

walk to
create a world
free of MS

WALK MS: 2012 TEAM CAPTAIN GUIDE

FOR INFORMATION: walkMSgeorgia.org



Margy, diagnosed in 2006

WE ARE HERE TO HELP!

WE ALL CAN ACHIEVE MORE BY PULLING TOGETHER FOR ONE CENTRAL GOAL - ENDING THE DEVASTATING EFFECTS OF MS!

The National MS Society is happy to help you recruit, motivate and grow your team. Utilize the Society's knowledge and expertise of team building activities and fundraising techniques to help you become more creative and innovative in your approach.

For more information and resources, please go to: www.walkMSgeorgia.org

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

WELCOME TO WALK MS: 2012

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: 2012

March 24, 2012

Registration Begins 9am/Walk Begins 10am

Albany - Riverfront Park

Columbus - Golden Park

Augusta - Lake Olmstead

Rome - Berry College

March 31, 2012

Registration Begins 9am/Walk Begins 10am

Macon - GEICO Corporate Campus

Savannah - Daffin Park

Athens - Oconee Veterans Park

April 14, 2012

Registration Begins 8am/Walk Begins 10am

Atlanta - Piedmont Park

April 21, 2012

Registration Begins 8am/Walk Begins 10am

Marietta - Marietta Square

For more information, visit walkMSgeorgia.org or call 1-800-FIGHTMS.



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

WHERE DOES THE MONEY GO?

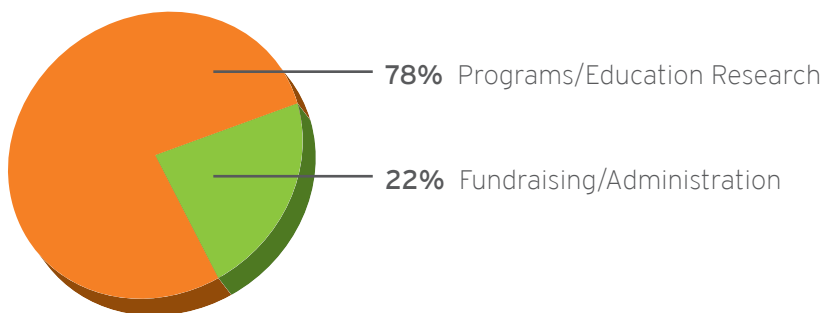
I VOLUNTEER BECAUSE, AS THE HUSBAND OF A PERSON LIVING WITH MS, I READ ABOUT MS AND WATCH THE PROGRESS OF RESEARCH, AND I CAN SEE WHERE THE MONEY I RAISE IS ACTUALLY GOING. IT'S ALMOST INSTANT REWARD. – Don

CHAPTER PROGRAM & RESEARCH HIGHLIGHTS

For over 50 years, the Georgia Chapter has been providing hope to over 8,500 individuals and families affected by multiple sclerosis in Georgia. The Georgia Chapter provides outstanding comprehensive programs and support services designed to help people with MS and their families better address the challenges of living with this unpredictable disease. We strive to provide knowledge and assistance to help people with MS to maintain the highest possible quality of life. Offering much needed services and funding top-rated research, our staff and volunteers are dedicated to achieving a world free of MS.

CHAPTER FINANCIAL INFORMATION

Seventy-eight cents of every dollar raised in the Georgia Chapter is spent towards addressing the challenges of multiple sclerosis. The Georgia Chapter depends on community support to fund local programs and accelerate national research projects to identify the cause and cure of MS. We are thankful to our members and their friends, event participants, corporate partners and the general public who help us raise the money to help create a world free of MS.



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 walkMSgeorgia.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 directly 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 also can help you to 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.



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. Fundraise with Facebook - this new tool allows you to raise funds through your Facebook account. Available through your Participant Center.

TEN GREAT THINGS ABOUT OUR ONLINE TEAM TOOLS

1. Post your team pictures online
2. Interact with your social network
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

GETTING STARTED: TEAM CAPTAIN TIMELINE

FIRST STEPS

- Register yourself as team captain
- Share the work. Form a team committee or recruit a co-captain.
- Set goals for the number of walkers and total dollars to be raised by your team.
- Announce that you are forming a team at the next staff, club or faculty meeting
- Send an email with the team webpage to colleagues and friends announcing the team formation.
- Secure support from top executives of your company or leaders in your community.
- Inquire with the HR department of your company regarding a matching gifts program. Have forms available when you approach co-workers.

THREE MONTHS BEFORE WALK MS

- Request poster/flyers from the National MS Society. Display everywhere.
- Get the word out! Place articles in your company/organizational newsletter, local paper and website. Send emails to potential team members inviting them to join.
- Dress in style - Ask your company or local neighborhood business to provide t-shirts or hats for your team to wear.
- Plan a pre-walk event to promote team involvement. Have a meeting, party or prize giveaway. Invite the National MS Society staff to host a "lunch & learn".
- Enlist those who prefer not to walk to volunteer for team support or for the Walk itself.
- Check your roster. By this month you should have at least half of the walkers needed to reach your team goal.
- Keep track of team donations, current team totals and top fundraisers through the Participant Center.
- Plan a team fundraising event.

TWO MONTHS BEFORE WALK MS

- Start sending a weekly email to team members. Provide updates on the current number of team members and how much has been raised to far. Include fundraising ideas, a listing of top members and their accomplishments for the team and any challenges the members have for one another.
- Begin to reward your top team members. Get prizes for your top fundraisers from your company or local places of business (day off, good parking spot, ticket to local sporting or cultural event, gift card).
- Hold a team fundraising event.



ONE MONTH BEFORE WALK MS

- Recognize and reward your top team members.
- Arrange last minute details with team members and check on fundraising goals.

ONE WEEK BEFORE WALK MS

- Send a reminder e-mail with the Walk MS start time, team meeting place, time for team photo, direction to the location and what they need to bring for check-in.

THE DAY OF WALK MS

- Arrive at the Walk MS site early for easy check-in. Each individual team member must check in at the Registration area with their signed and completed pledge envelope and any money collected to date. If the individual has at least \$100, he/she will receive a Walk MS t-shirt. Even if no money is being turned in, a signed waiver must be completed.
- Set a meeting time and place for your team to have their picture taken prior to the Start. Have breakfast (available at some sites), warm up and then get ready to take steps to end the devastating effects of MS!

AFTER WALK MS

- Send a thank you note, memo, e-mail or phone call to all team participants.
- Remind team members that fundraising does NOT have to stop because the Walk is over. They have until June 30th to continue collecting donations and turn them in.
- Follow up with the NMSS to find out which team members have not turned in their money yet so you can encourage them to do so.

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** – Having them believe 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 the Georgia Chapter at 1-800-FIGHTMS option #2.



GOAL SETTING WORKSHEET

OVERALL GOALS

of Walkers _____

Dollars Raised \$ _____

STRATEGIC PLAN

- | | |
|--|----------------|
| ■ Set up team web page through the National MS Society website | Due Date _____ |
| ■ Announcement through email, company newsletter or intranet | Due Date _____ |
| ■ Form team committee/appoint co-captain(s) | Due Date _____ |
| ■ Inquire with HR dept about company's matching gift program. Obtain a copy of form to provide to all team members or company donors | Due Date _____ |
| ■ Obtain flyers/posters to pass out/display. Post a progress chart with your team's fundraising and recruiting goals in a visible area | Due Date _____ |
| ■ Plan recruitment activities | Due Date _____ |
| ■ Plan team fundraising activities | Due Date _____ |
| ■ Send Memo to all team members with team goals and activities | Due Date _____ |
| ■ Use online tools to communicate with team members weekly or bi-weekly | Due Date _____ |
| ■ Send a thank you to all team members | Due Date _____ |



TOP 2011 WALK MS 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 2011.

WALK MS: 2011 TEAMS

1. Wearing Red Shoes - \$27,968
2. STEP It Out Against MS - \$24,233
3. Kelly's Heroes - \$14,676
4. A Closer Look, Inc - \$13,990
5. Team Combs - \$11,437
6. Amy's Armor - \$10,696
7. Team Scott - \$9,023
8. Friends of Heather's Walking Together - \$7,778
9. Team Peanut - \$7,435
10. Legs for Ladd - \$6,500
11. BFFs Against MS - \$6,480
12. Hatcher Hikers - \$5,950
13. MS Warriors - \$5,940
14. Ashford Advisors - \$5,826
15. Abby's Team - \$5,629

RECRUITMENT IDEAS NOTEPAD

THE RECRUITMENT TIPS LISTED BELOW ARE TRIED AND TRUE INITIATIVES FROM OTHER CAPTAINS. BRAINSTORM AND SEE WHAT CREATIVE IDEAS YOU CAN COME UP WITH!

RECRUITMENT IDEAS

- **Get the word out** - Email the team webpage to everyone you know. Drop a flyer on everyone's desk and hang a poster in the break rooms.
- **Create team business cards** to pass out when someone shows interest in the team. You never know when you might meet someone that wants to participate! Be sure to include your contact information and the team webpage.
- **Get company support** – Ask the highest ranking person in your company or group to send out an endorsement memo announcing support and asking others to join the team. Include a matching gift form if your company has a matching gift policy.
- **Display Walk MS posters/flyers** in high-traffic areas at work. Include the team captain's contact information on the posters if anyone has questions.
- **Publicize the team's efforts** through a large display in a high-traffic area. Display a "sign up list" to create positive peer pressure and encourage others.
- **Newsletters** – If your company or organization sends newsletters, ask them to include an article about the team. Send your own regular newsletters through the Society's online tools.
- **Host sign up parties** during breakfast, lunch or an ice cream social. Hold a new member registration party and encourage team members to recruit one more person and bring them to the party.
- **Ask the National MS Society** – Schedule a visit for a staff member to give a presentation to potential team members, HR, management and/or officers at your office, classroom or meeting place.
- **Team up with a veteran team captain** for advice and support. The Society can assist with this.
- **Make it personal - Use your own "This is why I walk" story with potential team members. If other members have a particularly powerful story, ask them if you can share their story as well.**
- **Make it fun!** Don't underestimate the effect of team camaraderie and building a dynamic infrastructure to the success of your team. People like to belong to something and be a part of a community. If they see that you and your team have a real bond, they will be attracted to it.



FUNDRAISING TIPS

THE BASICS

- **Have enthusiasm** –Excitement is highly contagious! Your team members should feel how enthusiastic you are about fundraising.
- **Make the first pledge yourself** – When your team members and potential donors see your contribution, they will know how serious you are.
- **Share with the group** – Share your personal fundraising methods with your team members. By sharing your mail, email campaigns and personal fundraising events, members will become more comfortable with fundraising for themselves.
- **Set goals** – Set a team fundraising goal and regularly announce the team's progress.
- **Ask your company/organization** – Ask for financial help to pay for team jerseys, host a lunch and learn or make a team financial contribution.
- **Ask for help** – Identify a team member to serve as co-captain, or a group of members to serve as a team committee. Ask for help in putting together one or more fundraising events. Delegate!



FUNDRAISING IDEAS NOTEPAD

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

FUNDRAISING IDEAS

- **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.
- **Garage Sale** – Clean out the attic and basement with a garage sale. Donate the proceeds to Walk MS.
- **Ask your favorite restaurant or bar to donate a percentage of one evening’s income to your team** – possibly in return for sponsor privileges.
- **Fundraise with Facebook** – through the Boundless Fundraising tool available on your personal page.
- **Be sure to ask everyone you know!**

FREQUENTLY ASKED QUESTIONS

HOW DO I REGISTER MY TEAM MEMBERS?

You may register your team online (www.walkMSgeorgia.org), fax in registrations (678-672-1015) or mail your registration forms to our office (1117 Perimeter Center West, Suite E101, Atlanta, GA 30338). Make sure that the team name is included on the registration.

IS A SEPARATE REGISTRATION FORM NEEDED FOR EACH TEAM MEMBER?

Yes. There is vital information for our records that the National MS Society needs for annual audit purposes.

WHAT IS THE FINANCIAL COMMITMENT FOR A WALK PARTICIPANT?

First and foremost, Walk MS: Georgia is a series of fundraising events to support the research, programs, and services provided by the National MS Society. The Georgia Chapter of the National MS Society does not currently charge a registration fee or require a minimum pledge amount to participate. However, each Walk participant is individually responsible for collecting and turning in money. NOTE: There is a cost to the National MS Society for every person who registers to walk. So the Society actually LOSES money when someone registers and does not raise money. Encourage your team members to set fundraising goals that they can reach.

WHAT WILL TEAM MEMBERS NEED TO BRING TO THE WALK?

They will need to turn in their signed pledge envelope and any funds that they have collected. NOTE: Each participant must turn in a separate pledge envelope.

WHEN ARE PLEDGE MONIES DUE?

Monies are due by June 30, 2011. Pledges being mailed in must be postmarked by this date as well. Pledge forms can be downloaded from the website, mailed or faxed to you.

WILL MY TEAM MEMBERS RECEIVE CORRESPONDENCE PRIOR TO WALK MS?

All participants that include an email in their registration will receive regular Walk MS E-Newsletters. However, it is important that you reiterate any information given to your team on the Walk MS or any additional information you may receive as a team captain, such as procedures for registering and turning in money, and what to expect during the event. As a team captain, you are the liaison between your team and the National MS Society.

WHAT TIME DOES MY TEAM NEED TO BE THERE?

Walk MS will officially start at 10am. For all Regional walks, registration begins one hour before the Walk officially starts. For the Atlanta and Marietta Walks, registration begins two hours prior to official start time. With the large number of walkers expected, we advise you and your team to get to the site early.

WILL THERE BE TEAM PHOTOS TAKEN AT THE WALK?

Depending on the walk site, photographers will be available to take team pictures.

WILL WE WALK IF IT RAINS?

Yes. We walk even if it rains. In the event of serious weather (tornado, hurricane, etc.) please check the website or call 1-800-FIGHTMS for announcements relating to the cancellation of the walk.



WHERE CAN I GET WALK MS FLYERS AND POSTERS?

Contact the National MS Society – Georgia Chapter Office for requests. They are sent out on a first-come, first-served basis, while supplies last.

WILL THERE BE SUPPORT ALONG THE ROUTE?

Yes. We provide several break points with food and hydration, medical support, a Support and Gear vehicle, and a police presence along the route.

WILL FOOD BE SERVED AT THE WALK?

Depending on the walk site, we provide breakfast prior to the Walk, food and hydration along the route, and snacks after the Walk is completed. Contact the National MS office for a full disclosure of your specific Walk site.

CAN A NMSS STAFF MEMBER COME AND TALK TO MY TEAM?

Yes. We are always happy to visit with our teams and assist them with fundraising, team building and answer any questions team members may have. Staff members can even host a “lunch & learn” for your co-workers. Contact us at 678.672.1000 press #2 for more information.

WILL I RECEIVE UPDATES ABOUT THE STATUS OF MY TEAM?

Yes. Our new and improved online tools allow you to maintain an up-to-date team roster and track each team member’s fundraising efforts. Detailed information on using the online tools can be downloaded from the website. For additional team status information, you may contact the National MS Society – Georgia Chapter office.



TEAM AWARDS

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.

GEORGIA CHAPTER HONORS

■ TOP FUNDRAISING TEAM

To qualify for the top fundraising team, all pledge monies must be received by June 30, 2012.

■ BEST DRESSED TEAM

Awarded to the team with the most creative/colorful/event specific attire.

■ MOST SPIRITED TEAM

The team that best exemplifies the traits of good sportsmanship and team camaraderie.

■ LARGEST TEAM

The number of team members will be decided by the number of registered walkers.

