



walk to
create a world
free of MS

WALK MS: 2013 PARTICIPANT & TEAM CAPTAIN GUIDE

WALK TO CREATE A WORLD FREE OF MS

walkMSnorthflorida.org 1.800.344.4867



Evelyn, diagnosed in 2008



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WELCOME TO WALK MS: 2013

AS A WALK MS PARTICIPANT OR TEAM CAPTAIN, 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: 2013

April 13th

Thank you to our sponsor: Pure Protein

Orange Park at Greyhound Kennel Club - Festivities at 8 a.m., Walk 9 a.m.

Tallahassee at Lake Ella - Festivities at 8 a.m., Walk 9 a.m.

Gainesville at Westside Park - Festivities 8 a.m., Walk 9 a.m.

Pensacola at Seville Square - Festivities 3 p.m., Walk 5 p.m.

Ft. Walton Beach at Uptown Station - Festivities 8 a.m., Walk 9 a.m.

April 20th

Jacksonville, Downtown - Festivities 8 a.m., Walk 10 a.m.

St. Augustine at First United Methodist Church - Festivities 4 p.m., Walk 5 p.m.

For more information, visit walkMSnorthflorida.org or call 1.800.344.4867



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 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. In 2011 alone, through its national office and 50-state network of chapters, the Society devoted \$164 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 \$40 million to support more than 325 new and ongoing research projects around the world. The Society is dedicated to achieving a world free of MS.

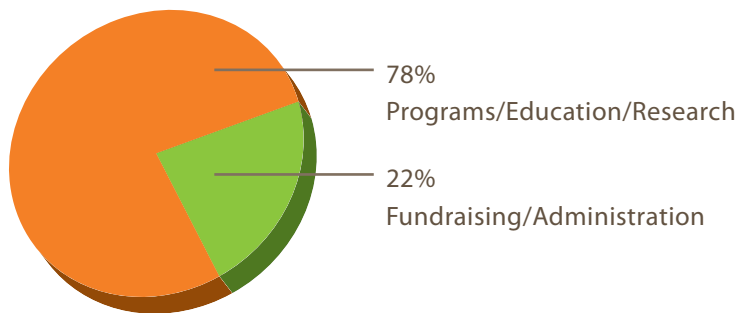
The Society is dedicated to achieving a world free of MS. Early and ongoing treatment with an FDA-approved therapy can make a difference for people with multiple sclerosis. Learn about your options by talking to your health care professional and contacting the National MS Society at nationalMSSociety.org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

WHERE DOES THE MONEY GO?

ABOUT CHAPTER PROGRAMS & RESEARCH

The National MS Society, North Florida Chapter offers programs year-round to the 18,000 individuals affected by MS in North Florida. Funds raised by annual events such as Walk MS, Bike MS and MuckRuckus MS contribute to the National MS Society research, programs and services. To find out more about the North Florida Chapter visit nationalMSSociety.org/FLN.

CHAPTER 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 us at (904) 332-6810 or floridaevents@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 — and they can all easily register as walkers online at walkMSnorthflorida.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!

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.



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 the North Florida Chapter at (904) 332.6810.

WALK MS FUNDRAISING: HIGH ROLLERS

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!

If you raise more \$500 and above, you are considered a High Roller at the North Florida Chapter. High Rollers enjoy many perks, such as recognition, beads and other great rewards!

CONGRATULATIONS TO OUR TOP FUNDRAISERS IN 2012

1. Jennifer Vigneron \$11,430
2. Sinoma Brown, \$7080
3. William Miller, \$4,005
4. Amy Jones, \$2,566.37
5. Stephanie Wright, \$2,500
6. Carole Walters, \$2,380
7. Marcia Eury, \$1,790
8. Christine Sweeney, \$1,700
9. Lisa Shaw, \$1,686.37
10. Vicky Watkins, \$1,633

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?

The top five fundraising teams receive plaques and recognition.

PRIZES

Prizes are based on per person money turned in. The fundraising deadline is May 20, 2013. All prize levels of \$125 or more include the official Walk MS t-shirt.

PRIZE DETAILS

\$125 and Up = Walk MS T-Shirt and send one kid to Kids' Camp

\$500 and Up = High Roller T-Shirt and send 2 women to Women's Retreat

\$6500+ = Tour of Champions or Washington, D.C. to advocate for people with MS

TOP WALK MS: 2012 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 2012.

WALK MS: 2012 TEAMS

- | | |
|--|---------------------------------|
| 1. MS Troopers - \$15,883 | 6. JuST - \$5,135.87 |
| 2. Miller Clan - \$11,245 | 7. Determined Dragons - \$3,475 |
| 3. Jax Neuro and Tony's Troopers - \$8,425 | 8. ParkerVision, Inc. - \$3,185 |
| 4. Team Stonewood - Third Tuesday - \$7,632.22 | 9. Remyelinators - \$3,091.37 |
| 5. Sam's - Walmart - \$5,500 | 10. Angela - \$3,005 |

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, 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 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 raise double the money.
- 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 walkMSnorthflorida.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](https://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

[LinkedIn.com](https://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

[twitter.com](https://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

[YouTube.com](https://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

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 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 (904) 332-6810.

WHAT DO I NEED TO BRING TO WALK MS?

Bring a completed and signed walker check-in envelope and contributions you've collected.

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 Society/Walk MS at 4237 Salisbury Road, Suite 406, Jacksonville, FL 32216. Online contributions are automatically credited to your account. Include remaining contributions in your check-in envelope and bring it with you the day of Walk MS. This envelope also serves as your waiver. Prize redemption is only based on total contributions turned in on or before < 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 North Florida. With the money raised at walk last year the North Florida Chapter was able to contribute to funding MS research and provide programs such as Women's Retreat, Kids' Camp and MS Service Day to those affected by MS. It also enabled the Chapter to provide financial services and other services to people affected by MS.

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. The fundraising deadline is May 20, 2013.

WHAT IF I CANNOT FINISH THE ENTIRE ROUTE?

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

WALK TO CREATE A WORLD FREE OF MS

walkMSnorthflorida.org or 1.800.344.4867