



WALK MS: 2014 TEAM CAPTAIN GUIDE

Northern
California 2014

FOR INFORMATION: WalkMSNorCal.org



WALK MS 2013 BY THE NUMBERS

- In 2013, over 8,000 Northern California walkers raised over \$1.5 million.
- Northern California teams raised \$1,107,232 of that \$1.5 million.
- In 2013, 692 Northern California teams walked to raise funds and celebrate hope for a world free of MS.

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

WELCOME TO WALK MS: 2014

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: NORTHERN CALIFORNIA 2014

04.26.14

East Bay

Lakeside Park,
Lake Merritt

Solano County

Suisun City
Waterfront

Yuba City

Sam Brannan Park

04.27.14

Eureka

Eureka High School

Monterey

Lover's Point Park

Pleasanton

Alameda County
Fairgrounds, Ivy Glen
Picnic Area

Sacramento

West Steps,
State Capitol

05.03.14

Modesto

Downey Community
Park

Silicon Valley

Vasona Park

05.04.14

Folsom

Sutter Street Plaza

San Francisco

Justin Herman Plaza

Santa Rosa

Maria Carrillo High
School

Walnut Creek

Heather Farms Park

For more information, visit walkMSnorcal.org or call 415-230-6678.



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 2.3 million worldwide.

ABOUT THE NATIONAL MS SOCIETY

The National MS Society addresses the challenges of each person affected by MS. To fulfill this mission, the Society funds cutting-edge research, drives change through advocacy, facilitates professional education, collaborates with MS organizations around the world, and provides programs and services designed to help people with MS and their families move forward with their lives. Last year, the Society invested \$43 million to support 350 research projects around the world while providing programs and services that assisted more than one million people. The Society is dedicated to achieving a world free of MS. Join the movement at www.nationalMSSociety.org.

WHERE DOES THE MONEY GO?

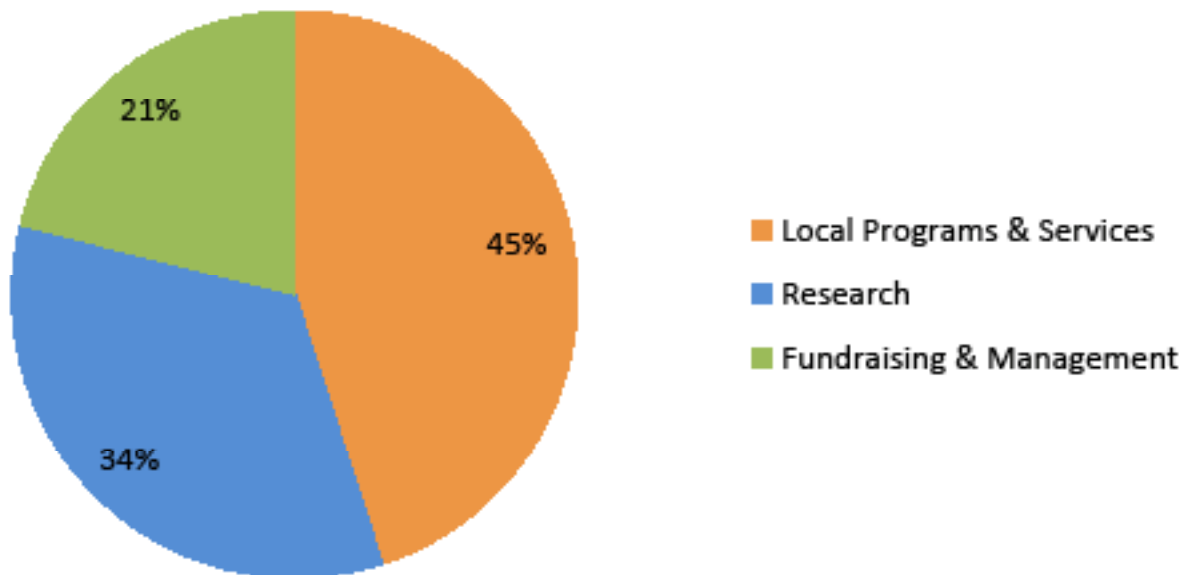
“I VOLUNTEER BECAUSE, AS THE HUSBAND OF A PERSON LIVING WITH MS, I READ ABOUT MS AND WATCH THE PROGRESS OF RESEARCH, AND I CAN SEE WHERE THE MONEY I RAISE IS ACTUALLY GOING. IT’S ALMOST AN INSTANT REWARD.” – Don

ABOUT THE NORTHERN CALIFORNIA CHAPTER

The National MS Society keeps people moving. The Northern California Chapter serves 84,000 people affected by MS in 40 Northern California counties. Currently there is almost \$12 million in active research grants that take place in Northern California institutions, research focused on stopping the progression of the disease, restoring function that’s been lost and ending the disease forever. The Northern California Chapter is a lifeline for people living with MS, providing engaging and informative programs and services, financial assistance and opportunities for connection, community, empowerment and self-reliance.

WHERE THE MONEY GOES

Money raised at Walk MS funds innovative programs and services and critical research focused on stopping the progression of MS, restoring function that’s been lost and ending MS forever.



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 WalkMSNorCal.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 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 can also help you 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.

To make it even easier, you can also download our Facebook fundraising tool.



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 and download the Facebook fundraising tool
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** — A team that believes 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 Walk MS: Northern California 2014 at walksupport@nmss.org.



COME WALK WITH US

SHARE IN THE WALK MS EXPERIENCE!

Walk MS embodies the MS movement, a community coming together to raise funds and celebrate hope for a future free of multiple sclerosis. Walk MS brings together more than 8,000 walkers from over 40 counties in Northern California who are taking steps to create a world free of MS. Each walk offers a 5k route with a 1 mile option. Rest stops are available every 1 to 1.5 miles with water, snacks, and places to rest. After you cross the finish line, celebrate your hard work! You deserve it. Join in the fun, which includes refreshments, camaraderie and entertainment.



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: 2013 TEAMS

- | | |
|---|---|
| 1. TeamMSters - \$66,008 | 11. FRISCO FOOT SOLDIERS - \$12,086 |
| 2. Pear's Pack - \$51,676 | 12. Mollie's Myelinators - \$11,350 |
| 3. Linda's Marvelous Supporters - \$35,914 | 13. Indu's Troop - \$10,885 |
| 4. TEAM VICTORIOUS - \$16,697 | 14. Fighting Five - \$10,785 |
| 5. Gnome'mo MS! - \$15,644.56 | 15. Walk Your Socks Off With Heidi & Liz - \$10,465 |
| 6. Paytons Walk Team - \$14,424.35 | 16. Helen's Heroes - \$10,215 |
| 7. Team Apperson - \$13,708 | 17. Team MSfit - \$9,590 |
| 8. KIC MS - \$12,800.60 | 18. MS Fight Club - \$9,419.50 |
| 9. These Boots are Made for Walkin' - \$12,507.13 | 19. The Fabulous Funkadelics - \$9,372 |
| 10. KeepOnSmyelin :) - \$12,210 | 20. Revenge of the Nerves - \$8,751 |

FUNDRAISING IDEAS NOTEPAD

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

FUNDRAISING IDEAS:

- Donate to Yourself!
- Be sure to ask everyone you know! You may be surprised by who contributes.
- Fundraise with Facebook — through the Boundless Fundraising tool available on your personal page.
- 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.



TEAM VILLAGE

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

BASED ON WHAT YOUR TEAM PLEDGES, YOU CAN RECEIVE THE FOLLOWING AT TEAM VILLAGE:

TEAM MOVEMENT \$5,000

- 10 x 10 tent
- 1 table & 10 chairs
- Team sign
- Day of event team check-in at team tent

TEAM MOMENTUM \$10,000

- Team Movement benefits PLUS
- Speciality food items delivered to tent
- Recognition sign on walk route

TEAM MISSION POSSIBLE \$20,000

- Team Momentum benefits PLUS
- Official Walk MS t-shirt for each team member, customized with your team name on the back (deadline for ordering is March 15)
- Team Award at Northern California Chapter Annual Meeting
- Team leads walk at route start

All you need to do is create a theme or decor and invite your team. For more information, please contact Sam McIlraith at sam.mcilraith@nmss.org or 415-230-6678.

