



walk to
create a world
free of MS

TEAM CAPTAINS' HANDBOOK 2012

six hundred walks. one destination. a world free of MS.

Where will you walk?

This year, you have three choices! As the team captain, be the first to register, so you can recruit. This handbook provides simple steps to help you get started, but first you need to choose where you will walk!

Peninsula

Mariner's Museum

Saturday, April 14

Registration and Check-in: 8:00 am

Opening remarks: 8:45 am

Walk begins: 9:00 am

Route: We'll begin the two-mile walk at the entrance to the Mariners' Museum, winding through a tree-lined trail and along Lake Maury. This route is fully accessible! We will not be walking on the Noland Trail.

Virginia Beach

Sunday, April 15

Mt. Trashmore

310 Edwin Drive, Virginia Beach

Registration and Check-in: 1:00 pm

Opening remarks: 1:45 pm

Walk begins: 2:00 pm

Route: The walk will be go around Lake Trashmore, which is a mile and a half, beginning at the shelters nestled between the mountain and the lake. There is one rest stop and you may walk around as many times as you like. To reach your desired distance: One lap = 1.5 miles; Two laps = 3.0 miles; Three laps = 4.5 miles... And so on!

Team Fundraising Ideas!

Did you know that several restaurants offer fundraising opportunities? They sure do! Here's a list of places to contact. You will need **TEAMWORK** to make it happen. The more flyers you hand out, the more patrons attend, the more money you raise to help create a world free of MS! Just contact the location nearest you for details.

California Pizza Kitchen

Chick-Fil-A

Chili's

Cold Stone Creamery

Krispy Kreme

Max & Irma's

Moe's

UNO's

If you know of others, please let me know! I like to keep the list current. These are just suggestions! Some other fun **TEAMWORK** ideas include:

Plant Sales

Bake Sales

Chili Cook-Offs

Wii Olympics

Moving Together: 3 Simple Steps to Starting a Team

As a part of the MS movement, 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, co-workers, or neighbors — and they can all easily register as walkers online at fightMS.com. 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. Just 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. Really Having Fun!

Being a team captain is an opportunity to share a great experience with friends and family members, or co-workers— 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!

Ten Great Things about our online Team Tools

1. Post your team pictures online
2. Include your company's logo
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 your team gifts
10. Easily update your page and photo
11. Create a Facebook page!



Simple Steps to online Success

1. Set up your Team Page – Your team page is your invitation to the world to become involved in the movement. We're here to help you reach your goals. Please let us know how we can help! 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.

- **Change it often** – Keep your page current to generate interest. Provide updates on how your training is going or how close you are to your 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 email.

2. 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 emails have been opened by a recipient.)

3. 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 and a world free of MS. **Use the Facebook tool, too!**

4. 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 5 gifts online. Be creative to ensure that your team not only reaches their goals, but has fun along the way.

Join the Movement

Please remember EVERY team member must register and turn in donations by the day of the walk. Children 3 and up must be registered and have funds turned in to their account. If you are fundraising as a team, please send the donations to our office prior to the walk with instructions on who to credit. We will not be able to divide funds the day of the walk. Thank you for your support and cooperation!

Fundraising Ideas Notepad

Listed below are some ideas from other team captains, but you should feel free to add your own — and share them with other team captains!

- 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. 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.
- Hold your own silent auction with food and entertainment.
- Clean out the attic and basement with a garage sale and donate the proceeds.
- Ask your favorite restaurant or bar to donate a percentage of one evening's income to your team, possibly in return for sponsor privileges.
- BE SURE TO ASK EVERYONE YOU KNOW!

Top Walk MS 2011 Teams

1. Carrie's Crew- Carrie Latham- \$7,811
2. Atlantic Bay Southsiders- Gary Hudgins/Rhonda Banyan- \$7,066
3. INRIans- Donna Utsonomiya- \$5397
4. Norfolk Southern Power Train- Lisa Holoman- \$5,000
5. Colonial Heritage- Bob Tucci/John Schultz- \$4,656
6. Cara's Motley Crew- \$3934
7. EP's Posse- Casey Petit- \$3,918
8. The MatadorS- Lauren Hartman- \$3,692
9. United 4 a Cure- Shannon Dalson- \$3678
10. MS Stompers- Anne Folkerts- \$2,765



We are people ... who want to do something about MS NOW

About MS

Multiple sclerosis interrupts the flow of information from the brain to the body and stops people from moving. Every hour in the United States, someone is newly diagnosed with MS, an unpredictable, often disabling disease of the central nervous system. 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 more than twice as many women as men being diagnosed with the disease. MS affects more than 400,000 people in the U.S., and 2.5 million worldwide.

About the National MS Society

The National MS Society helps people affected by MS by funding cutting-edge research, driving change through advocacy, facilitating professional education, and providing programs and services designed to help people with MS and their families move their lives forward.

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 www.fightMS.com or 757-490-9627.

Prepare for Team Weeks

Feb. 13- 20 ♦ March 12-18 ♦ March 26-April 1

Team Tent Decorating Contest

This year, Walk MS will include a Team Village! We're encouraging teams to bring pop-up tents to set up at the Walk MS Start/Finish line for your team to have a central location to meet and have fun! Your team can compete in a Team Tent Decorating contest by bringing decorations in any theme you choose. Walkers will vote on their favorite tent we'll have a prize for the winning team. Don't have a pop-up tent? Participate in Team Week! The team who recruits the most walkers will be provided one for the day.

In addition to the Team Tent Decorating Contest, we're holding a Canine Talent Contest. This year's walk will be loads of fun!

MS Awareness Week is March 13-18

We want to know what MS= to you

Visit our facebook to tell us!

[facebook.com/NMSSHRC](https://www.facebook.com/NMSSHRC)

Where Does the Money Go?

The National MS Society helps people affected by MS by funding cutting edge research, driving change through advocacy, facilitating professional education, and providing programs and services to help people with MS and their families move their lives forward. Just look at the difference it makes in Hampton Roads:

Va. State Legislative Day: On Jan. 29-30 over 50 staff members and volunteers will meet with legislators in Richmond to discuss three priority issues: to improve access to accessible, affordable housing and transportation; to allow people to use mobility devices on the statewide trail system and to prevent further cuts in health care to Virginians.

Financial Assistance Program: In the first quarter of our Fiscal Year, the Hampton Roads Chapter provided the following to deserving people with MS:

- Assistive Technology Devices
- Rent and Mortgage Assistance
- Utility Payment Assistance

Employment Teleconference Series: A 6-week collaborative teleconference series that began on January 12 and ends March 22 2012. Topics include: Legal Protections in the Workplace; Managing Challenging Resumes; How to Reinvent Yourself; Home-Based Work; Employment Resources .



MS =

dreams lost. dreams rebuilt.

"Multiple sclerosis upended the plans I had, forcing me to face uncertainty. I've learned to adapt and focus on what's truly important to me."

— Susan, diagnosed in 1995, with son Zach

MS Join the Movement®
Create a World Free of Multiple Sclerosis.



National Multiple Sclerosis Society
Hampton Roads Chapter

Thanks to our Walk MS 2012 Sponsors!

