



Team STEP It Out Against MS, 2011



walk to  
create a world  
free of MS

# WELCOME TO WALK MS: 2012

FOR INFORMATION: [walkMSgeorgia.org](http://walkMSgeorgia.org) or 1-800-FIGHTMS

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For more information & Team Resources, please go to [walkMSgeorgia.org](http://walkMSgeorgia.org).

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# WELCOME TO WALK MS: 2012

EVERY STEP. EVERY PERSON. EVERY SECOND SPENT AND DOLLAR RAISED. THEY ALL ADD UP TO AN EXPERIENCE UNLIKE ANY OTHER: WALK MS. THIS IS OUR TIME TO UNITE AND STAND STRONG. TOGETHER WE WILL CHANGE LIVES!

## 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](http://walkMSgeorgia.org) or call 1-800-FIGHTMS.



# WHY WE PARTICIPATE

“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!”



# 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](http://nationalMSSociety.org) or 1-800-FIGHT-MS (344-4867).

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# WHERE DOES THE MONEY GO?

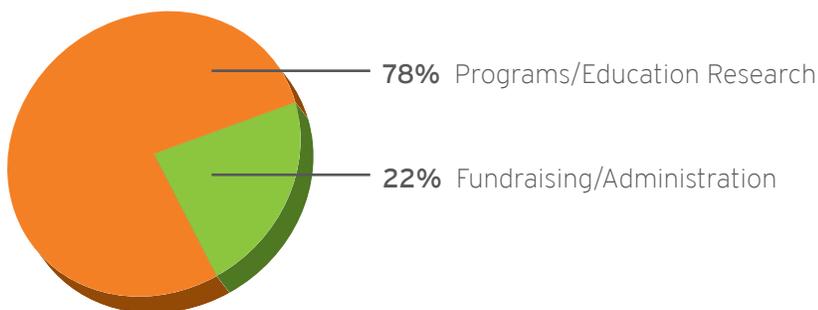
I VOLUNTEER BECAUSE, AS THE HUSBAND OF A PERSON LIVING WITH MS, I READ ABOUT MS AND WATCH THE PROGRESS OF RESEARCH, AND I CAN SEE WHERE THE MONEY I RAISE IS ACTUALLY GOING. IT'S ALMOST INSTANT REWARD. – Don

## 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.



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# GETTING STARTED: 3 SIMPLE STEPS TO SUCCESS

**AS A PART OF THE MS MOVEMENT, YOU'RE COMMITTED TO A WORLD FREE OF MS. WE'RE COMMITTED TO YOU AND YOUR WALK MS EXPERIENCE.**

## **RAISING MONEY**

Fundraising comes more naturally when you make it personal. Share your story, or ask to share the story of someone walking with you. Don't forget to ask everyone who sponsors you if their employer offers matching gifts! Remember, you are raising important dollars through Walk MS for vital research and client programs. Ask boldly!

## **PREPARATION**

With a little preparation, this event will be an experience you can be proud of. Prepare yourself with general knowledge about the National MS Society and MS, details about the event, and how to prepare for the Walk.

## **HAVE FUN**

Walk MS can be more than a fundraising event – it can be a joyous celebration of how far we've come together! This 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! Experience the Walk MS as part of a team can make your experience that much more fun. Continue reading for more information on joining or forming a team.

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# ONLINE TOOLS MAKE 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, email 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 and click on Participant Center where you will be prompted to:

- 1. Update your Personal Page** – It's easy to change the layout, colors and 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. 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 email or write your own.
- 3. 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 emails to your supporters.
- 4. 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.



Team Hatcher's Hikers, 2011

# FUNDRAISING TIPS & IDEAS

**BE CREATIVE! BE FUN! BE ENTHUSIASTIC! YOU'RE MAKING A DIFFERENCE!**

## GETTING STARTED

Here are a few ideas to get you started, but remember, there are hundreds of ways to raise money:

- Set up your personal web page and fundraise online. It is free, easy and pays off. Online fundraisers raise double the money.
- Set a goal. Make it lofty but attainable and then contribute yourself. This will help motivate your teammates and people who donate to you.
- Host a “free” breakfast at your office or place of worship. Set up the goodies in high traffic areas and ask for donations. Sometimes local bakeries will donate the goods.
- Have fun with it – interested in scrap-booking? Hold a scrap-booking fundraiser. Like wine? Host a wine auction. Have a mow-a-thon, snow-a-thon, whatever-a-thon in your neighborhood. This is a great way to involve the entire family or team.
- Having a birthday or anniversary soon? Ask people to contribute in lieu of gifts.
- Download receipts, sample contribution letters and more fundraising tips online at [walkMSgeorgia.org](http://walkMSgeorgia.org)

**REMEMBER: NO ONE CAN SAY YES UNLESS YOU ASK!**



# DOUBLE PLEDGES WITH MATCHING GIFTS

## GET THE MOST OUT OF MATCHING GIFTS!

Many companies sponsor matching gift programs to encourage employees to support numerous charities and non-profit organizations. By informing your donors of this opportunity, you could greatly increase your fundraising total with little effort.

- Spread the word! Encourage your event donors to see if their company participates in a matching gift program. Remind donors to include information on whose event campaign they are supporting so the gift will be credited correctly.
- Have Matching Gift Forms when you approach co-workers: If your company participates in a matching gift program, have the forms available when you approach your co-workers to donate.
- The earlier the better: Providing the matching gift forms on the weekend of the event or even before will ensure that your matching gift will be included with your current year's total.

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# SOCIAL MEDIA

## USING SOCIAL MEDIA TO FUNDRAISE, GROW A TEAM AND TO INCREASE AWARENESS.

### FACEBOOK

[www.facebook.com](http://www.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

[www.Linkedin.com](http://www.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

[www.twitter.com](http://www.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

[www.YouTube.com](http://www.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.



# JOIN THE MOVEMENT® & TEAM UP!

**NEARLY 75% 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, training and fundraising is easier and more fun leading up to the event as you work together toward your goals.

## WHAT MAKES A TEAM?

It only takes four or more like-minded people to join together and form a team. Teams come in all shapes and sizes, anywhere from four to 400 people.

## 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 us at 800-FIGHTMS or [walkMS@nmss.org](mailto:walkMS@nmss.org).

## CONGRATULATIONS TO OUR TOP TEAMS IN 2011

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



# Top 100 Club

The Top 100 Club is an exclusive club available to fundraisers who achieve the highest fundraising pledges among all participants of Walk MS: Georgia. Ranking for the 2012 Top 100 Club will be based on participants' 2011 fundraising and will be tabulated as of the deadline of June 30, 2011.

There is no fixed dollar amount that guarantees club membership. To find out more about this special club, and the exclusive benefits available to club members, visit the website at [www.walkMSgeorgia.org](http://www.walkMSgeorgia.org).

The National Multiple Sclerosis Society would not be able to fund cutting-edge research, provide services, host programs, or educate healthcare professionals and the public if it were not for the extraordinary fundraising efforts of those who support Walk MS: Georgia. Once again, we'd like to show our appreciation to the 2011 Top 100 Club:

# 2012 TOP 100 CLUB

1-Chuck Paul- \$13,235.00	35-Mary Beth Ritthaler- \$2,080.00	69-Sarah Neighbors- \$1,476.00
2-Michael Combs - \$11,437.00	36-Charles Coulter- \$2,080.00	70-Joy Moore- \$1,475.00
3-Kelly Freeman- \$11,166.00	37-Dawn Stone- \$2,073.00	71-David Hicks- \$1,400.00
4-Therese Stepowany- \$9,355.00	38-Robert Stepowany - \$2,033.00	72-Kellie Fielding- \$1,395.00
5-Brent Wilkes- \$6,200.00	39-Joy Mock- \$2,024.00	73-Johnathan Reiss- \$1,375.00
6-Jeff Wigley- \$5,115.00	40-Jeffery Poole- \$2,011.00	74-Valerie Hopper- \$1,360.00
7-Elizabeth Barfield- \$4,920.00	41-Todd Hardy- \$1,970.00	75-Natalie Ward- \$1,340.00
8-David Sirna- \$4,845.00	42-Cris Davis- \$1,960.00	76-LeeAnn Lanier- \$1,335.00
9-Abby Karsch- \$4,774.00	43-John Young- \$1,947.29	77-Barbara Donaldson- \$1,325.00
10-Amy Nash- \$4,565.00	44-Jane Branham- \$1,912.00	78-Stacey Cross- \$1,325.00
11-Susan Steinberg- \$4,467.00	45-Eric Stepowany- \$1,900.00	79-Russ Johnson- \$1,270.00
12-Peter Bade- \$4,421.00	46-Rachael Stepowany- \$1,900.00	80-Kristen Evans- \$1,238.15
13-Lynn Kaden- \$4,097.00	47-Randy Layne- \$1,892.00	81-Susan Holler- \$1,200.00
14-Linda Agnello- \$3,990.80	48-Diane Wright- \$1,800.00	82-Natalie Walker- \$1,190.00
15-Heather Miller- \$3,951.25	49-Theresa McDaniel- \$1,800.00	83-Misty Ford- \$1,148.54
16-Nancy Jo McDaniel- \$3,650.00	50-Adrienne Boyer- \$1,775.00	84-Ellen Davis- \$1,125.00
17-Fay Gibson- \$3,475.00	51-Jeffrey Cook- \$1,745.00	85-Marsha Johnson- \$1,100.00
18-Amanda Fowler- \$3,295.00	52-Robin Wilkes- \$1,725.00	86-Britney Vollmer- \$1,090.00
19-Martina Flanagan- \$3,243.00	53-Lee Kordel- \$1,700.00	87-Frank Curti- \$1,085.00
20-Katherine Davis- \$3,221.00	54-Jodi Giles- \$1,684.00	88-Christine Batta- \$1,045.00
21-Linda Hilscher- \$3,220.00	55-Robert Udwin- \$1,675.00	89-Lisa Hecht- \$1,043.86
22-Millie Brune- \$3,175.00	56-Mandy Watson- \$1,671.00	90-Stephanie Ingram- \$1,040.00
23-Dennis Conway- \$3,170.00	57-Carolyn Staton- \$1,655.00	91-Janie McCabe- \$1,040.00
24-Kelli Zaremba- \$3,073.35	58-Amy Ingram- \$1,650.00	92-Alice Croxall- \$1,025.00
25-Cherryl Harris- \$3,000.00	59-Mackenna Basteys- \$1,640.00	93-Seniqua Williams- \$1,020.00
26-Julia Murphy- \$2,980.00	60-Beth Dieterich- \$1,625.00	94-Jim Moore- \$1,010.00
27-Brian Ozden- \$2,960.00	61-Gwendolyn Albrecht- \$1,620.00	95-Lorraine Hill- \$1,010.00
28-Kathryn Youmans- \$2,835.00	62-Tom Purcell- \$1,600.00	96-Michele Northenor- \$1,010.00
29-Sallie Hunt- \$2,791.97	63-John Rezac- \$1,550.00	97-Yvette Morgan- \$1,001.00
30-Caroline Kulinski- \$2,560.00	64-Stephanie Ivy- \$1,545.00	98-Monroe Matherly- \$1,000.00
31-Katie Kulinski- \$2,442.00	65-Rick Stone- \$1,540.00	99-Lisa Daffinson- \$1,000.00
32-Martha Matthews- \$2,320.00	66-Joseph Goscha- \$1,526.00	100-Brenda Nord- \$985.00
33-Terri Wigley- \$2,305.00	67-Amy Howe- \$1,515.00	
34-Melody O'Hare- \$2,150.61	68-Heather Talley- \$1,500.00	

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# 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 help you set up your Participant Center so you can better raise funds online. Don't wait, call us at 800-FIGHTMS.

## WHAT DO I NEED TO BRING TO WALK MS?

Bring a completed and signed pledge envelope and any contributions you've collected. Your pledge envelope is mailed to you if you register prior to two weeks before the Walk. To speed up the registration and check-in process on the morning of the event, please fill out both sides in its entirety, place all collected donations to-date in the envelope and seal the envelope.

## DO I NEED TO RAISE MONEY? ISN'T MY ATTENDANCE ENOUGH SUPPORT?

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.

## HOW DO I TURN IN CONTRIBUTIONS?

We recommend turning in contributions right away. The faster you turn in your contributions, the faster the MS Society can begin putting those contributions to good work. Don't hold on to checks! Online contributions are automatically credited to your account. Include remaining contributions in your pledge envelope and bring it with you. This envelope also serves as your waiver.

## WHERE DO I CHECK-IN WHEN I ARRIVE AT WALK?

Registration and Check-In begins one hour before the Walk, except in Atlanta and Marietta where registration will begin 2 hours before the Walk. All Walkers must check in at the Check-In Tent the morning of the Walk, even if they have pre-registered for the event, to turn in an individually signed waiver form. In addition, they may turn in any collected contributions and pledge envelopes. Top 100 Club members may pick up their Walker number and gifts at the VIP Tent.

## DO I NEED TO SIGN A WAIVER FORM?

All walkers must sign and turn in a waiver the morning of the Walk. This waiver can be found on the back of your pledge envelope (which will be mailed to you) or at the Registration Tent the morning of the Walk.



Team Roxy's Warriors, 2011

### DO I GET A T-SHIRT?

The coveted Walk MS event t-shirt is available to all participants raising a minimum of \$100 or more. All participants who turn in \$100 or more before or on the day of the Walk will receive their t-shirt at Walk MS. Participants turning in pledges after the Walk will be able to request a t-shirt at that time. Only one shirt per person will be given.

### WHAT IS THE ROUTE LIKE?

Walk MS routes are 5k (roughly 3 miles). There are break points along each route, stocked with healthy, high-energy snacks and drinks. Roads will NOT be closed to vehicular traffic. Please respect pedestrian and motorist laws.

### WHAT SHOULD I EXPECT ALONG THE ROUTE?

As with all National MS Society events, your day will be filled with pampering, food and great fun with the greatest volunteers in the business providing support! Support and Gear (SAG) vehicles are driven by volunteers who patrol the routes between rest stops. SAGs will transport participants to a rest stop if medical attention is needed or if you're just plain tired! Additionally, medical support personnel will be available at all times.



Volunteer Walk MS Coordinator, Amy Ingram (center) and volunteers in Augusta, 2011

## WHAT IF I CANNOT FINISH THE ENTIRE ROUTE?

There will be transportation along the route to bring participants back to the start/finish site.

## WILL THERE BE FOOD?

You will receive energizing snacks and beverages at each break point. Depending on your Walk site, a light breakfast and/or lunch may be served.

## WHAT IF THERE IS INCLEMENT WEATHER

All walks are held RAIN or SHINE! Wear appropriate clothing. Under most conditions, the Walk will continue. In the event of severe weather (e.i., snow, tornadoes or severe thunder and lightning), the National MS Society staff may temporarily stop the Walk by holding you at break points or cancel the Walk. We ask for your cooperation with this policy, as your safety is our first concern.

## PARTICIPANTS UNDER 18

All participants under 18 years of age must be accompanied by a parent or guardian, age 21 years or older. The adult must stay with the participating minor on the route at all times. If the minor at any time is transported by a SAG, an adult must accompany him/her.



