



walk to
create a world
free of MS

WALK MS: 2014 PARTICIPANT & TEAM CAPTAIN GUIDE

BE INSPIRED. GET CONNECTED. WALK MS.

www.WalkMSNationalCapital.org or 202.296.5363, option 2





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WELCOME TO WALK MS: 2014

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: 2014

Bowie, MD - Saturday, April 12

Manassas, VA - Saturday, April 12

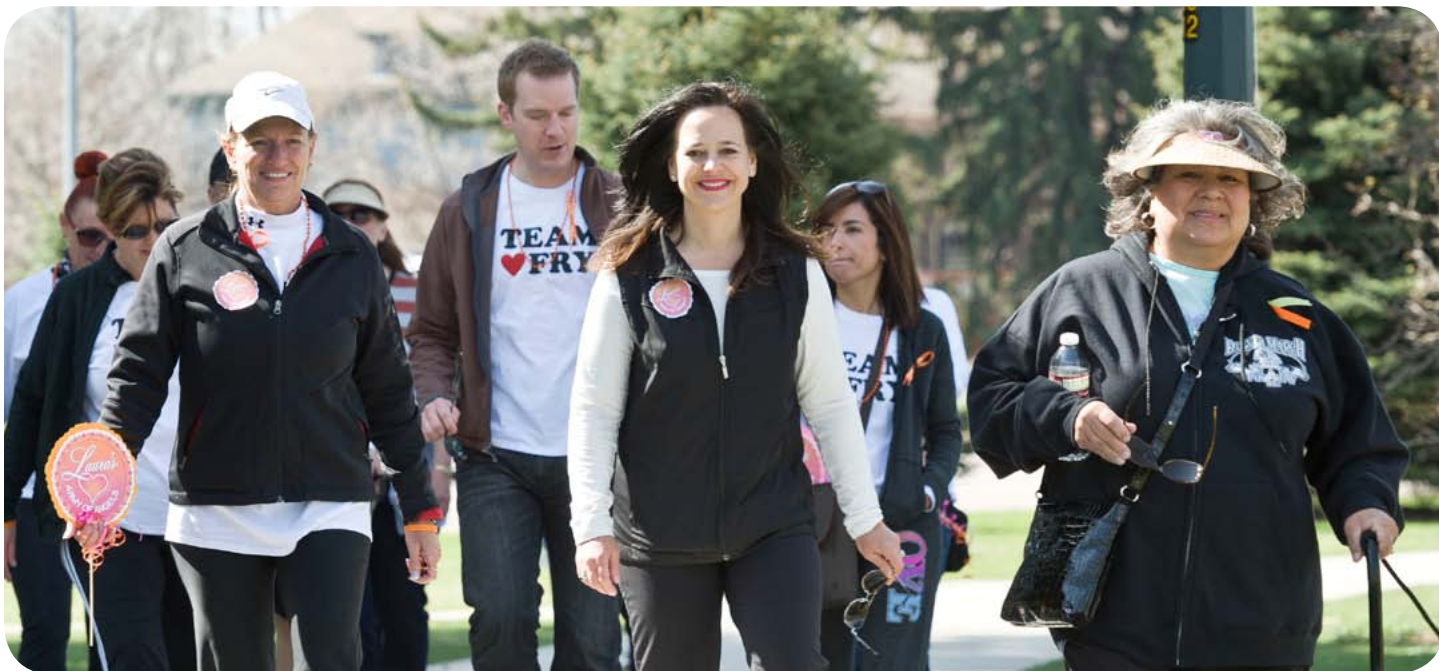
Reston, VA - Sunday, April 6

Rockville, MD - Saturday, April 12

Waldorf, MD - Saturday, April 12

Washington, D.C. - Saturday, April 5

For more information, visit www.WalkMSNationalCapital.org or call 202.296.5363, option 2.



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 2.3 million people worldwide.

ABOUT THE NATIONAL MS SOCIETY

MS stops people from moving. The National Multiple Sclerosis 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 2011 alone, 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. Join the movement at nationalMSSociety.org.

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 healthcare professional and contacting the National MS Society at nationalMSSociety.org or 1-800-344-4867.

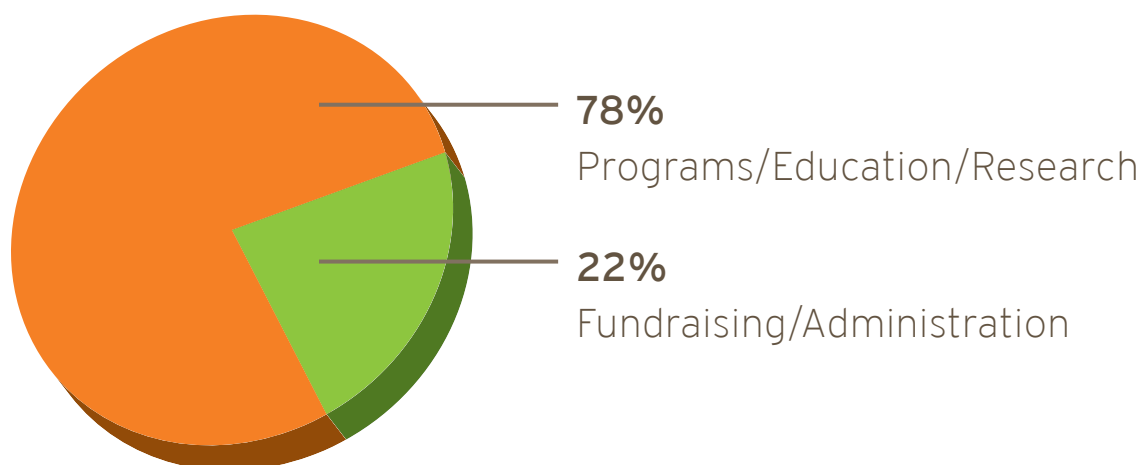
WHERE DOES THE MONEY GO?

CHAPTER PROGRAM & RESEARCH HIGHLIGHTS

The National Capital Chapter addresses the challenges of each person whose life is affected by MS. The chapter is committed to providing vital support and personalized services to the many thousands of individuals living with MS in the Washington, D.C. metropolitan area, their families, friends, and colleagues.

We offer a range of programs and services to help people living with MS cope with the everyday demands of multiple sclerosis. If you need to talk, our counselors are here. If you need a medical referral or assistance with employment, we are ready to assist you. Each service and program that we offer is designed to help you maintain independence and continue participating in your job, family, and community.

Last year, the National MS Society funded 375 research projects around the world to identify the cause of MS and find a cure. Five of those studies were local, moving research initiatives forward right in our area. The Society is driving force of MS research and treatment to stop disease progression, restore function, and end MS forever.



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 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 202.296.5363, option 2 or TeamsDC@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 **walkMS.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 row.

The Team Row is like a Walk MS block party with some teams hosting their own team tent. When all of those party tents are gathered together, it creates one huge celebration! Teams can reserve space and either rent or bring a tent, a table, and chairs. After that, the possibilities are endless! Teams can bring food to feed hungry team members, pick a theme and decorate, set-up games and activities, and show their team spirit! Under your tent, your team's walkers, volunteers, and special guests can gather to celebrate your team's accomplishments and recognize your team's physical and philanthropic victory. For more information about Team Row at your Walk MS location please email **TeamsDC@nmss.org**.



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 **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.
- 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, please contact TeamsDC@nmss.org. Goal setting worksheets are available online.

WALK MS FUNDRAISING CLUBS

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!

OUR 2013 ELITE 150 CLUB MEMBERS:

- | | | | |
|-------------------------|-------------------------------|-------------------------------|--------------------------|
| 1. Cathy Onufrychuk | 39. Hannah Wojszynski | 77. Barry Cohen | 115. Andrea Cohen |
| 2. Caren Milman | 40. Maureen Russell | 78. Burt Edwards | 116. Zodie Makonnen |
| 3. Bill Onufrychuk | 41. John Dee | 79. Peter Strang | 117. Jamey Jeff |
| 4. Heather Mansfield | 42. Errol Brown | 80. Dawne Carroll | 118. Kathleen Chang |
| 5. Kevin Thie | 43. Julie Walker | 81. Laura Larson | 119. Lauren Hyland |
| 6. Magda Marti | 44. Douglas Clark | 82. Meghan Robbins | 120. Charmaine Singleton |
| 7. Mark Engle | 45. Tracy Abdo | 83. Jackie Kud | 121. Wendy Edwards |
| 8. Kathleen Jones | 46. Siobhan Casey | 84. Heather Jeff | 122. Megan Battle |
| 9. Rachel Miller | 47. Judith Casassa | 85. Hannah Wesolowski | 123. Juan Archilla |
| 10. Bronwen Blass | 48. Sharon Moore | 86. Marta Rivera Diaz | 124. Danielle Meyers |
| 11. Susan Stanton | 49. Veronica Gallagher-Kaelin | 87. Joanne Frank | 125. Sarah Cobb |
| 12. Bonnie Schwartz | 50. Ellen Alers | 88. Olivia Onufrychuk | 126. Elena Komarova |
| 13. Mary Mason | 51. Elise Lestz | 89. Mary Brown | 127. Paul Tuscano |
| 14. Jeremy Works | 52. Lauren Battey | 90. Joanie Walls | 128. Delia Ponce |
| 15. Sandy Cohen | 53. Darniece Shirley | 91. Michelle Gresalfi | 129. Danielle Nicholson |
| 16. Nicole Davis | 54. Julie Isha | 92. Candace Thie | 130. Nate Tackett |
| 17. Bruce Pearlman | 55. Marcie Blackman | 93. Jarret Christensen | 131. Chellie Hamecs |
| 18. William McElrath | 56. Paul Johnson | 94. Lynn Bailly | 132. Chad Stockman |
| 19. Doris Holmes-Hughes | 57. Lauren Sessoms | 95. Kirk Casey | 133. Kimberly Koerner |
| 20. Matt Abelson | 58. Evan Lefever | 96. Kristin Hazenstab Battles | 134. Holly Sears |
| 21. Heather Randolph | 59. Lizzy Shumaker | 97. Jessica Strelitz | 135. Vernell Crochan |
| 22. Sara Spivey Roseman | 60. Terry Fernandez | 98. Danielle Rice | 136. Marie Bryson |
| 23. Elie Isha | 61. Christopher Urban | 99. Ryan Bocompani | 137. Mark Walls |
| 24. Andi Fristedt | 62. Gregory Brill | 100. Jamey Bocompani | 138. Angelia Parraway |
| 25. Corinna Bonk | 63. Judith-Anne Martin | 101. Ted Thompson | 139. Bruce Kay |
| 26. Susan Algeo | 64. Kenneth Egger | 102. Stacy Cohen | 140. Beth Dammlash |
| 27. Leah Orta | 65. Ronald Lubcher | 103. Brandi Valentin | 141. Kristina Marlow |
| 28. Pamela Cosimano | 66. Sara Styles | 104. Laura Weidner | 142. Ashley Gilchrist |
| 29. Dianne Carroll | 67. Janice Brown | 105. Karen Jackson | 143. Brittany Jackson |
| 30. Sandra Troutman | 68. Jean Callahan | 106. Kirsten Carroll | 144. Florence Eley |
| 31. Elizabeth Bradley | 69. Courtney Ashby | 107. Dan Vinciguerra | 145. Vanessa Cannone |
| 32. David Stanton | 70. Christine Baldwin | 108. Allison McMullin | 146. Kitty Gonzalez |
| 33. Karin Fitzgerald | 71. Elizabeth Cipriano | 109. Katherine Willis | 147. Debbie Schultz |
| 34. Richard Banvard | 72. Tereasa McCrady | 110. Clint Petty | 148. Robert Brown |
| 35. Lynne Becker | 73. Jacklyn Jablonka | 111. Kristina Nichols | 149. Susan Haebler |
| 36. Becky Slaughter | 74. Elizabeth Sherman | 112. Amanda Harder | 150. Caroline Tran |
| 37. Meg Morgensen | 75. Sarah Wholey | 113. Tara Kelly | |
| 38. Stephanie Gonzalez | 76. Dena Hoffman | 114. Athena DiIullo | |

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.

CHAPTER HONORS AND PRIZES

Top Fundraising Team (one per site)

Largest Community Team (overall)

Top Fundraising Community Team (overall)

Largest Corporate Team (overall)

Top Fundraising Corporate Team (overall)

Elite Feet Team: Diamond Level - any team that raises more than \$50,000

Elite Feet Team: Gold Level - any team that raises \$30,000-\$49,999

Elite Feet Team: Silver Level - any team that raises \$20,000-\$29,999

Elite Feet Team: Bronze Level - any team that raises \$10,000-\$19,999

[SEE OUR 2013 TEAM AWARD WINNERS ON OUR WEBSITE](#)

[SEE OUR 2013 ELITE FEET TEAMS ON OUR WEBSITE](#)

PRIZES

Prizes are based on per person money turned in on or before the pledge deadline. All prize levels of \$125 or more include the official Walk MS t-shirt.

MISSION FIRST CLUB

The Mission First Club is a special group of Walk MS participants who put the mission of a world free of MS first. Club members are Top Fundraisers (participants who raise at least \$1,000) who then donate back the prizes they earned from reaching certain fundraising levels.

These fundraisers helped the National MS Society National Capital Chapter keep costs low, and allowed us to put more funds toward programs, services, and research.

[VIEW OUR 2013 MISSION FIRST CLUB MEMBERS ON OUR WEBSITE.](#)

ONLINE TOOLS: MAKING FUNDRAISING FAST & SIMPLE

Everyone who registers for Walk MS gets a participant center, the online hub for managing online fundraising. Visit www.WalkMSNationalCapital.org.

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 **WalkMSNationalCapital.org** and click on Fundraising Ideas.

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

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

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

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

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.

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. Take a look at the Participant Center Guide located on our Fundraising Ideas page. Still need assistance? 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 202.296.5363, option 2.

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 available online. Use one donation form per mailing and send it to the National MS Society/Walk MS, 1800 M Street, NW, Suite 750 South, Washington, DC 20036. Online contributions are automatically credited to your account. Include remaining contributions in your check-in envelope and bring it with you on event day. This envelope also serves as your waiver. Prize redemption is only based on total contributions turned in on or before May 7, 2014.

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 the DC Metropolitan area. With the money raised at walk last year the National Capital Chapter was able to provide the local community with beneficial programs and services, as well as support critical National research efforts

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 we receive all of your donations on or before the Thursday leading up to your Walk MS event day.

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 May 7, 2014.

WHAT IF I CANNOT FINISH THE ENTIRE ROUTE?

There will be transportation (Support and Gear vehicles) along the route to bring participants back to the start/finish site.

WALK TO CREATE A WORLD FREE OF MS
www.WalkMSNationalCapital.org or 202.296.5363