



walk to
create a world
free of MS

WALK MS: 2014 PARTICIPANT & TEAM CAPTAIN GUIDE

WALK TO CREATE A WORLD FREE OF MS

walkmsupstateny.org or 1.800.344.4867 (press 2) or email at nyrevents@nmss.org





TABLE OF CONTENTS

BE INSPIRED. GET CONNECTED. WALK MS.

Welcome to Walk MS: 2014..... 1

A World Free of Multiple Sclerosis..... 2

Where Does the Money Go? 3

Why We Participate in Walk MS..... 4

Join the Movement® & Team Up 4

Moving Together: Three Simple Steps to Starting a Team 5

Goal Setting: Who has the Most Team Spirit 6

Prizes..... 7

Top 100 Club 8

Top 50 Teams Club 9

Online Tools: Making Fundraising Fast & Simple.....10

Fundraising Tips & Ideas..... 11

Social Media..... 12

Commonly Asked Questions 13

WELCOME TO WALK MS: 2014

AS A WALK MS PARTICIPANT OR TEAM CAPTAIN, YOU ARE JOINING HUNDRED 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 (address locations can be found online)

Albany May 4	Corning/Elmira/Bath May 4	Northern Chautauqua May 18 (Formerly Dunkirk/ Fredonia)	Rochester May 4
Batavia May 4	Greece May 4	Oneonta May 4	Saratoga May 4
Binghamton May 4	Southern Chautauqua May 4 (Formerly Jamestown)	Plattsburgh/ North Country May 4	Syracuse May 4
Buffalo May 3	Lockport May 4	Poughkeepsie May 4	Watertown May 4
Canandaigua May 4	Mohawk Valley May 4		Wellsville May 4

QUESTIONS?/CONTACT:

For general Walk MS questions, email nyrevents@nmss.org, or call us at 1-800-344-4867 (press 2).

Our Walk MS headquarters chapter mailing address is: 1650 South Ave., Suite 100, Rochester, NY 14620. All pledges can be sent to this address.

If you have more specific questions regarding your Walk MS location, contact the following staff:

Molly Van Ullen:	Albany, Saratoga, Oneonta, Plattsburgh and Poughkeepsie molly.vanullen@nmss.org or 518-464-0112
Christy Missico:	Rochester, Greece, Batavia, Corning and Canandaigua Christy.missico@nmss.org or 716-634-2573 ext. 70503
Maria Batt:	Buffalo, Northern Chautauqua (formerly Fredonia), Southern Chautauqua (formerly Jamestown), Wellsville, and Lockport Maria.batt@nmss.org or 716-634-2573 ext. 70501
Holly Caiello:	Binghamton, Syracuse, Watertown and Mohawk Valley (Utica) Holly.caiello@nmss.org or 1-800-344-4867 (press 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 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 or 1.800.FIGHT.MS (1.800.344.4867).

WHERE DOES THE MONEY GO?

CHAPTER PROGRAM & RESEARCH HIGHLIGHTS

Interested in knowing how your research dollars are being spent? During the months of March and April, the Upstate New York Chapter will be hosting a series of four "Meet the Researcher" nights in Batavia, Southern Tier, Poughkeepsie, and Utica. Locally, there are researchers working hard to end MS forever. This series will introduce you to the neurologists who work closely with MS clients, and the researchers who are conducting MS research right here in Upstate New York to help find a cure and new treatments for the disease. In October 2011, the National MS Society launched the MS NOW (No Opportunity Wasted) research campaign dedicated to stopping the disease, restoring what's been lost, and ending MS forever. As part of this initiative, the Society has committed to raising \$250 million by the end of 2015 for MS research. At our research nights, you will be able to hear from the people who are moving the NOW campaign forward. Individuals attending a research night will learn about the various areas MS research is targeting, treatments on the horizon, current treatment options for MS, and the importance of starting and staying on treatment. Chapter President and CEO, Stephanie Kunes-Mincer, will also be there to answer questions about research initiatives and the NOW Campaign. For more details, visit our website at www.MSupstateny.org, or call 1-800-344-4867.

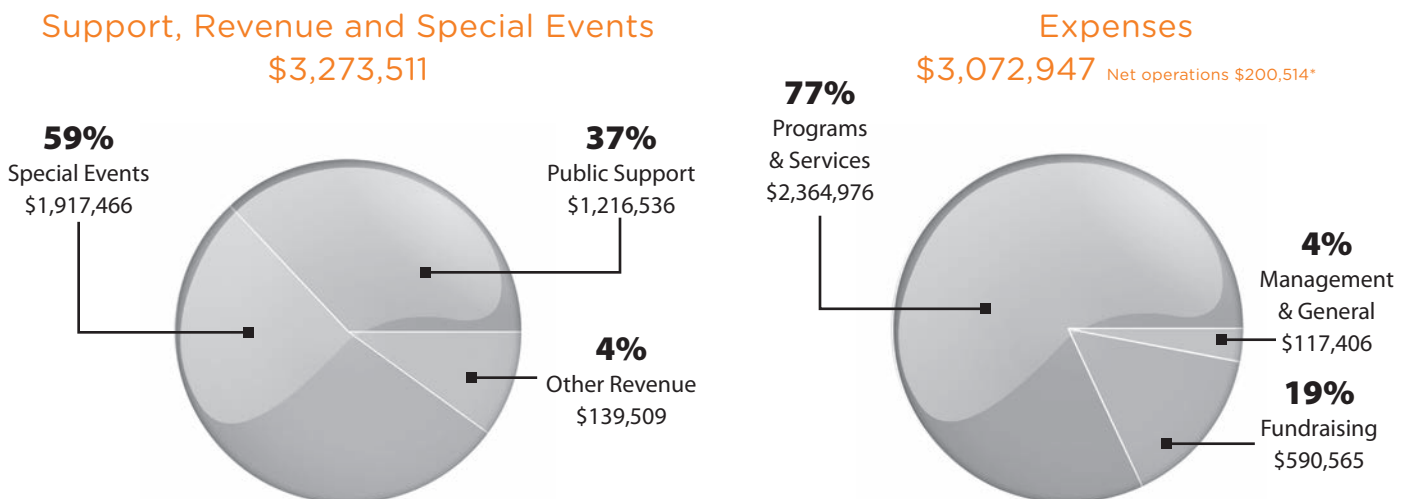
The seven chapters in the NE region have, once again, collaborated to bring individuals and families affected by MS an educational teleconference series. The series is called Living Well with MS and features programs reflecting this theme. On October 23, the region hosted Mindfulness Based Strategies for Coping with MS Pain with speakers Dr. Jonathan Cahill, Rhode Island Hospital MS Center and Ruth Geller, Long Island Chapter of the National MS Society. This teleconference discussed pain - a topic often overlooked - and participants learned about the origins of pain and various treatment and management techniques including meditation.

On Wednesday, November 6, the region hosted The Emotional & Physical Health of Caregivers. This program focused on overcoming physical and emotional exhaustion and provided valuable resources to address the challenges of caring for a loved one living with a chronic illness.

The fall series concluded on December 4 with The Other Side of MS Research: Health Policy & Cognition presented by Dr. Nicholas G. LaRocca of the National MS Society. This program focused on the wide range of MS research that impacts quality of life and everyday issues for people with MS.

Additional teleconferences on Living Well with MS this spring will include: Achieving Optimal Wellness: Exercise and Nutrition, CogniFitness-Keep the Mind Moving, and The Disease Modifying Therapies: Your Treatment Options. Please visit MSupstateny.org for further details on all of these opportunities.

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?

Starting a team is a great way to participate in Walk MS with family, friends, coworkers or a community group. Register your team, set a challenging, yet attainable fundraising goal, and join Walk MS 2014 for a fun, rewarding and inspirational walk! Walk MS teams range in size from four walkers to our largest team of more than 100 walkers. Teams are a wonderful way to bring family and friends closer together, boost company morale and show community involvement. Best of all, it's more fun to walk with those you care about. Spend a day with friends while making your mark on MS.

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." Need to register or already registered, but want to start a team? Contact us at: walkmsupstateny.org or 1.800.344.4867 (press 2) or email at nyrevents@nmss.org. MS Awareness Week is March 3-9 this year.

TEAM RESOURCES

We want to make leading a team as easy as possible. There are many helpful recruitment and fundraising resources available at our website: walkmsupstateny.org under the team section. We, also, encourage you to contact your local Campaign Manager to set up a meeting to discuss ideas which will jumpstart your fundraising and recruiting plans for 2014. For assistance, please call us at 1.800.344.4867 (press 2) or email us at nyrevents@nmss.org

IMPORTANT TEAM DATES

2013-2014 National Team Weeks

- National Team Recognition Week - November 11-15
- Team Captain Cultivation Week - January 6-10
- Team Week #1 - February 10-14
- Team Week #2 - March 10-14 (MS Awareness Week)
- Nationwide Fundraising Week - April 7-11

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 walkmsupstateny.org. Whether you're a corporate team or a team of family and friends, just be sure to ask everyone you know. Sample emails and ideas can be found on the web in the Participant Center.

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!



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 us at walkmsupstateny.org or 1.800.344.4867 (press 2) or email at nyrevents@nmss.org

PRIZES

Prizes are based on per person money turned in on or before June 13, 2014. All prize levels of \$125 or more include the official Walk MS t-shirt.

PRIZE DETAILS

Although fundraising for a cure is its own reward, the Upstate New York Chapter of the National MS Society offers great prizes each year to reward our Walk MS fundraisers. We encourage all participants to raise \$125 or more to earn an official Walk MS event t-shirt. Leading up to Walk MS, we hold fundraising contests that award great prizes! See the team section of our website (www.walkmsupstateny.org) for more details. Walk MS prizes are also available for each individual who reaches \$250 or more in fundraising. These prizes are available from our online prize redemption company. Reach for the stars and earn great prizes, including commemorative clothing, exercise equipment, electronics, and more! (<http://www.darterprizes.com/msupstateny205/>) After the walk, your prize redemption certificate will be sent to you in the mail. Use it to go online and pick out your prize. Prizes are shipped directly to you from the prize fulfillment center.

The more you raise, the better your prize!

MISSION FIRST ALL-STARS

You can decide to generously donate your prize back to the chapter and become part of our Mission First All-stars. By doing so, you can help us continue to deliver quality programs and services to more than 12,800 local people living with MS. Check out the list of people who became a member of the Mission First All-Stars club in 2013.

Thank you to all of our Mission First All-Stars. Last year, 112 of you generously helped the chapter direct over \$3,000 back to the mission by donating your prize back! Thank you for helping to create a world free of MS!

Layla Aburas-Khafaga	JoLyn Donlon	Nicole Laurin	Anne Marie Perkins
Michele Amoia	Ted Eck	Sheryl Lepkowski	Kathy Phelan
Michelle Anthony	Maria Eckart	Catherine Lesio	Sam Quetchenbach
Daniel Ayers	Marla Eglowstein	Betsy LoGiudice	Sue Saburro
Aaron Baker	Deborah Farley	Kara Lundgren	Debbie Schmitt
Lisa Barbera	Mark Funk	Donna Malawski	William Seils
Pamela Barse	Susan Gardner	Victor Mancini	Barbara Seils
Samantha Beacraft	Holly Gendreau	Catherine Markowski	Brenda Selander
Colleen Beckwith	Fay Gordon	Linda Marshall	Melissa Shipman
Nancy Bertini	Carol Greenblatt	Cassandra Mason	Jennifer Skiff
Renee Biemann	Diane Gross	Jean Mattoon	Ronald Surdej
Julie Bink	Minnie Hansen	Carol Maxwell	Mary Ann Taney
Nicole Bomasuto	Dianne Harrington	Stanley McCormack	Sylvia Taub
Michelle Bonn	Lauri Hebert	Janis McCormack	Joy Toppses
Leonard Bouren	Rachel Heinen	Alyssa McDonald	Patricia Tormey
Lois Bouren	Daniel Hiam	Louis Medved	Nicole Torrillo
Marcia Bramhall	Michele Hiam	Linda Monfette	Eileen Valko Barry
Roberta Buczkowski	Michael Hinman	Mary Theresa Moreland	Rachel Vein
Marlee Cannon	Jamie Huber	Marge Morris	Patricia Walter
Lisa Capizzi	Douglas Kaleta	Ronald Nichols	April Warner
Stacey Carey	Michele Keller	Terry Nichols	Cheryl Waters
Valerie Chakedis	Jill Klein	Sheri Nichols	William Webb
Mary Lou Coleman	Celina Kooijmans	Sandra Niver	Cindy Williams
Charles Cummings	Beth La Valle	Jill Novak	Virginia Wilmot
Angie Davis	Susan Laffler	Bette Nuhfer	Novia-Lee Wood
Shay Davis	Josh LaSpada	Carol Osterhout	Roberta Yohn
Colleen Demichele	Sandy Laspada	David Osterhout	Julie Yunker
Diana Dolce	Tom LaSpada	Keli Pautler	Myrna Zugelder

Congratulations to our Top 100 Club members!



Congratulations to the 2013 Top 100 Club!
These 100 individuals are responsible for raising
\$370,858 (28% of the total pledges raised).
Way to go!

Rank	Name	Location	Total
1	Karen Waldron	Albany - Walk MS	\$27,192
2	Joy Toppses	Albany - Walk MS	\$18,895
3	Bobbi Jo Dwyer	Lockport - Walk MS	\$9,825
4	Roy Simmons	Greece - Walk MS	\$8,415
5	Cindy Williams	Saratoga - Walk MS	\$7,740
6	Reisha Rieder	Saratoga - Walk MS	\$6,638
7	Kimberly Miller	Albany - Walk MS	\$6,150
8	Doreen Poole	Canandaigua - Walk MS	\$6,104
9	Lisa Capizzi	Greece - Walk MS	\$6,070
10	Greg Milks	Batavia - Walk MS	\$6,054
11	Teri-Lyn Spotswood	Saratoga - Walk MS	\$5,995
12	Steven Gray	Lockport - Walk MS	\$5,457
13	Nicole Laurin	Plattsburgh - Walk MS	\$5,370
14	Shalyn Docous	Albany - Walk MS	\$5,205
15	Jennifer Cadwallader	Buffalo - Walk MS	\$5,100
16	Allison Leckinger	Rochester - Walk MS	\$5,025
17	Karen Ragusa	Buffalo - Walk MS	\$4,620
18	Ronald Surdej	Buffalo - Walk MS	\$4,585
19	Nicole Burroughs	Buffalo - Walk MS	\$4,461
20	David Apkarian	Albany - Walk MS	\$3,960
21	Jeffrey Galm	Poughkeepsie - Walk MS	\$3,855
22	Kathy Birk	Rochester - Walk MS	\$3,833
23	Evan Crahen	Buffalo - Walk MS	\$3,825
24	Bryan Redick	Greece - Walk MS	\$3,760
25	Donna Richter	Binghamton - Walk MS	\$3,651
26	Gary Whitaker	Rochester - Walk MS	\$3,615
27	Suzanne Durfee	Albany - Walk MS	\$3,582
28	David Osterhout	Saratoga - Walk MS	\$3,548
29	Alex DeLorme	Poughkeepsie - Walk MS	\$3,538
30	Diana Jason	Greece - Walk MS	\$3,525
31	Jessica O'Connor	Rochester - Walk MS	\$3,415
32	Abigael Moore	Albany - Walk MS	\$3,409
33	Maureen Fisher	Corning/Elmira/Bath - Walk MS	\$3,350
34	Lynne Gross	Buffalo - Walk MS	\$3,319
35	Michelle Clark	Buffalo - Walk MS	\$3,270
36	Rose Rivers	Canandaigua - Walk MS	\$3,164
37	Dawn Nowak	Buffalo - Walk MS	\$3,160
38	Kerrie Giesen	Rochester - Walk MS	\$3,055
39	Cassandra Paupst	Poughkeepsie - Walk MS	\$3,048
40	Mary Ann Foley	Saratoga - Walk MS	\$3,045
41	Amy Barbara	Buffalo - Walk MS	\$3,009
42	Jonathan Buckley	Binghamton - Walk MS	\$3,000 Tied!
42	Rachel Lawton	Binghamton - Walk MS	\$3,000
43	Sheryl Lepkowski	Albany - Walk MS	\$2,970
44	Janine Saccone	Buffalo - Walk MS	\$2,950
45	Michael Kohli	Mohawk Valley - Walk MS	\$2,931
46	John Fogg	Saratoga - Walk MS	\$2,800
47	Sue Saburro	Albany - Walk MS	\$2,795
48	Thomas Jewett	Watertown - Walk MS	\$2,771
49	Teresa Pangburn	Albany - Walk MS	\$2,701
50	Lisa Hastings	Saratoga - Walk MS	\$2,675
51	Michelle Scialdone	Greece - Walk MS	\$2,670
52	Tom Benson	Rochester - Walk MS	\$2,655
53	Marla Eglowstein	Albany - Walk MS	\$2,622

Rank	Name	Location	Total
54	Mary Beth Leonard	Saratoga - Walk MS	\$2,610
55	Thomas Witte	Mohawk Valley - Walk MS	\$2,575
56	Gene Krist	Greece - Walk MS	\$2,535
57	Sarah Lutz	Oneonta - Walk MS	\$2,534
58	Jaclyn Stummer	Syracuse - Walk MS	\$2,527
59	Lori Almena	Poughkeepsie - Walk MS	\$2,511
60	Denise Herkey-Jarosch	Buffalo - Walk MS	\$2,478
61	Michelle Gerry	Albany - Walk MS	\$2,385
62	Diane Kelm	Poughkeepsie - Walk MS	\$2,335
62	Sheri Nichols	Watertown - Walk MS	\$2,335 Tied!
63	Rich Warden	Buffalo - Walk MS	\$2,310
64	Elizabeth Ireland	Albany - Walk MS	\$2,308
65	Jessica Mitchell-Briehl	Plattsburgh - Walk MS	\$2,297
66	Joan Green	Poughkeepsie - Walk MS	\$2,279
67	Allyson Whittaker	Poughkeepsie - Walk MS	\$2,260
68	Mary Lou Coleman	Wellsville - Walk MS	\$2,251
69	Randy DeRooy	Canandaigua - Walk MS	\$2,245
70	Betsy Bartle	Rochester - Walk MS	\$2,171
71	Eleanore Pacos	Northern Chautauqua - Walk MS	\$2,165
72	Michelle Bonn	Rochester - Walk MS	\$2,165
73	Ed Drozen	Lockport - Walk MS	\$2,149
74	Anne Marie Perkins	Albany - Walk MS	\$2,125
75	Emilie McHale	Albany - Walk MS	\$2,115
76	Patricia Tormey	Corning/Elmira/Bath - Walk MS	\$2,110
77	Marissa Bushman	Canandaigua - Walk MS	\$2,060
78	Michael Hinman	Mohawk Valley - Walk MS	\$2,040 Tied!
78	Careyann Ruth	Mohawk Valley - Walk MS	\$2,040
79	Arlene Andela	Mohawk Valley - Walk MS	\$2,019
80	Patti Andela	Mohawk Valley - Walk MS	\$2,015 Tied!
80	Cristal Sabatini	Watertown - Walk MS	\$2,015
81	Lydia Pfeiffer	Buffalo - Walk MS	\$2,000 Tied!
81	Kathy Wood	Syracuse - Walk MS	\$2,000
82	Douglas Kaleta	Rochester - Walk MS	\$1,991
83	Susan Bocchetti	Rochester - Walk MS	\$1,935
84	Brenda Irving	Syracuse - Walk MS	\$1,920
85	Nicole Lohnas	Buffalo - Walk MS	\$1,912
86	Suzanne Laese	Rochester - Walk MS	\$1,895
87	Melissa Sutherland	Buffalo - Walk MS	\$1,890 Tied!
87	Laura Ryan	Syracuse - Walk MS	\$1,890
88	Joanne Andela	Mohawk Valley - Walk MS	\$1,865
89	Rebecca Low	Poughkeepsie - Walk MS	\$1,820
90	Richard Yates	Rochester - Walk MS	\$1,811
91	Elizabeth Pride	Rochester - Walk MS	\$1,808
92	Jason Hastings	Saratoga - Walk MS	\$1,770
93	Marc Mitrano	Rochester - Walk MS	\$1,750
94	Cindy LaRoe	Albany - Walk MS	\$1,740
95	Judith Pearce	Corning/Elmira/Bath - Walk MS	\$1,690
96	Judy Vinehout	Saratoga - Walk MS	\$1,654
97	Nyr Nyranonymous	Buffalo - Walk MS	\$1,643
98	Karen Doll	Buffalo - Walk MS	\$1,640 Tied!
98	Frank Williams	Saratoga - Walk MS	\$1,640
99	Valerie Chakedis	Albany - Walk MS	\$1,630
100	Robin Bacon	Buffalo - Walk MS	\$1,620

Congratulations to the 2013 Top 50 Teams Club!



These 50 teams are responsible for raising **\$413,200** (31% of the total pledges raised).
Extraordinary work, teams!

Rank	Team Name	Team Captain(s)	Walk MS Location	Team Total
1	Waldron's Walkers	Karen Waldron	Albany - Walk MS	\$30,364
2	Paving The Way To A Cure	Guy Berberich	Buffalo - Walk MS	\$22,995
3	God's Team	Joy Toppses	Albany - Walk MS	\$19,420
4	Shooters	Cindy Williams	Saratoga - Walk MS	\$17,981
5	Team Nick and Friends	Sheri Nichols	Watertown - Walk MS	\$15,677
6	Smurfs	Sandy Laspada	Buffalo - Walk MS	\$14,216
7	Smart ALecks	Allison Leckinger	Rochester - Walk MS	\$11,470
8	Team CMD	Bobbi Jo Dwyer	Lockport - Walk MS	\$10,650
9	TEAM VANDETTA	Elaine VanAtta	Greece - Walk MS	\$10,205
10	Team PVH Cares	Doreen Poole	Canandaigua - Walk MS	\$9,948
11	MS Fight Club	Patti Andela	Mohawk Valley - Walk MS	\$9,654
12	Max Effort	Allyson Whittaker	Poughkeepsie - Walk MS	\$8,538
13	Sole Sisters and Friends	Reisha Rieder	Saratoga - Walk MS	\$7,998
14	The Searchers	Rebecca Low	Poughkeepsie - Walk MS	\$7,587
15	Adam's European Contracting	Teri-Lyn Spotswood	Saratoga - Walk MS	\$7,415
16	Team Clarix	Amber Waasdorp	Rochester - Walk MS	\$7,326
17	Sams Club	Robin Rockwell	Corning/Elmira/Bath - Walk MS	\$7,287
18	Team SRC	Laura McLlroy	Syracuse - Walk MS	\$7,127
19	NYSP Troop K	Jeffrey Galm	Poughkeepsie - Walk MS	\$6,867
20	Beta Buddies	Mary Beth Leonard	Saratoga - Walk MS	\$6,800
21	Movers and Shakers	Nicole Burroughs	Buffalo - Walk MS	\$6,761
22	Keep on Moving	Denise Herkey-Jarosch	Buffalo - Walk MS	\$6,568
23	Shelley's Crew for the Cure	Patti Feeney	Binghamton - Walk MS	\$6,477
24	Gray Matter	Steven Gray	Lockport - Walk MS	\$6,442
25	Team Ingram	Ronald Surdej	Buffalo - Walk MS	\$6,330
26	Team Tom	Cheryl Martin	Watertown - Walk MS	\$6,311
27	Hands For HOPE - HOPE For A Cure	Sarah Lutz	Oneonta - Walk MS	\$6,306
28	Greg's Team Arcade Center Farm	Jeannine Fox	Batavia - Walk MS	\$6,179
29	Oakley's Trotters	Kimberly Miller	Albany - Walk MS	\$6,150
30	Walking with Ragusa	Karen Ragusa	Buffalo - Walk MS	\$6,120
31	Just keep smyelin	David Apkarian	Albany - Walk MS	\$6,015
32	Sam's Club	Azalea Dennis	Binghamton - Walk MS	\$6,010
33	MS Destroyers	Bryan Redick	Greece - Walk MS	\$5,966
34	Sneakers for Success Against MS	Suzanne Durfee	Albany - Walk MS	\$5,807
	Kathy's Crew II	Don Young	Rochester - Walk MS	
	Kathy's Crew	Kathleen Weider	Rochester - Walk MS	
35	Kathy's Crew II			\$5,747
36	Warden's Walkers	Rich Warden	Buffalo - Walk MS	\$5,610
37	Bink's Bravehearts	Julie Bink	Albany - Walk MS	\$5,593
38	Meg's MS Mission	Devon Luty- Swenson	Poughkeepsie - Walk MS	\$5,587
39	Fishtoon Day	Maureen Fisher	Corning/Elmira/Bath - Walk MS	\$5,573
40	Team Docous	Larinda Garrity	Albany - Walk MS	\$5,505
41	MS PubCrawl	David Giunta	Rochester - Walk MS	\$5,448
42	MS Warriors	Cassandra Paupst	Poughkeepsie - Walk MS	\$5,408
43	Sam's Club 6456	Nicole Laurin	Plattsburgh - Walk MS	\$5,376
	Team NYCM	Charlotte Calkins	Mohawk Valley - Walk MS	
	Team NYCM	Elizabeth Caezza	Oneonta - Walk MS	
44	Team NYCM	Kathleen Dennin		\$5,372
45	Balloon Crew	Susan Zanghi	Northern Chautauqua - Walk MS	\$5,306
46	Michelle's Supporters	Michelle Clark	Buffalo - Walk MS	\$5,247
47	David's Angels	Carol Osterhout	Saratoga - Walk MS	\$5,233
48	Kelly's Crew for the Cure	Kelly Ryck	Rochester - Walk MS	\$5,171
49	Paychex, Inc.	Teressa Davis	Rochester - Walk MS	\$5,063
50	Saccone's Supporters	Janine Saccone	Buffalo - Walk MS	\$4,995

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, login 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.

Please do not hesitate to call or email us if you are having issues or need help. It would be our pleasure to assist you with any of our online tools as you raise funds for Walk MS!



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 walkmsupstateny.org, click on Walk MS and then on the event details page.

Remember: No one can say “yes” unless you ask!

SOCIAL MEDIA

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

FACEBOOK

[Facebook.com/MSupstateny](https://www.facebook.com/MSupstateny)

[Facebook.com/walkMSupstateny](https://www.facebook.com/walkMSupstateny)

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!

TWITTER

[Twitter.com/MSupstateny](https://twitter.com/MSupstateny)

[Twitter.com/walkMSupstateny](https://twitter.com/walkMSupstateny)

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.

FREQUENTLY 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 1.800.344.4867 (press 2). Visit the Download Center on the walk website to access the Participant Center Guide.

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 about two weeks prior to the event.

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 the name of the team or individual to receive credit for the donation. All pledges can be made to: National MS Society, Attn: Walk MS, 1650 South Ave., Suite 100 Rochester, NY 14620.

Online contributions are automatically credited to your account.

You will receive a pledge envelope before Walk MS (mid April). Include remaining contributions in your check-in envelope and bring it with you to Walk MS.

This envelope also serves as your waiver. Prize redemption is only based on total contributions turned in on or before June 13.

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?

While your attendance means so much, Walk MS is a fundraiser. Funds raised support people with MS and their families throughout Upstate New York. With more than \$1.3 million raised at 19 walk sites in Upstate New York, we were able to contribute to research projects, offer educational programs, provide scholarships and more to 12,800 families affected by MS in our area. Even a small donation on your part will help us to create a world free of 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 do our best 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 by June 13, 2014.

WHAT IF I CANNOT FINISH THE ENTIRE ROUTE?

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

Many more FAQ's can be found at
walkMSupstateny.org