



walk to
create a world
free of MS

WALK MS: 2014 PARTICIPANT & TEAM CAPTAIN GUIDE

WALK TO CREATE A WORLD FREE OF MS

www.nationalMSSociety.org/alc or 1.800.344.4867





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

Celebrate Success at your Team Tent 6

Goal Setting: Who Has the Most Team Spirit..... 7

Walk MS Fundraising Clubs..... 8

Team Awards 9

Prizes..... 9

Top Walk MS: 2013 Teams 10

Online Tools: Making Fundraising Fast & Simple..... 11

Fundraising Tips & Ideas..... 12

Social Media 13

Commonly Asked Questions..... 14

WELCOME TO WALK MS: 2014

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

MARCH 8, 2014

Dothan, Ala. - Kiwanis Walking Trail at Westgate Park

Tuscaloosa, Ala. - Snow Hinton Park

MARCH 15, 2014

Cullman, Ala. - Heritage Park

South Alabama (Mobile, Ala.) - Spring Hill College, Rydex
Commons

MARCH 22, 2014

River Region (Montgomery, Ala.) - Riverwalk Stadium

Ocean Springs, Miss. - Fort Maurepas State Park

MARCH 29, 2014

Tupelo, Miss. - Ballard Park

APRIL 5, 2014

Birmingham, Ala. - Homewood Central Park

Golden Triangle (Starkville, Miss.) - Bailey Branch

APRIL 12, 2014

Oxford, Miss. - Bailey Branch

APRIL 26, 2014

Hattiesburg, Miss. - Longleaf Trace

MAY 3, 2014

Jackson, Miss. - Winner's Circle Park

Huntsville, Ala. - Huntsville Botanical Gardens



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 2.1 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 2011 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.

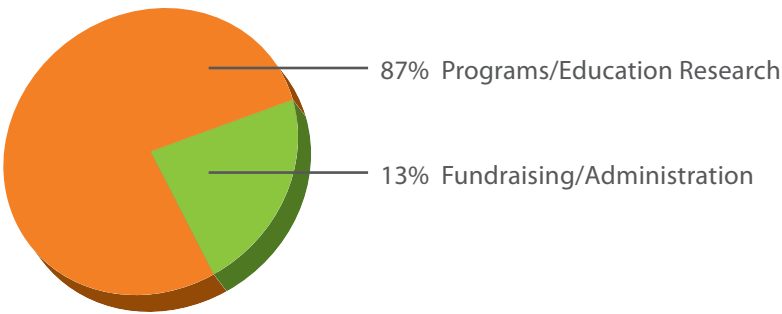
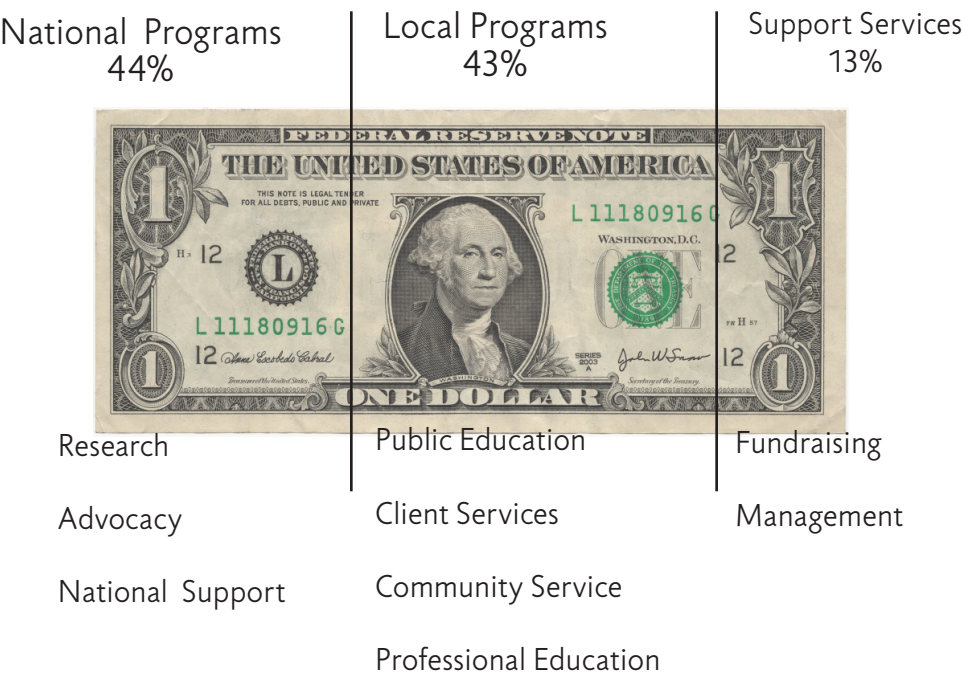
The Society is dedicated to achieving a world free of MS. Early and ongoing treatment with an FDA-approved therapy can make a difference for people with multiple sclerosis. Learn about your options by talking to your health care professional and contacting the National MS Society at nationalMSSociety.org or 1.800.FIGHT.MS (1.800.344.4867).

WHERE DOES THE MONEY GO?

CHAPTER PROGRAM & RESEARCH HIGHLIGHTS

Funds raised at Walk MS allow our chapter to continue providing essential programs and services to the 6,300 people living with MS in Alabama and Mississippi. Emergency financial assistance, newly diagnosed support programs educational programs, support groups, children’s camp and programs for couples are just a few examples of these programs. Your efforts are helping move us closer to finding a cure for multiple sclerosis!

FINANCIAL INFORMATION



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 "create a new team." Already registered, but want to start a team? Contact Amanda Burton at 205-879-8546 (amanda.burton@nmss.org) or Robin Rae Burns at (601) 856-5831 (robin.burns@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 — it's easy for your team members to register online at walkMS.org. Whether you're a corporate team or a team of family and friends be sure to ask everyone you know to join up.

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. And let potential donors know of the progress that has been 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, family members and 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 TENT

You've recruited them and raised money with them. Now celebrate with them! Join your team at your very own tent at the walk MS Team Village.

What better way to celebrate your accomplishments than to gather your friends and family under one tent at the Walk. Bring a tent, table or chairs to serve as a gathering place for your group. Show your team spirit and personality by decorating your tent or bringing tasty snacks or drinks. Awards for tents will be presented at the Walk Wrap Up Celebration 8-10 weeks after the walk. So get creative and have fun!



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 Casey Smith in Mississippi at (601) 856-5831, or Bobby Watson in Alabama at (205) 879-8546.

WALK MS FUNDRAISING CLUBS

Be a top fundraiser and join one of our prestigious Walk MS Clubs! 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!

2013 PLATINUM TEAMS (\$15,000 AND UP)

1. Regions Financial Corporation
2. Joanne P LaGanke (Cullman)
3. Sam's Super Samwiches
4. Zero MS - Coca-Cola Bottling Company, Inc.
5. Team Momentum

2013 GOLD TEAMS (\$10,000 - \$14,999)

1. Renasant Rockers
2. Ritalinda's MSfits

2013 SILVER TEAMS (\$5,000 - \$9,999)

1. Lee Lee & Meri-B
2. Team George
3. Alabama Power & Southern Company MS Walkers
4. Gina's Gang
5. Team Vitruvius (Starkville)
6. Shannon's Southern Belles

2013 SILVER TEAMS (\$3,000 - \$4,999)

- | | | |
|-----------------------------|----------------------------------|----------------------------|
| 1. Cobbs Allen and Hall | 9. Hilde's Heroes | 17. MS Face2Face |
| 2. St. Columba MS Defenders | 10. Captain Melanie's Team | 18. Stumblin Toward a Cure |
| 3. Banking on a Cure | 11. Alabama Pain Center Stompers | 19. Team Water Valley |
| 4. Lakeshore Splashers | 12. St. Columba's MS Defenders | 20. Trojans for a Cure |
| 5. Porter's Pacers | 13. Happy Sharks | 21. Team Vitruvius |
| 6. Lovelady's Loafers | 14. Kids Get MS 2 | |
| 7. Team Ankit Kumar | 15. RUTIGR2 | |
| 8. MS TOUGH | 16. IAI | |

AWARDS & RECOGNITIONS

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 awards up for grabs at Walk MS.

SPIRIT PRIZES

Do you have spirit? Make sure you show it at the Walk! The Walk MS staff/volunteers will be looking out for teams showing off their spirit. Awards will be given 8-10 weeks after the Walk at the Wrap Up Celebration for Best Team Tents, Most Creative T-shirts, Largest Team, Most Creative Team Names, Most Team Spirit and more.

Some Walk sites have a Team T-shirt Fashion Show so be prepared to strut your stuff.

TOP FUNDRAISER RECOGNITION

Individual fundraisers will be recognized for their fundraising efforts in the following levels:

\$500 - \$999 - Star Performer Award
\$1,000 - \$9,999 - Elite Fundraising Club
\$10,000+ - Platinum Fundraising Club

Teams will be recognized for their fundraising efforts in the following levels:

\$2,500+ Fundraising Club
Top Fundraising Team

MISSION POSSIBLE AWARDS

Each Walk MS Team or individual who raises \$4,100 or more in Alabama or \$2,300 or more in Mississippi will be recognized and presented with our special Mission Possible award from the National office. Recipients will be presented with these awards at the 2014 Annual Meeting in October 2014. Mission Possible is a top honor reserved for these outstanding fundraisers and represents one dollar raised for each of the 4,100 individuals in Alabama living with multiple sclerosis and the 2,300 individuals living with multiple sclerosis in Mississippi.

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 were it not for the extraordinary fundraising efforts of those who support Walk MS. Once again, we'd like to thank the top teams of 2013.

TOP FUNDRAISING TEAMS IN 2013

- | | |
|---|--|
| 1. Regions Financial Corporation | 6. Renasant Rockers |
| 2. Joanne P. LaGanke | 7. Ritalinda's MSfits |
| 3. Sam's Super Samwiches | 8. LeeLee and Meri-B |
| 4. Zero MS - Coca-Cola Bottling Company, Inc. | 9. Team George |
| 5. Team Momentum | 10. Alabama Power & Southern Company Walkers |

TOP INDIVIDUAL FUNDRAISERS IN 2013

- | | |
|----------------------|------------------------|
| 1. Sue Graphos | 6. Michael Sanders |
| 2. Hafiz Chandiwalla | 7. John Bentley |
| 3. Mindy Laganke | 8. Joy Donald |
| 4. Nella McGraw | 9. Mick Hintz |
| 5. Shannon Stewart | 10. Pamela Blankenship |

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, log in 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 or 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 bring in twice the number of contributions on average.
- 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.walkMSAlabama.org or www.walkMSmississippi.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

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 SET UP MY PARTICIPANT CENTER & GET HELP?

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. When you register and provide an e-mail -- you will receive an e-mail with your participant center username and password. If you have difficulty setting up your participant center please check out our participant center guide that can be downloaded from the walk website, picked up at our pre-event celebrations or mailed to you upon request. Still having issues? Reach out to the event coordinators in your area.

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 on to checks! For Alabama walk sites - mail your checks to the office in Birmingham with your name and walk site written in the memo line. For Mississippi walk sites - mail your checks to the office in Madison, MS with your name and walk site written in the memo line. Online contributions are automatically credited to your account. Include remaining contributions in your check-in envelope and bring it with you the day of the walk. This envelope also serves as your waiver. Prizes and recognitions are only based on total contributions turned in 7 weeks after your walk date.

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 Alabama & Mississippi. With the money raised at walk last year the Alabama-Mississippi Chapter was able to provide college scholarships to graduation seniors whose parent or guardian has MS, fund local MS researchers research and provide numerous programs and services for those affected by MS.

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

Online contributions automatically are credited to your account. The MS Society is able to pull reports containing this information.

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.

Fundraising Awards will be presented at the Wrap Up Celebration 8-10 weeks after the walk

Prize forms will be sent mid-summer of 2014. Prizes are based on money turned in on or before June 14th.

WALK TO CREATE A WORLD FREE OF MS

www.nationalMSSociety.org/alc or 1.800.344.4867