

WALK TO CREATE A WORLD FREE OF MS



COLUMBIA WALK 2013

walk

WALK MS: APRIL 2014



TEAM
CAPTAIN
GUIDE

Maryland
Walk 2014

walkMSmaryland.org • 1-800-FIGHT-MS



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

Salisbury

Date: Saturday, April 5, 2014
 Location: Salisbury Zoo
 Address: 755 South Park Dr., Salisbury, MD 21802

Columbia

Date: Saturday, April 26, 2014
 Location: Howard Community College
 Address: 10901 Little Patuxent Pkwy., Columbia, MD 21044

Annapolis

Date: Sunday, April 6, 2014
 Location: Navy Marine Corps Stadium
 Address: 500 Taylor Ave., Annapolis, MD 21401

Hagerstown

Date: Saturday, April 26, 2014
 Location: Antietam National Battlefield
 Address: Philadelphia Brigade Monument, Hagerstown, MD 21782

Aberdeen

Date: Sunday, April 6, 2014
 Location: Ripken Stadium
 Address: 873 Long Dr., Aberdeen, MD 21001

Baltimore City

Date: Sunday, April 27, 2014
 Location: Power Plant Live!
 Address: 34 Market Pl., Baltimore, MD 21202

Frederick

Date: Saturday, April 12, 2014
 Location: Harry Grove Stadium
 Address: 21 Stadium Dr., Frederick, MD 21703

Westminster

Date: Sunday, April 27, 2014
 Location: Carroll Community College
 Address: 1601 Washington Rd., Westminster, MD 21157

Cumberland

Date: Saturday, April 12, 2014
 Location: Western Maryland Railway Station
 Address: 13 Canal St., Cumberland, MD 21502

Ocean City

Date: Saturday, May 10, 2014
 Location: Hugh T. Cropper Inlet Parking Lot
 Address: 809 South Atlantic Ave., Ocean City, MD 21842

Towson

Date: Sunday, April 13, 2014
 Location: Goucher College
 Address: 1021 Dulaney Valley Rd., Baltimore, MD 21204

TABLE OF CONTENTS

Walk MS: 2014 Dates and Locations	2
Team Captain Duties	3
Benefits of Being on a Team.....	3
Recruit Your Team	4
Fundraising.....	5
Fundraising With Technology	6
Using Your Participant Center	7
Social Media.....	8
Motivate Your Team.....	9
Team Rewards	10
Top Walk MS 2013 Teams	11
Frequently Asked Questions.....	12
MS Information	13
Chapter Information.....	13
Volunteer Opportunities.....	13
Donation Distribution Form.....	14

For more information, visit walkMSmaryland.org or contact us at 1-800-FIGHT-MS.



TEAM CAPTAIN DUTIES

Your role will be to serve as a leader to your members. Throughout the season, the Walk MS staff will contact you regarding important information, recruitment and fundraising challenges, prizes, rewards and day-of details. As a team captain and friend, your team members will be more likely to read information that comes from you and it is important that all participants receive the most current and up-to-date information.

Of all Walk MS participants, 84% are part of a team. Enhance your Walk MS experience by sharing it with your friends, family and co-workers. We know that leading a team may seem like a difficult challenge, but this guide provides useful information and helpful tips that will equip you to be a great team captain!

BENEFITS OF BEING ON A TEAM

Team participation creates great community visibility for a company or organization and provides participants a healthy, community-conscious and fun social outing.

Benefits:

- Team website
- Opportunity to participate in team contests
- Team photo at Walk MS
- Eligibility for Top Fundraising Team rewards based on fundraising success

Important things to remember:

- All team members must register individually
- Each team member is encouraged to raise \$100 to earn an official Walk MS t-shirt

\$100 HELPS PAY FOR A PHYSICAL THERAPY SESSION TO MANAGE MS SYMPTOMS BY ENHANCING STRENGTH AND MOBILITY

RECRUIT YOUR TEAM

BEGIN WITH PEOPLE YOU KNOW

Spread the word to friends, family and co-workers and encourage them to join you! There is no limit to the number of team members one team can include; the more, the merrier. If you are a returning team captain, start with your team roster from last year, which can be provided to you by the Walk MS staff. Encourage team members to recruit at least one family member, friend or colleague to grow your team!

HOST A RECRUITMENT EVENT

This can be a happy hour or an informal lunch in your office. Ask your team members to invite family, friends and co-workers. Walk MS brochures, posters and Team cards can be used at your office or businesses to spread the word about Walk MS and your team.

GET YOUR COMPANY TO ENDORSE YOUR TEAM

Ask your company to support your team. You can spread the word by highlighting your team in the company newsletter or by posting Walk MS materials around the office. Encourage colleagues to get their friends and family involved as well. To find out more about matching gifts, go to page 5.

NEED RECRUITMENT MATERIALS? CONTACT THE WALK MS STAFF TO ORDER SUPPLIES SUCH AS POSTERS, BROCHURES AND "JOIN MY TEAM" CARDS



FUNDRAISING



SET YOUR FUNDRAISING GOAL

Communicate your goal with your team often so that everyone is aware of your progress and important information regarding fundraising challenges, deadlines and prize information. Remind team members that if they raise a minimum of \$100 they will receive a Walk MS t-shirt. Use that as a starting point at which to set your fundraising goals.

ADD UP YOUR CENTS

Place an extra change jar at your home, office and local businesses for spare change. You'll be surprised at how quickly those extra cents add up!

FUNDRAISE WITH YOUR TEAM

Plan a team fundraising event to reach your goal! Host a happy hour, get together or dinner party for your team and guests. With a small charge to participate, you'll be able to fundraise while you socialize! You can also plan a raffle or silent auction by asking local businesses to donate items, gifts or gift certificates for you to raffle or auction. Some ideas are event tickets, movie tickets, hotel stays, gift certificates, dinner, artwork and jewelry. Don't be afraid to get creative! **Contact katie.amos@nmss.org for more ideas**, staff support and materials you can display at your event. In addition, you can submit the information about your event to us and we will add it to our fundraising events calendar, which is visible to all National MS Society members.

DON'T FORGET MATCHING GIFTS

To increase your team's fundraising dollars, contact your company's human resources department to find out about their matching gift policy. They will give you instructions on how to submit the matching gift. Be sure to remind your team members and donors about matching gifts as well. Visit this site to see if your company participates in the matching gifts program: www1.matchinggifts.com/nationalmssociety.

DO YOU HAVE WHAT IT TAKES TO BE AN ELITE FEET? RAISE A MINIMUM OF \$1,000 AND RECEIVE A MS-BRANDED LONG SLEEVE PULLOVER. TO SEE THE OTHER GREAT PERKS AND PRIZES YOU CAN RECEIVE, VISIT WALKMSMARYLAND.ORG

FUNDRAISING WITH TECHNOLOGY

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, log in to your account with your username and password and click on Participant Center where you will be prompted to:

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.

MANAGE YOUR TEAM

Email the entire team at once, track their progress, set your team's 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.

REQUEST DONATIONS THROUGH EMAIL

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.

FUNDRAISE ONLINE

- Track your individual, ongoing fundraising progress.
- Update your fundraising goal.
- View reports on your team members' contributions.
- Send follow-up messages and thank you e-mails to your supporters.

GET CONNECTED



Follow Walk MS on Facebook at facebook.com/WalkMSMaryland. Become a fan of our page to receive important event information, learn about fundraising contests and connect with other Walk MS participants.



Follow us on Twitter [@MS_Maryland](https://twitter.com/MS_Maryland) for up-to-date event information, training and fundraising tips! Favorite and retweet what you like, tweet us about your experiences and encourage your friends and family members to follow.

USING YOUR PARTICIPANT CENTER

Change your personal and team fundraising goal.

Customize your team page with personal messages and team photos. Customize a team page URL to pass on to other donors and team members.

The screenshot shows the 'TEAM PAGE' of a participant center. At the top, there are navigation tabs: HOME, EMAIL, PROGRESS, PERSONAL PAGE, and TEAM PAGE. Below the tabs is an 'Overview' section with a progress bar. The progress bar shows \$0.00 raised, a goal of \$150.00, 0% progress, and 218 days left. To the right of the progress bar are buttons for 'Send email' and 'Enter new gift'. Below the progress bar is a 'WELCOME TO YOUR PARTICIPANT CENTER' section for 'Walk MS: Columbia - Howard Community College'. It includes a thank you message and a list of instructions: 'Start using your Walk MS Participant Center!', 'Set your fundraising goal and track your fundraising progress', 'Customize your personal fundraising page', 'Recruit other walkers', and 'Send emails requesting donations'. There is also a section for 'You can also fundraise with Facebook'. On the right side, there are links for 'What to do next?' (You have not sent any messages. You should email your contacts.), 'Add contacts to Address Book', 'View your progress page', 'Work with Personal Page', 'Email Team', and 'View team roster'. At the bottom right, there is a 'Message from Your Team Captain' section with an 'Edit' link.

Keep track of your team members' fundraising

Install the Fundraise with Facebook application to allow your Facebook friends to donate to you through this app. Now available for all 11 Walk sites.

Enter a message that every team member will see when they log in to their Participant Center

SOCIAL MEDIA

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

FACEBOOK

facebook.com/WalkMSMaryland

Facebook is the most popular social network in the world, helping people connect and communicate with individuals 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!

TWITTER

twitter.com/MS_Maryland

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 to anyone who is "following" you. Tweet about your Walk and team often!

YOUTUBE

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 or support you with a donation.

YOUR PERSONAL FUNDRAISING WEB PAGE

walkMSmaryland.org

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.

If you are having trouble navigating social media, the website or Participant Center, please contact us at info@nmss-md.org or 443-641-1200. You can also visit the Fundraising Ideas section of the Walk MS website (walkMSmaryland.org) to download a Social Media guide and a Participant Center guide, which describes how to utilize all of its functions.



MOTIVATE YOUR TEAM

SHARE THE IMPORTANCE OF FUNDRAISING FOR THE NATIONAL MS SOCIETY

Let your team members and donors know how valuable their fundraising dollars are to people living with MS. Turn to page 13 for more information.

PROMOTE TEAM SPIRIT

Create team apparel, such as a team t-shirt, sweatshirt or hat, to distinguish your team on the day of Walk MS. Team apparel can also help spread the word about Walk MS and serve as a conversation starter during your everyday life.

CELEBRATE

Plan a way to celebrate your success when your team reaches its fundraising goal. Have a party or award a prize to each member of your team. You can reach out to various companies to get these items donated or even try winning Walk MS fundraising and recruitment challenges. You can then use those prizes as incentives.

SHARE YOUR TEAM'S STORY - WE WANT TO CELEBRATE OUR TEAMS' MILESTONES AND JOURNEYS. HAS YOUR TEAM PARTICIPATED IN WALK MS FOR 5, 10 OR 20 YEARS? HAS YOUR TEAM FUNDRAISED OVER \$10,000? SHARE YOUR STORY WITH US FOR A CHANCE TO BE FEATURED AS OUR TEAM OF THE WEEK ON OUR WEBSITE AND FACEBOOK PAGE. EMAIL YOUR STORY TO [KATIE.AMOS@NMSS.ORG](mailto:katie.amos@nmss.org).



TEAM REWARDS

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.

LARGEST TEAM

The team with the most amount of members at each Walk site will be recognized as the winner of the Largest Team.

TOP FUNDRAISING TEAM

The team who has fundraised the most amount of money out of all the teams at their Walk site will be recognized as the Top Fundraising Team.

ROOKIE TEAM

We are recognizing first-year teams who have gone above and beyond with their fundraising. In order to be chosen as a top Rookie Team, you must out-fundraise other first-year teams from your Walk site.

NEW! Team Incentive Levels:

In order to qualify and receive prizes day-of event teams must have all money turned in by **March 17**.

Team captains that qualify must pick up team members' bags and \$50 gift card at the event. One framed team photo will be mailed to the team captain by June 30.

Raise \$3,000+
Receive a framed team photo and team members receive MS-branded drawstring bags.

Raise \$5,000+
Receive a framed team photo, MS-branded drawstring bags, and a \$50 gift card for a team pizza party.

Raise 10,000+
Teams that raise \$10,000 or more receive all the benefits listed above, an announcement on the website and a VIP tent* at the event that includes a special team breakfast.

**10 x 10 tent includes one 8-foot table and five chairs*

BLITZ DAYS

Several times throughout the Walk MS campaign, there will be one-day fundraising blitzes when participants can earn a variety of prizes for the donations raised on that specific day. Online fundraising blitzes are random and prizes are only for donations received online during that 24-hour period. Become a fan of our Walk MS Facebook page and follow us on Twitter to receive advanced notice about blitz days.

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 and fundraisers of 2013*.

TOP WALK MS: 2013 TEAMS

1. Walking With Wendy - Wendy Bordewisch
2. Team Webb - Michelle Webb
3. Lindsay's Mid-Day Walkers - Cindy Reinbold
4. MSBusters - Tracey Seabolt
5. Lick MS - Eric Ward
6. Viking Quest - Stephanie Sasser
7. Miles Street Walkers - Carl Miles
8. Scott's Hope - Stephanie Boteler
9. Joansin' for a Cure - Timothy Purcell
10. Lige Lightning - Tricia Lige

TOP FUNDRAISERS IN 2013

1. Michelle Webb
2. Mark Likness
3. Wendy Bordewisch
4. Dennis Seabolt
5. Stephanie Boteler
6. Bill Gavin
7. Carl Miles
8. Mary Beth Houlihan
9. Patti Labbe
10. Norman Hardy

**as of September 17, 2013*



FREQUENTLY ASKED QUESTIONS

HOW MUCH SHOULD TEAM MEMBERS RAISE?

To receive an official Walk MS t-shirt, participants must raise a minimum of \$100. The money raised funds national research, chapter programs and public and professional education.

CAN MY TEAM HAND IN DONATIONS TOGETHER?

Each team member must register individually, however, teams can fundraise together and distribute the donations among team members using a Donation Distribution form. This form can be found at the end of this handbook or by visiting our website, walkMSmaryland.org. Also, if you prefer, the form can be sent to you by calling 443-641-1200.

HOW DO I ACCESS MY TEAM PHOTO?

All team photos will be taken the day-of the Walk and will be available on our website and Facebook by June 1.

WHERE DO I SEND DONATIONS?

Mail all Walk MS donations to the address below. Be sure to include your name and Walk MS site in the memo section of the check.

National MS Society, Maryland Chapter
ATTN: Walk MS
2219 York Rd., Suite 302
Timonium, MD 21093

WHO DO I MAKE CHECKS PAYABLE TO?

All checks can be made payable to the National MS Society, Maryland Chapter. Also remember to include your name and where the funds are to be credited to (i.e. team or individual). This will ensure donations are credited to the appropriate participant or team.

HOW DO I FIND OUT IF MY COMPANY PARTICIPATES IN THE MATCHING GIFT PROGRAM?

Please visit our website, www1.matchinggifts.com/nationalmssociety, to search for your company and see if they are a participant in the matching gifts program. If they are a participant, the forms you need to complete the process will be available through that search. For questions about the process, please contact katie.amos@nmss.org or 443-641-1209.



WHAT IS MULTIPLE SCLEROSIS?

Multiple sclerosis interrupts the flow of information between the brain and the body and it stops people from moving. Every hour in the United States someone is newly diagnosed with MS -- an unpredictable, often disabling disease of the central nervous system. 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 more than twice as many women as men being diagnosed with the disease. MS affects more than 400,000 people in the U.S. and 2.1 million worldwide.

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 nmss.org or 1-800-344-4867 (1-800-FIGHT-MS).

WHERE YOUR FUNDRAISING DOLLARS GO

The National MS Society is dedicated to being a responsive steward of donor funds and we place the needs of people with MS at the center of all Society actions and decisions. Each year through our national office and 50-state network of chapters, the National MS Society provides programs and services that assist more than one million people. To move closer to a world free of MS, the Society also invested over \$41 million in 2013 alone to support 325 new and ongoing research projects around the world.

CHAPTER PROGRAMS AND HIGHLIGHTS

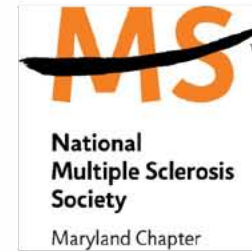
The Maryland Chapter of the National MS Society is committed to helping the 6,000 residents living with multiple sclerosis in 19 counties in Maryland: Allegany, Anne Arundel, Baltimore, Baltimore City, Caroline, Carroll, Cecil, Dorchester, Frederick, Garrett, Harford, Howard, Kent, Queen Anne's, Somerset, Talbot, Washington, Wicomico and Worcester. The chapter raises funds in support of the Society's critical research initiatives and to provide hundreds of annual comprehensive support services and education programs for people living with MS, their families and friends. Our staff and volunteers are dedicated to achieving a world free of MS.

Visit www.nmss-md.org for more information.

VOLUNTEER OPPORTUNITIES

Volunteers are integral partners in helping us move closer toward a world free of MS. Volunteers contribute resources, time, knowledge, skills and leadership that infuse the organization with energy and passion. The work of the National MS Society would not be possible without the help of thousands of dedicated volunteers. **There are several ways you can become involved:** Event volunteers, programs related volunteers, office support volunteers, leadership volunteers, speaker's bureau volunteers and internship opportunities.

For more information on how to get involved, contact ellen.hannibal@nmss.org or 443-641-1195.



Donation Distribution Form

Any donations that need to be divided amongst two or more individuals must be accompanied with this distribution form. In the space provided below, please list the names and portion of the donation you would like each participant to receive. All individuals listed will be credited the amount indicated on this form.

Team Name: _____ (if applicable)

Team Captain: _____ (if applicable)

Grand Total of donations enclosed \$ _____

Name	Amount
1.	
2.	
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