



walk to
create a world
free of MS

WALK MS: 2014 PARTICIPANT & TEAM CAPTAIN GUIDE

BE INSPIRED. GET CONNECTED. WALK MS.

www.walkmsutahidaho.org or 1.800.344.4867





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WELCOME TO WALK MS: 2014

AS A WALK MS PARTICIPANT OR TEAM CAPTAIN, YOU ARE JOINING HUNDREDS OF THOUSANDS OF PEOPLE ACROSS THE COUNTRY

It is an experience like no other. This guide will provide some great tips for fundraising, help you stay motivated, and get your team organized.

Walk with Us – Walk MS: 2014

March 22, 2014 - 8 a.m.

Walk MS Southern Utah presented by Questar
Saint George, UT - Tonaquint Park

April 19, 2014 - 8 a.m.

Walk MS Boise presented by CBH Homes
Boise, ID - Julia Davis Park

April 26, 2014 - 8 a.m.

Walk MS Salt Lake City presented by Questar
Salt Lake City, UT - Gateway Mall

September 13, 2014 - 8 a.m.

Walk MS Northern Utah presented by Questar
Ogden, UT - Ogden Botanical Garden

September 20, 2014

Walk MS Twin Falls presented by CBH Homes
Twin Falls, ID - Buzz Langdon Visitor Center
8 a.m.

Walk MS Idaho Falls presented by CBH Homes
Idaho Falls, ID - Snake River Landing
8 a.m.

Walk MS Wood River presented by CBH Homes
Ketchum, ID - Ketchum Forest Service Park
10 a.m.

For more information, visit walkMSUtah.org or walkMSIdaho.org or call 800.344.4867, option 2.



A WORLD FREE OF MULTIPLE SCLEROSIS

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 2.1 million people worldwide.

ABOUT THE NATIONAL MS SOCIETY

MS stops people from moving. The National Multiple Sclerosis 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 2011 alone, the Society devoted \$164 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 \$40 million to support more than 325 new and ongoing research projects around the world. The Society is dedicated to achieving a world free of MS. Join the movement at nationalMSSociety.org.

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 healthcare professional and contacting the National MS Society at nationalMSSociety.org or 1-800- 1-800-344-4867.

WHERE DOES THE MONEY GO?

UTAH-SOUTHERN IDAHO CHAPTER PROGRAM & RESEARCH HIGHLIGHTS

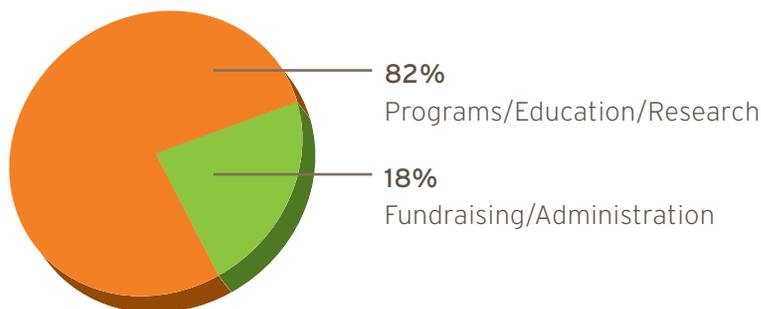
The National MS Society is dedicated to creating a world free of MS. Last year, countless hours were spent supporting the mission - to fund critical research to stop MS, restore what's been lost and find a way to end MS and to support everyone impact by MS with local programs and services. Below are just a few proud highlights from 2013. For more details, please download the Chapter's Annual Report.

CHAPTER PROGRAM AND RESEARCH HIGHLIGHTS

- o Donated almost \$500,000 to research with our new NOW Research Campaign (No Opportunity Wasted)
- o Provided 71 families with Financial Assistance and 35 people with Self-Improvement Grants - MS is a very expensive disease
- o Supported the Pediatric Centers for MS with an increase in funding this year
- o Awarded college scholarships to 11 graduating seniors who either have MS, or whose parents have MS
- o Hosted 6 Walk MS events, and 1 Bike MS events to raise MS awareness, connect people with MS, and raise critical funds needed to find a cure. These events reached more than 15,000 people!
- o Provided outreach and education on multiple sclerosis to more than 200 health care professionals with our Chapter's area
- o Utilized over 10,000 volunteer hours to maximize our resources
- o Hosted innovative educational programs and supported 12 support and connections groups
- o And, accomplished all this throughout a chapter territory of 140,000 square miles!

CHAPTER FINANCIAL INFORMATION

We are proud to say that 82 cents of every dollar raised goes right back into programs, services and research for treatments and to find a cure. We are also proud to be putting your fundraising dollars to good use and making a difference in the lives of people affected by MS!



WHY WE PARTICIPATE IN WALK MS

“The most fun part of the event is being surrounded by my friends and family. Being able to see and feel their support.”

“The walk is a celebration for me every year. I celebrate what I can do physically but also for the community as a whole. I look forward to spending time with friends and family on this day and seeing my other friends with MS.”

“It is all about being with my friends, family and supporting a great cause. It is a chance for us to get together and do good as a family.”

“I just love being there and seeing all the love and support from everyone! It’s a good feeling to see that people really do care, and that with their help, we will find a cure!”

JOIN THE MOVEMENT® & TEAM UP

Nearly 75 percent of Walk MS participants are part of a team.

WHY FORM A TEAM?

Because joining the movement is more fun with others around! Plus, you can earn some really great prizes, including a tent for your team at the event.

FORMING A TEAM IS EASY

Designate a team captain, make up a fun team name, and when you register online for Walk MS, choose the option to “create a new team.” Already registered, but want to start a team? Contact Megan at **208-336-0555** or email her at megan.nettleton@nmss.org



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 www.walkMSutahidaho.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!

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 team table in the walk MS Team Village. In addition to serving as a gathering place for your team, you can show off your team spirit and personality by decorating the table and displaying your Walk MS story (why you walk). Having a table in the Team Village shows your team's commitment to the Walk MS mission to create a world free of MS.

HOW DOES YOUR TEAM EARN A TABLE?

- o Walk MS 2013 teams that raised \$2,000 or more in 2013 and Walk MS 2014 teams that raise \$2,000 or more by two weeks before the event will have a table waiting for them in the Team Village!
- o Teams that raise \$5,000 - In addition to the table, we will provide your team with refreshments!
- o Teams that raise \$7,500 - In addition to the table and refreshments, you will have a host/hostess dedicated to your team the morning of the Walk and we will provide you with a team sign.



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:

- o **Goals should be realistic, but significant** – If it requires hard work to attain, it will be a source of more pride for your team.
- o **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.
- o **Set both personal and team fundraising goals** – Lead by example. Share your personal fundraising goal with your team.
- o **Set a goal for team size as well as collective fundraising** – Recruiting more team members can mean more substantial fundraising!
- o **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.
- o **100% Fundraising** – Make it YOUR GOAL to have every single team member an active fundraiser either by them making a self-donation or asking others to donate to them.
- o If you are part of a large corporate team, have departments set their own goals to create some fun internal competition.

Insert at the end of the page: If you would like more suggestions and guidelines for goal setting, or would like to request goal setting worksheets, please contact Megan at megan.nettleton@nmss.org.

WALK MS FUNDRAISING CLUBS

Get moving and you can join a prestigious Walk MS club. The pride you will feel, knowing what a difference your efforts make in the lives of people with MS, will amaze you. The more money you raise, the more perks you receive!

ELITE FEET

The Elite Feet Program is how we recognize and say a very special thanks to our top individual fundraisers who have raised \$1,000 or more! Perks: Special treat, VIP parking and check-in at the event (2013 & 2014 members), personalized Walk MS bib, and sign with name and chapter ranking (2013 members only).



EXTRA MILERS

The Extra Milers are the top three individual fundraisers for each walk location. In addition to being recognized on our website, each Extra Miler will receive a special custom prize at the end of the year.



TEAM 100%

Teams with at least four members where every member of the team raises \$5 or more in fundraising are part of our TEAM 100% Club. All teams achieving TEAM 100% status by two weeks before Walk MS will be listed on a sign and recognized at the event.



MISSION FIRST

Participants who elect to donate their Walk MS prizes back to the Utah-Southern Idaho Chapter not only reduce the overall expense of the event, they demonstrate to others that the mission comes first. These amazing people will be recognized on our website.



Details on all our fundraising clubs can be found in the fundraising section of our Walk MS website: walkMSidaho.org or walkMSutah.org

WALK MS AWARDS UTAH-SOUTHERN IDAHO CHAPTER

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 up for grabs at Walk MS.

- o Largest Team - Awarded to the team with the highest number of registered team members by the day of the event
- o Best Team T-Shirt
- o Spirit Stick Award - Awarded to the team displaying the best Walk MS spirit at the event
- o Top Individual Fundraiser
- o Top Fundraising Team (by division) Division 1: 50+ registered team members, Division 2: 21-49 registered team members, Division 3: 10-20 registered team members, Division 4: 4-10 registered team members, Rookie : New Walk MS team for 2014
- o Step it Up Award - Awarded to the team that shows the most improvement in team fundraising from the previous year.

PRIZES UTAH-SOUTHERN IDAHO CHAPTER

As a heartfelt thank you for your hard work and fundraising efforts, you will be eligible for the following incentives which are based on individual fundraising totals. All prize levels of \$125 or more include the official 2013 Walk MS t-shirt.

YOU RAISE	YOU EARN	YOUR DONATION HELPS TO UNDERWRITE THESE SERVICES
\$125 - \$249	Official 2014 MS tshirt	Personal care items for a person with MS
\$250 - \$499	The \$250 and up level prizes can be redeemed through our Prize Fulfillment Center and will be mailed after the fundraising deadline. At this time, you will receive a code based on fundraising level reached that you can then redeem online for your prize. Access to this website and prize details will be available soon!	4-7 hours of emotional counseling for a person with MS
\$500 - \$999	Refer to description above.	20-35 hours of in-home care a person with MS
\$1,000+	VIP treat, special recognition at the walk, PLUS all the above mentioned prizes. This fundraising level means you become one of our Elite Feet Members! Those who earned Elite Fee status in 2012 will receive a personalized walk bib at this year's event!	Education seminar for 50 people newly-diagnosed with MS
\$10,000+	Any individual who raises \$10,000 or more will have a scholarship named in their honor and will be personally invited to present their scholarship to the recipient during a special Scholarship Reception in May, PLUS all the above mentioned prizes.	2-4 motorized wheelchairs to help those with MS who are uninsured
TOP 3 Fundraisers from each Walk site	Extra Milers!	Fund research project on never damage, repair

TOP WALK MS: 2013 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 2013.

WALK MS UTAH: 2013 TEAMS

We Walk the Walk	\$8,256
VMS Against MS	\$6,174
Healthy today, happy always	\$4,735
Gallery MAR	\$4,200
The Little Champs	\$3,965
Cyprus Walk Team	\$3,900
The K Team	\$3,960
Craig's Crew	\$3,678
Team Boies	\$3,655
Team Rock	\$3,588
Heidi's Heroes	\$3,436
Modern Superheroes	\$3,337
Western Neurological Associates	\$3,315
Soul Fuel	\$2,975
In Memory of "Spokes"	\$2,699
Fighting MonSter	\$2,659

WALK MS IDAHO: 2013 TEAMS

Gordy's Dream Team	\$6,432
MS Superhero	\$6,052
Team Dance	\$5,657
Bed Race Walkers	\$5,103
Icon Dollar Dolls and Dudes	\$5,101
Ferguson Fancy Feet	\$5,100
Corks 4 A Cure	\$4,579
Christina's Crew	\$4,287
J-Walkers	\$4,190
Margery's Superstars	\$4,090
Opening a can of Whoop A\$\$ on MS!	\$3,965
KBOI 2 Walkers	\$3,740
TNT	\$3,445
Heather's our Hero	\$3,136
MS SALLY	\$3,125
Team XXVII	\$2,881

CONGRATULATIONS TO OUR TOP FUNDRAISERS IN 2013

UTAH 2013 ELITE FEET

Sharon Kerkman	\$3,175
Kylie Mortenson	\$3,050
Sarah Cowley	\$2,765
Kelly Starkey	\$2,470
Zack Clark	\$2,200
Ann Donahue	\$1,943
Katie Moeller	\$1,675
Denise Hadley	\$1,650
Krista Anderson	\$1,581
Kathy Camomile	\$1,571
Tonia Davis	\$1,430
Abram Jones	\$1,375
Gina Anderson	\$1,325
Amy Peterson	\$1,295
Amy Mayberry	\$1,284
Cori Owens	\$1,205
Tara Hoppie	\$1,203
Diana Bateman	\$1,198
Mandi McKee	\$1,165
Amanda Graham	\$1,100
Stormy Simon	\$1,100
Heidi Taylor	\$1,090
Jackie Facer-Hobbs	\$1,090
Mandy Biehn	\$1,085
Joy Facer	\$1,070
Piper Wild	\$1,065
Shirley Angel	\$1,065
Amie Clark	\$1,064
Cara Wiegand	\$1,060
Stephan Schaeffer	\$1,050
Patrick Dimoh	\$1,045
Grace Drouin	\$1,030
Sonia Kunz	\$1,004
Rebecca Newman	\$1,000
Stacey Barney	\$1,000

IDAHO 2013 ELITE FEET

Nancy Ferries	\$7,950
Sarah Klevmoen	\$5,391
Gordon Myre	\$4,963
Ashley Ferguson	\$4,332
Linda Slupe	\$3,520
Margery Friedlander	\$3,280
Sally Davis	\$3,125
Jacob Pecora	\$3,055
Tammy Lynard	\$2,920
Christina Babin	\$2,902
Sarah Dance	\$2,780
Chris Nettleton	\$2,705
Maryanne Beede	\$2,595
John Fisher	\$2,535
Judy Fisher	\$2,505
Laura King	\$2,335
Susan Miller	\$1,879
Warren Daniel	\$1,874
Christopher Zahn	\$1,860
Donna Cain	\$1,838
Angela Wilde	\$1,698
Sandy Nelson	\$1,600
Morgan Lueder	\$1,555
Scott Jeide	\$1,545
Brandon Blackham	\$1,325
Ali Hayden	\$1,200
Keri Hawker	\$1,175
Jim Smutny	\$1,155
Nacole Ode	\$1,090
Kaylee Pearson	\$1,080
Matt Speck	\$1,035
Machelle Beede	\$1,010
Christy Brehm	\$1,000
Nichole Bell-Johnson	\$1,000

ONLINE TOOLS: MAKING FUNDRAISING FAST & SIMPLE

Everyone who registers for Walk MS gets a participant center, the online hub for managing online fundraising.

HOW IT WORKS

From the Participant Center, you can edit your Personal Page, e-mail donors, manage your campaign and, for team captains, follow your team's progress. To get to your Participant Center, log in to your Walk MS event, login to your account with your username and password and click on Participant Center where you will be prompted to:

1. **Update your Personal Page** – It's easy to change the layout, story and upload pictures to your Personal Page. Make it about YOU, and your friends and family will make generous donations! You can even keep a blog on your Personal Page.
2. **Manage your Team** – Email the entire team at once, track their progress, set your team goal so everyone can see and support it, download your team roster, encourage team members to use their online personal page and create incentives for them to fundraise online. Contact a Walk MS specialist if you need your roster from last year's Walk MS event.
3. **Send e-mails to friends and family asking for their support** – You can easily import contacts into your Address Book from other e-mail applications such as Microsoft Outlook, AOL or Yahoo! Or add them manually. In just a few clicks select and send an appeal for support or a thank-you. Use a pre-written e-mail or write your own. Note: E-mail sent from within your Participant Center will not get through to those people who have opted out of email from the National MS Society. You can always copy the content of the sample e-mail provided and paste it into an e-mail from your regular personal e-mail account.
4. **Fundraise online** –
 - o Track your individual, ongoing fundraising progress.
 - o Update your fundraising goal.
 - o View reports on your team members' contributions.
 - o Send follow-up messages and thank-you e-mails to your supporters.
5. **Boundless Fundraising & Social Networking** – Fundraise with Facebook through the new boundless fundraising tool available on your personal page. Create a Facebook fanpage for your team. You can also post tweets on Twitter for your group and videos on YouTube. Also, make sure to sign up for our Text for Info service! Just text walkms to 53535 and receive free event and contest updates via your cell phone. It is a free service and you can stop at any time (standard text messaging rates apply)



FUNDRAISING TIPS & IDEAS

Be creative! Be fun! Be enthusiastic...You are making a difference!

GETTING STARTED

Here are a few ideas to get you started, but remember, there are hundreds of ways to raise money:

- o **Set up your personal web page and fundraise online** – It is free, easy and pays off. Online fundraisers raise double the money.
- o **Set a goal** – Make it lofty but attainable and then contribute yourself. This will help motivate your teammates and people who donate to you.
- o Download receipts, sample letters and find great fundraising tips online. Visit www.walkMSutahidaho.org, click on Walk MS and then on the event details page.

Remember: No one can say yes unless you ask!

SOCIAL MEDIA

Using social media to fundraise, grow a team and to increase awareness.

FACEBOOK

[facebook.com](https://www.facebook.com)

Facebook is the most popular social network in the world, helping people connect and communicate with people they know, and encouraging easy sharing of important news, events and pictures. Share the word about your upcoming Walk faster and easier than ever before!

LINKEDIN

[LinkedIn.com](https://www.linkedin.com)

This place for professionals has the potential to expose your team to folks who are capable of making donations. LinkedIn Groups can help you to connect with others of similar passions and interests who could potentially create or join a team.

TWITTER

[twitter.com](https://www.twitter.com)

Twitter is one of the fastest growing social networks. It is a micro-blogging platform that allows you to send a 140-character (or less) about anything you want to anyone “following” you. Tweet about your Walk and team often!

YOUTUBE

[YouTube.com](https://www.YouTube.com)

YouTube brings your cause to life by giving friends, family and fans a place to view footage of events, inspirational videos and slideshows. Share your Walk experiences and invite others to join you or support you with a donation.

YOUR PERSONAL FUNDRAISING WEB PAGE

Create and customize your personal fundraising webpage after you register for a Walk event. You can accept donations online, send “thank you” emails, share your progress and, invite your friends to join your cause. The Society makes it quick and easy to get started with a simple login.

Keep in touch with us for the latest news, fundraising tips, contests, and more. Our Walk MS social media pages are also a great way to meet other participants, ask questions, share ideas, and promote your team’s fundraisers.



[Facebook.com/WalkMSUtahIdaho](https://www.facebook.com/WalkMSUtahIdaho)



[Twitter.com/WalkMSUtahIdaho](https://www.Twitter.com/WalkMSUtahIdaho)



[YouTube.com/CureMSUtahIdaho](https://www.YouTube.com/CureMSUtahIdaho)

COMMONLY ASKED QUESTIONS

HOW DO I GET HELP AND SET UP MY PARTICIPANT CENTER?

We at the National MS Society are here to help you reach your fundraising goals. Please give us a call and we will gladly help you with fundraising and recruitment ideas. In addition, we can set up your Participant Center so you can better raise funds online. Don't wait, call or email us at:

Call Megan at **208-336-0555**
or email idahoevents@nmss.org

WHAT DO I NEED TO BRING TO WALK MS?

Bring a completed and signed walker check-in envelope and contributions you've collected. Envelopes can be picked up at pre-event celebrations or mailed to you ahead of time by request.

HOW DO I TURN IN CONTRIBUTIONS?

We recommend turning in contributions right away. The faster you turn in your contributions, the faster the Society can begin putting those contributions to good work. Don't hold onto checks! Mail them in with a donation form (can be downloaded online). Use one donation form per mailing and send it to National MS Society, Utah-Southern Idaho Chapter, Attn: Walk MS, 1440 Foothill Dr Suite 200, Salt Lake City, UT 84108. Please do not mail cash. Allow up to 7-14 days for donations to be processed and show up in your fundraising total.

Online contributions are automatically credited to your account. On the day of the walk, include any remaining contributions and a completed donation form in an envelope and bring it with you the day of the walk. Prize redemption is only based on total individual contributions turned in on or before the fundraising deadline for your walk location.

WHAT IF THERE IS INCLEMENT WEATHER?

Like the effects of MS go on, so do we – rain, snow or shine. Please dress accordingly.

DO I NEED TO RAISE MONEY? ISN'T MY ATTENDANCE ENOUGH SUPPORT?

Walk MS is a fundraiser. While fundraising is not required to participate, it is strongly encouraged. Money raised supports people with MS and their families throughout Utah and Southern Idaho. With the money raised at Walk MS last year the Utah-Southern Idaho Chapter was able to fund MS research and provide numerous programs and services for those affected by MS locally.

HOW WILL THE MS SOCIETY KNOW HOW MUCH I HAVE IN ONLINE CONTRIBUTIONS?

Online contributions are automatically are credited to your account. However, we will not have access to that information on the day of the event, so make sure to check your online total before the event and include the total on your walker check-in envelope.

WHEN WILL I RECEIVE MY PRIZE(S)?

The official Walk MS t-shirt will be available at the event. We try to order correct sizes. However, if your size is unavailable, volunteers will take your information, and we will make our best effort to mail the correct size after the event if inventory is available. The \$250+ level prizes can be redeemed through our Prize Fulfillment Center and will be mailed after the fundraising deadline. At this time, you will receive a code based on fundraising level reached that you can then redeem online for your prize. Access to this website and prize details will be available soon! You can also choose to donate your prize(s) back and become a member of our Mission First Club.

All fundraising prizes are based on individual fundraising efforts only and each individual can only earn one of each prize listed. (For example, if you raise \$250 you will receive one Walk MS t-shirt and one prize from the fulfillment center. You can't get two Walk MS t-shirts instead.) If you need help with distributing fundraising within your team in order to earn prizes, contact a Walk Specialist.

WHAT IF I CANNOT FINISH THE ENTIRE ROUTE?

There will be transportation along the route to bring participants back to the start/finish site. Some Walk MS locations also provide shorter route options. If you aren't able to walk the route, feel free to join us at the finish line to cheer people on.

WALK TO CREATE A WORLD FREE OF MS

www.walkMSutahidaho.org or 1.800.344.4867

