



MISSY, DIAGNOSED IN 2012

WE'RE STRONGER
TOGETHER. **WALK MS.**



TEAM CAPTAIN & PARTICIPANT GUIDE

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DOMINIQUE (CENTER), DIAGNOSED IN 2015

WELCOME TO WALK MS 2016

AS A WALK MS TEAM CAPTAIN OR PARTICIPANT, 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.

WALK WITH US — WALK MS 2016

APRIL 9

Wilmington, DE
Wilmington River Front

APRIL 16

Dover, DE
Historic Dover

APRIL 24

Devon, PA
Devon Horse Show &
Country Fair
Lansdale, PA
North Penn High School

Media, PA

Ridley Creek
State Park

Mount Holly, NJ

Historic Smithville Park

Norristown, PA

Elmwood Park Zoo

Sellersville, PA

Lenape Park

APRIL 30

Philadelphia, PA
Philadelphia
Museum of Art

MAY 1

Allentown, PA
Memorial Rose Garden

Cherry Hill, NJ

Cooper River Park

Newark, DE (NEW SITE)

Paper Mill Park

Newtown, PA

Tyler State Park

Ocean City, NJ

Ocean City Boardwalk

Reading, PA

Gring's Mill
Recreation Center

Sewell, NJ

Washington Lake Park

Tannersville, PA (NEW SITE)

Big Pocono State Park

West Chester, PA

East Goshen Park

MAY 20

Bridgeville, DE
Heritage Shores
Twilight Walk

JUNE 5

Long Neck, DE
Pot Nets - Bayside

FOR MORE INFORMATION, VISIT WALKMS.ORG OR CALL 1-800-883-WALK.



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HAYLEY (L), DIAGNOSED IN 2015; LYNNE (R), DIAGNOSED IN 2008

A WORLD FREE OF MULTIPLE SCLEROSIS

ABOUT MULTIPLE SCLEROSIS

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 MULTIPLE SCLEROSIS SOCIETY

The Society mobilizes people and resources so that those who are affected by MS can live their best lives as we stop MS in its tracks, restore what has been lost and end MS forever. 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 their lives forward. In 2014 alone, through our comprehensive nationwide network of programs and services, the Society devoted \$122.2 million to assist more than one million individuals to connect to the people, information and resources they needed. To move us closer to a world free of MS, the Society also invested \$50.2 million to support more than 380 new and ongoing research projects around the world. The Society is dedicated to achieving a world free of MS. Learn more at: www.nationalMSsociety.org.

CHANGING THE WORLD FOR PEOPLE AFFECTED BY MS.

Collectively, Walk MS and other fundraising efforts have helped accelerate research breakthroughs that change lives and will end MS forever.

- We are increasing investments in wellness research, including diet, exercise and complementary and alternative therapies.
- We fund more research than any other MS organization in the world.
- MS activists work to ensure people with MS have access to treatments, information and support to make the best decisions for themselves and their families.
- There are more therapies specifically approved for treating and managing MS, and more potential MS therapies in development today than at any other time in history.
- MS is more quickly diagnosed, enabling early and sustained therapy to slow disease activity.
- There is much greater awareness of the many symptoms of MS and ways to address them to improve quality of life.
- Scientists are making breakthroughs in identifying risk factors that can increase a person's susceptibility to MS, which will help lead to ways to prevent the disease.





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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!”

”

TOGETHER WE'LL GO FURTHER

Nearly 85 percent of Walk MS participants are 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 us at **1-800-883-WALK** or walkMS@pae.nmss.org.

WALK MS: THE FACTS

85%
OF PARTICIPANTS
ARE ON FRIENDS
& FAMILY OR
CORPORATE TEAMS



92%
WALK BECAUSE OF
A CONNECTION TO MS



THERE ARE MORE THAN
680
CORPORATE
TEAMS
ACROSS THE COUNTRY



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.

1. RECRUITING

Team members can be anybody — friends, family, coworkers, or neighbors — and they can all easily register as walkers online at walkMS.org. Whether you're a corporate team or a team of family and friends, just be sure to ask everyone you know.

2. 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!

3. 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!





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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:

- **100% fundraising** — Make it YOUR GOAL to have every single team member an active fundraiser either by them making a self-donation or asking others to donate to them.
- **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 email, 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 Greater Delaware Valley Chapter at walkMS@pae.nmss.org or **1-800-883-WALK**.

PRIZES

Prizes are based on per person money turned in by event day. We offer great prizes to reward our top fundraisers for their efforts. Set your sights high and earn great prizes, such as commemorative clothing, exercise equipment, electronics and more!

PRIIZE DETAILS

- **\$125** — Every participant who raises at least \$125 will receive an official Walk MS t-shirt.
- **\$250** — Fundraisers who turn in at least \$250 by June 30, 2016 will be eligible for prizes from our prize partner, Summit. Prizes vary by fundraising level and include clothing, water bottles, duffel bags, coolers, watches, TVs and more. Or, you can decide to generously donate your prize back to the chapter. By doing so, you can help us continue to deliver quality programs and services to local people living with MS.
- **\$1,000** — Get VIP status treatment by raising \$1000 or more. The pride you will feel, knowing what a difference your efforts make in the lives of people with MS, will amaze you. Benefits of becoming a VIP include day-of walk credentials, VIP giveaways, plaques, and special recognition on the day of the event. The Walk MS staff is here to help you every step of the way to reach your goals. The more money you raise, the more perks you receive on the day of the walk and throughout the year!
- **Tremendous 250** — The Tremendous 250 Club honors our top 250 individual fundraisers from Walk MS 2016. These 250 individuals exhibit outstanding fundraising achievements that deserve to be recognized. Benefits include a customized t-shirt, walk site recognition, name and ranking listed on our website, dedicated staff to assist you throughout the year, invitations to various special events and much more!

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.

TEAM ACHIEVMENT AWARDS

- **Gold Team** — \$1,000 - 2,499
- **Platinum Team** — \$2,500 - 4,999
- **Diamond Team** — \$5,000 - \$9,999
- **Emerald Team** — \$10,000 - \$14,999
- **Mission Possible Club** (one dollar for every person in our chapter area living with MS) — \$15,000+

TOP TEAM AWARDS

- **Top Fundraising Team** — the team that raises the most by the fundraising deadline.
- **Largest Team** — the team that has the most registered team members.



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TOP WALK MS 2015 FUNDRAISERS

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 fundraisers of 2015.

WALK MS 2015 TOP TEAMS (as of Oct 19, 2015)

1. Annie's Army — James Weber, \$30,810
2. CANDEE M&M's — Candace Holzman, \$26,878
3. Zoom Zooks — Colvette Monroe, \$26,597
4. Team TRF — Jared Hoover, \$22,985
5. Team Stacey — Stacey Hunter, \$20,715
6. Marinelli's Misfits — Jessica Marinelli \$17,679
7. TEAM MICKEY — Jude Fanning, \$16,046
8. Team Aon — Bruce Rennard, \$11,978
9. Survivor MS — Mary Crowley, \$11,275
10. M.S.' Warriors — Megan Spaulding, \$10,492

TOP TREMENDOUS 250 FUNDRAISERS (deadline June 30, 2015)

1. James Weber, \$17,505
2. Stacey Hunter, \$13,995
3. Jude Fanning, \$13,512
4. Candace Holzman, 12,403
5. Kay Oesterling, \$10,120
6. John Richmond, \$9,210
7. Mary Crowley, \$7,045
8. Tracy Antonucci, \$6,915
9. Glenn Shocket, \$6,160
10. Liz Nover, \$6064

WALK MS FUNDRAISING CLUBS

(as of Oct 19, 2015)

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!

MISSION POSSIBLE LEVEL

1. James Weber, \$18,175

EMERALD CLUB LEVEL

1. Stacey Hunter, \$13,995
2. Jude Fanning, \$13,511
3. Candace Holzman, \$12,402
4. Kay Oesterling, \$10,120

DIAMOND CLUB LEVEL

1. John Richmond, \$9,210
2. Greg Smith, \$9,000
3. Mary Crowley, \$7,045
4. Tracy Antonucci, \$6,915
5. Glenn Shocket, \$6,160

PLATINUM CLUB LEVEL

1. John Kan, \$4,886
2. Heather Davis, \$4,675
3. Lauren Taylor, \$4,605
4. Monroe Colgett, \$4,440
5. Robert Pfisterer, \$4,385

GOLD LEVEL

1. Patricia Rinck, \$2,470
2. Larry Frank, \$2,449
3. Mary Sypawka, \$2,364
4. Charles Smutz, \$2,336
5. Bonnie Oswald, \$2,325



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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, 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, 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 emails to friends and family asking for their support** — You can easily import contacts into your Address Book from other email applications such as Microsoft Outlook, Gmail and 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.
4. **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.
5. **Boundless fundraising and 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.
6. **WALK MS mobile app** — Available in the App store and Google Play store.
 - Manage and share your Walk MS experience on the go with our new Walk MS mobile application. Fundraise and connect with others through social media and email, update your web pages, check your progress, and much more — all from the palm of your hand.



LATIAH (R), DIAGNOSED IN 2014

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:

- **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.
- **Download** receipts, sample letters and find great fundraising tips online. Visit **moveforMS.org**, click on Walk MS and then on the event details page.
- For more fundraising ideas, contact your local office!

REMEMBER: NO ONE CAN SAY YES UNLESS YOU ASK!



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SOCIAL MEDIA

Using social media to fundraise, grow a team and to increase awareness.



facebook.com/walkMSdelval

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.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.com/walkMSdelval

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.com/nmsspae

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.

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 **1-800-883-WALK**.

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 if you register two weeks before your event date.

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 in with a donation form included in this packet or download online. Use one donation form per mailing and send it to the **National MS Society/Walk MS, 30 S. 17th Street, Suite 800, Philadelphia, PA 19103**. New this year! We ask that you turn all cash into checks or make an online contribution in your donor's name. Online contributions are automatically credited to your account. Include remaining contributions in your check-in envelope and bring it with you on your event date.

This envelope also serves as your waiver. Prize redemption is based on total contributions turned in by the event 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. Money raised supports people with MS and their families throughout DE, South Jersey, and Southeastern PA. With the money raised at walk last year the Greater Delaware Valley Chapter was able to fund cutting-edge research and provide programs and services to help people living with MS live their best lives.

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

Online contributions automatically are credited to your account. However, we will not have access to that information on the day of the event, so make sure to check your online total before the event and include the total on your walker check-in envelope.

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. However, if your size is unavailable, volunteers will take your information, and we will mail one to you after the event. Prize forms will be sent six to eight weeks after the event. Prizes are based on money turned in on or before June 30.

WHAT IF I CANNOT FINISH THE ENTIRE ROUTE?

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



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MOVEFORMS.ORG | 1.800.883.WALK

