF PEOPLE LIVING WITH MS IS NOTHING SHORT OF AMAZING.

So who has the most team spirit? Who has the biggest team? And, most importantly, who will make the biggest impact to create a world free of MS? Here are the top team titles << and prize incentives >> up for grabs at Walk MS.

UTAH-SOUTHERN IDAHO CHAPTER HONORS AND PRIZES

■ 2011 Best T-shirt Contest winners:

Team Hummingbirds, Boise
Magic Valley Crazy Bunch, Twin Falls

Team Beaver, Idaho Falls
Team VMS Against MS, Utah

■ 2011 Largest Team: Gordy's Dream Team Boise, ID and Team Pants, Utah

■ 2012 Walk Prize Levels:

\$125: Walk MS T-Shirt

\$250: Walk MS Acrylic Tumbler

\$500: Walk MS long sleeve t-shirt

\$1000: Elite Feet Member! Personalized bib, special breakfast, route recognition and VIP Check-In

BECOME AN ELITE FEET MEMBER:

It takes a certain amount of something special to become one of our top fundraisers, known as the Elite Feet. The Elite Feet Program is how we recognize and say a very special thanks to our top fundraisers who have raised \$1,000 or more! On the day of the event an Elite Feet member will have a quick and easy VIP Check-In along with special breakfast food. Walkers who raised \$1,000+ at the 2011 Walk will receive a personalized bib displaying your fundraising ranking from 2011. Elite Feet members help lead the way to a world free of MS. If you see someone wearing the bib, stop and thank them for their amazing efforts!

MEET THE TEAM

GET TO KNOW YOUR UTAH-SOUTHERN IDAHO WALK MS STAFF:

Becky Lyttle - Vice President, Community Development

Tara Bradshaw - Senior Logistics Manager

Shelly Parker - Development Manager

Juliann Fritz - Communications and Brand Manager

Courtney Frost - Development Coordinator
Walk Point of Contact for Idaho: **Courtney.Frost@nmss.org**

Karen Tapahe - Development Specialist
Walk Point of Contact for Utah: **Karen.Tapahe@nmss.org**

Stephanie Rokich - Volunteer Coordinator

