



walk to
create a world
free of MS

WALK MS: 2014 PARTICIPANT & TEAM CAPTAIN GUIDE

WALK TO CREATE A WORLD FREE OF MS

DelawareWalk.org or (302) 655-5610 or 1-800-FIGHT-MS (Toll Free)





TABLE OF CONTENTS

BE INSPIRED. GET CONNECTED. WALK MS.

Welcome to Walk MS: 2014..... 2

A World Free of Multiple Sclerosis 3

Where Does the Money Go? 4

Why We Participate in Walk MS 5

Join the Movement® & Team Up..... 5

Moving Together: Three Simple Steps to Starting a Team..... 6

Goal Setting: Who has the Most Team Spirit 7

Walk MS Fundraising Clubs 8

Walk MS Fundraising Clubs Continued..... 9

Team Awards 10

Prizes 10

Top Walk MS 2013 Teams and Fundraising Club Eligibility 11

Online Tools: Making Fundraising Fast & Simple..... 12

Fundraising Tips & Ideas..... 13

Social Media 14

Commonly Asked Questions..... 15

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.

National Multiple Sclerosis Society, Delaware Chapter Walk MS: 2014

Presented by Pot-Nets Communities



Wilmington Riverfront: April 12

Registration begins at 8am, Walk begins at 9am

Historic Dover: April 12

Registration begins at 9am, Walk begins at 10am

Newark at Buffalo Wild Wings: May 3

Registration begins at 9am, Walk begins at 10 am

Twilight at Heritage Shores: May 30

Registration begins at 5pm, Walk begins at 6pm

Twilight at Baywood Greens: May 30

Registration begins at 5pm, Walk begins at 6pm

For more information, visit www.DelawareWalk.org or call (302) 655-5610.



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 400,000 people in the U.S. and over 2.3 million worldwide.

ABOUT THE NATIONAL MS SOCIETY

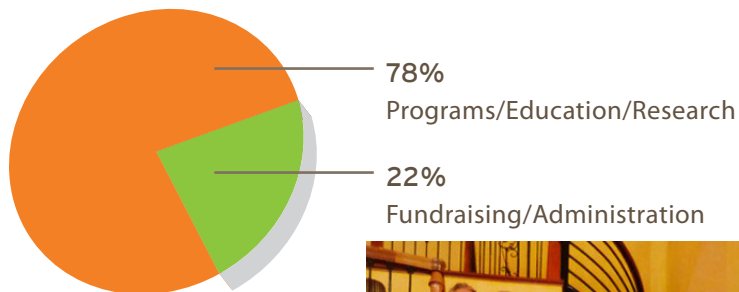
MS stops people from moving. The National MS Society exists to make sure it doesn't. The Society addresses the challenges of each person affected by MS by funding cutting-edge research, driving change through advocacy, facilitating professional education, collaborating with MS organizations around the 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](https://www.nationalmssociety.org) or 1.800.FIGHT.MS (1.800.344.4867).

WHERE DOES THE MONEY GO?

DELAWARE CHAPTER HIGHLIGHTS

With your help, the Delaware Chapter raises more than \$1.7 million each year to fight MS. Besides supporting research into the cause, prevention and ultimately, the cure by providing over \$600,000 annually to national research projects and other programs, our chapter supports the more than 1,550 Delawareans living with MS by funding self-help groups, educational programs, home modifications, emergency assistance, medical equipment, and other specialized programs.



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 walkers in Walk MS participate as 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 "start a team." Already registered, but want to start a team? Contact our Teams Coordinator at 302-655-5610.



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 DelawareWalk.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!





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 If you are part of a large corporate team, have departments set their own goals to create some fun internal competition.

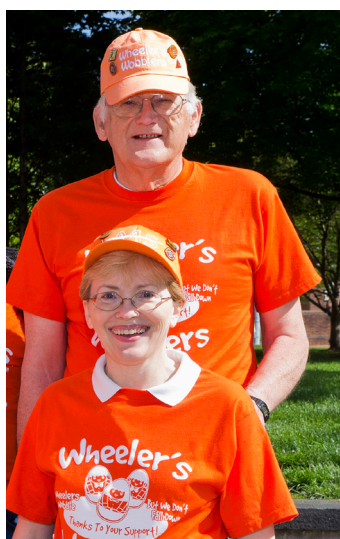
If you would like more suggestions and guidelines for goal setting, or would like to request goal setting worksheets, please contact our Teams Coordinator at (302) 655-5610.

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!

VIP CLUB 2013- INDIVIDUALS WHO RAISED \$1,000+

Bianca Fraser-Johnson	\$13,010	Vicki D'Ambrosi	\$1,650
Kay Oesterling	\$8,305	Louise McGinniss	\$1,596
Monroe Colvett	\$6,355	Georgia Spade	\$1,500
Steven Minard	\$3,738	William Brill	\$1,500
Jamie Colvett	\$3,423	Anna Schiebel	\$1,460
Joan Wheeler	\$3,340	Jerry Maier	\$1,435
Kelly Griffith	\$3,338	Susan Hermann	\$1,426
Pris Hendricks	\$3,155	Denise LaRue	\$1,315
Melinda Jones	\$3,150	Brett Brandau	\$1,310
Karen Ballotta	\$2,988	Lorraine Velez	\$1,250
Alicia Scala	\$2,790	Katherine Chiquoine	\$1,244
Sunny Schmidt	\$2,760	Nicole DelleDonne	\$1,225
Michelle Wall	\$2,750	Mark Atkins	\$1,170
Vivian Mills	\$2,601	Audrey Baluha	\$1,120
Margaret O'Dwyer	\$2,070	Margo Rosenman	\$1,100
Gloria Mills	\$2,000	Lisa Wynn	\$1,085
Brandi Nowakowski	\$1,980	Thomas Cox	\$1,083
Scott Donaway	\$1,960	Lisa Heinsohn	\$1,065
Janice Petitdemange	\$1,960	Carol Laine	\$1,050
		Dolores Santana	\$1,047
		Michelle Brill	\$1,030
		Russell Brooks	\$1,025
		Marty McLaren	\$1,015
		Robert Morris	\$1,005
		Mary Kelly	\$1,000
		Bradley Schmidt	\$1,000
		Tedd Cocker	\$1,000



WALK MS FUNDRAISING CLUBS

2013 HEART AND SOLE CLUB- TEAMS THAT RAISED \$3,000+

ZOOM ZOOMS	\$28,462
Spicy Stuff	\$21,844
436 APS PORT DAWGS	\$10,815
Wheeler's Wobblers	\$7,850
The Daring Dashers	\$7,363
Vivian's Style	\$7,156
Team Donaway and Friends	\$6,736
Half Full	\$6,683
Team Pizza Delight	\$6,245
American Legion Post 28	\$5,891
Kelly's Crusaders	\$5,557
Chase the Cure	\$5,415
Alicia's Allies	\$4,730
Nicholas' Little Lights	\$4,612
These Four Walls	\$4,465



TEAM AWARDS

Each year the Delaware Chapter honors the Top Fundraising Teams and the Largest Teams, but we also have some fun recognition categories! Here are a few more of the top team titles up for grabs at Walk MS.

Delaware Chapter Honors and Prizes

1. Top Pledge Average Team

All teams big and small make a difference in moving toward a cure for MS! This title takes the number of team members into account for extraordinary fundraising.

2. Best Team T-Shirt

Every team has its own unique style, so we award the most creative looks at each Walk MS site!

3. Best Team Name

The more creative your team title is, the better your chance of winning for your Walk MS site!

PRIZES

Prizes are based on per person money turned in. All prize levels of \$100 or more include the official Walk MS t-shirt.

PRIZE DETAILS

Everyone who raises \$100 or more will receive a Walk MS T-Shirt at the walk! Have you raised \$250 or more? If so, you qualify for a prize certificate! In order to receive your certificate, you must fill out a prize redemption form, which will be available at the walks and you can find on www.DelawareWalk.org under “Event Details.” Submit the form to our office at NMSS Delaware Chapter, Two Mill Road, Suite 106, Wilmington, DE 19806 or via fax at 302-655-0993. If you have questions regarding prize fulfillment, contact our Walk MS Event Coordinator at 302-655-5610 .

Fundraising Levels 2014

*Raise \$25 and receive a ticket for the post-walk meal.

Level 1: \$100- Walk MS T-Shirt	Level 6: \$2,500-\$4,999
Level 2: \$250-\$399	Level 7: \$5,000-\$7,499
Level 3: \$400-\$799	Level 8: \$7,500-\$9,999
Level 4: \$800-\$1299	Level 9: \$10,000 +
Level 5: \$1,300-\$2499	

WALK MS FUNDRAISING CLUBS

*Donations turned in at the walk will be counted toward VIP & Orange Club Status.

VIP Club: \$1,000 +

This club is for individuals who raise \$1,000 +

VIP Shirt

Day Of VIP Perks

Highlighted in our Participant and Team Captain Guide

Recognized on our website

VIP Credential

Top Fundraiser Prize

**We encourage everyone to reach club status by walk day. However, you are eligible to achieve club status up to the pledge deadline which is one month after your walk.*

**VIP Shirts, Top Fundraiser Prizes, and other day -of perks will only be available on the day of your walk. These prizes will not be distributed after the walk date.*

Orange Club: \$500

This Club is for individuals who raise \$500 +

Recognition on our website

Top Fundraiser Prize

Heart and Sole Club: \$3,000 +

*This Club is for TEAMS that raise \$3,000+ *The Heart & Sole Club is based on previous year's walk results*

Sign Recognition at every Walk site

Highlighted on Social Media Pages

Recognized in our Participant and Team Captain Guide

Recognition on our website

TOP WALK MS: 2013 TEAMS

1. Zoom Zooms -- \$28,462
 2. Spicy Stuff -- \$21,819
 3. 436 APS PORT DAWGS -- \$10,815
 4. Wheeler's Wobblers -- \$7,850
 5. The Daring Dashers -- \$7,363
 6. Vivian's Style -- \$7,108
 7. Team Donaway and Friends -- \$6,736
 8. Half Full -- \$6,683
 9. Team Pizza Delight -- \$6,245
 10. American Legion Post 28 -- \$5,966
-

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.
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.
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.



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 the Event Details tab on www.DelawareWalk.org.

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

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

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

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

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

url varies by event

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.

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 us at 302-655-5610.

WHAT DO I NEED TO BRING TO WALK MS?

Bring a completed and signed walker check-in envelope and contributions you've collected. Your check-in envelope is mailed to you after you register.

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 on to checks! Mail them to NMSS Delaware Chapter, Two Mill Road, Suite 106, Wilmington, Delaware 19806. Checks can be made payable to NMSS or National MS Society. Please include your name in the memo or a note stating that the contributions should be credited to your Walk MS account. Online contributions are automatically credited to your account. Include remaining contributions in your check-in envelope and bring it with you to the walk.

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. Money raised supports people with MS and their families throughout Delaware. With the money raised at walk last year the Delaware Chapter was able to provide important programs and services including support groups, emergency financial assistance, free counseling, home modifications, medical equipment, educational and symptom management programs, and so much more.

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

Online contributions automatically are credited to your account. We will have your total online contributions listed on your check-in form.

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. Prizes will be sent after the fundraising deadline listed on the prize selection form found under the "Event Details" tab at DelawareWalk.org.

