

# walk



Walk 2011

Upstate New York  
Chapter

Presented By



## Walk MS Team Captain Handbook



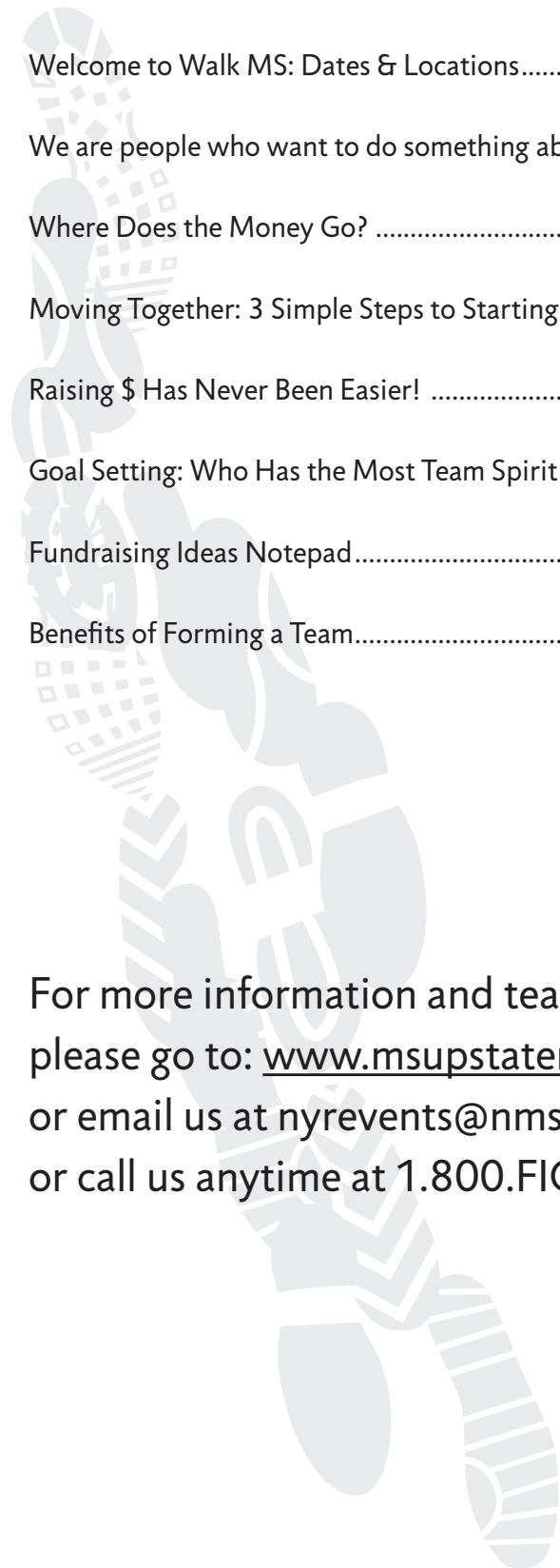


## Commonly used phrases, terms, and words related to Walk MS and teams:

- **Team:** 4 or more people who participate together in Walk MS.
- **Team Captain:** A person who leads and coordinates a team of 4 or more people to participate in Walk MS.
- **Team Specialist:** An NMSS staff member who can help you maximize your fundraising and team recruitment efforts.
- **Convio:** The company that provides the website and web tools on our Chapter's website for Walk MS.
- **E-Team Talk:** Monthly E-newsletter for Team Captains. You will receive this publication roughly once a month. This publication has information for team captains and will communicate up-to-date info for your use
- **Walk MS E-Newsletter:** Monthly E-newsletter for team members and individuals who are registered for Walk MS. You will receive this publication once a month on a Wednesday.
- **Team Week:** Feb 14-18 and March 14-18. The Upstate New York Chapter will run contests each day and award prizes for the captain who registers the MOST team members on that day! Look for emails about this week.
- **Pledge Envelope:** This is the pre-labeled envelope enclosed in your official Walker kit. This envelope should NOT be thrown away. Please keep it and turn it in at Walk MS with your pledges inside.
- **Pledge Sheet:** A pledge sheet will help you keep track of your donations and who you have collected payment from. A pledge sheet is for your own records; please do not turn it in with your pledge envelope. Keep it for next year to help you re-solicit and use your pledge sheet to help you track who you should send thank you notes to after the event.
- **Thank-you Receipt:** Thank you receipts can be found in your Walk MS kit, use them to provide a tax receipt to people who pledge you for Walk MS. The Chapter will provide official letters to people who write checks or give credit card donations to you for any amount OVER \$250.
- **My Account:** This is the section of the Walk MS website where you can log-into and manage your personal or team pages from, track your personal and team donations and send and solicitation, recruitment and thank-you emails.
- **BLOG:** An optional feature on your personal webpage used to post updates to your fundraising efforts and to also share your experiences with MS and Walk MS.
- **Personal Page:** A webpage that is automatically built for ANYONE who registers for Walk MS. Use this powerful tool to manage and track your personal donations, share your story about participating in Walk MS, and send and solicitation, recruitment and thank-you emails.
- **Team Page:** A webpage that is automatically built for ANY TEAM who registers for Walk MS. The Team captain will be the only person who can edit and manage this site. Use this powerful tool to manage and track your team's progress and incoming donations, share your team's story about participating in Walk MS, and send and solicitation, recruitment and thank-you emails.
- **Matching Gift:** Many companies provide what is commonly referred to as a "matching gift." Ask your HR rep. if your company has this program. Usually a company will match dollar for dollar what an employee donates to a charity. Don't forget that you can ask people who MAKE donations to YOU to have their company match their gift. All you need to do is fill out and submit the proper paperwork to the NMSS when you make that donation.
- **Unconfirmed Gift:** A gift that YOU as the participant enters onto your personal page as a donation that has been PROMISED to you, but you have not yet collected. These unconfirmed donations will show on your webpage "thermometer" as progress toward your goal.
- **Confirmed Gift:** Donations that have been raised on your behalf for Walk MS that have been received by the NMSS. These can be donations made before or after Walk MS online via credit card, cash and checks mailed to the chapter or cash and checks turned in on the day of Walk MS.
- **Wrap-Around Event:** A fundraising event produced and ran by a team or fundraiser to raise money for their Walk MS team or individual fundraising effort.
- **"going green" :** As it relates to the NMSS Upstate New York Chapter-we are striving to cut down on paper usage, therefore saving costs of supplies and on postage. Allowing us to direct a greater percentage of funds raised to fight MS. We are also communicating with you via email for more accurate and up-to-date info.



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For more information and team resources,  
please go to: [www.msupstateny.org](http://www.msupstateny.org)  
or email us at [nyrevents@nmss.org](mailto:nyrevents@nmss.org)  
or call us anytime at 1.800.FIGHT.MS (press 2)

## Welcome to Walk MS

You'll move. You'll be moved. Joining the movement as a Walk MS team captain with hundreds of thousands of people across the country is an experience like no other. Taking the first step to register as a Walk MS team captain moves us all closer to a cure for multiple sclerosis. Moving forward, this Team Captain Guide will help you keep your team organized and motivated, as well as provide some great tips for having fun while fundraising.



Walk MS Location	Date	Location Address
Buffalo	1-May-2011	Coca-Cola Field (Formerly Dunn Tire Park), 275 Washington Street, Buffalo, NY 14203
Albany	1-May-2011	The Crossings of Colonie, 580 Albany Shaker Road, Loudonville, NY 12211
Binghamton	1-May-2011	Seton Catholic Central High School, 70 Seminary Avenue, Binghamton, NY 13905
Canandaigua	1-May-2011	Canandaigua Middle School, 215 Granger Street, Canandaigua, NY 14424
Corning/Elmira/Bath	1-May-2011	Corning-Painted Post East High School, 201 Cantigny Street, Corning, NY 14870
Greece	1-May-2011	Olympia High School, 1139 Maiden Lane, Rochester, NY 14615
Ithaca	1-May-2011	Ithaca High School, 1401 North Cayuga Street, Ithaca, NY 14850
Jamestown	1-May-2011	Allen Park Pavilion, West Virginia Boulevard, Jamestown, NY 14701
Lake Taghkanic	1-May-2011	Lake Taghkanic State Park, 1528 State Route 82, Ancram, NY 12502
Mohawk Valley	1-May-2011	Masonic Care Community, 2150 Bleecker St., Utica, NY 13501
Oneonta	1-May-2011	Neahwa Park, Neahwa Place, Oneonta, NY 13820
Poughkeepsie	1-May-2011	The Culinary Institute of America, 1946 Campus Drive, Hyde Park, NY 12538
Rochester	1-May-2011	Rochester Genesee Valley Park, 133 Elmwood Avenue, Rochester, NY 14611
Saratoga	1-May-2011	Saratoga Gaming and Raceway, 342 Jefferson Street, Saratoga Springs, NY 12866
Syracuse	1-May-2011	Onondaga Lake Park (Long Branch Park), 106 Lake Drive, Liverpool, NY 13088
Watertown	1-May-2011	Jefferson Community College, 1220 Coffeen Street, Watertown, NY 13601
Wellsville	1-May-2011	Alfred State College, Wellsville Campus, Student Activities Center, South Brooklyn Ave., Wellsville, NY 14895
Batavia	1-May-2011	John Kennedy Elementary School, 166 Vine St., Batavia, NY 14020
Fredonia/Dunkirk	15-May-2011	Russell Joy Park-Upper Pavilion. Milt Lupean Dr., Fredonia, NY 14063
Lockport	1-May-2011	Lockport Locks and Erie Canal Cruises landing, 210 Market Street, Lockport, NY 14094

**For more information, visit [msupstateny.org](http://msupstateny.org).**



## 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.

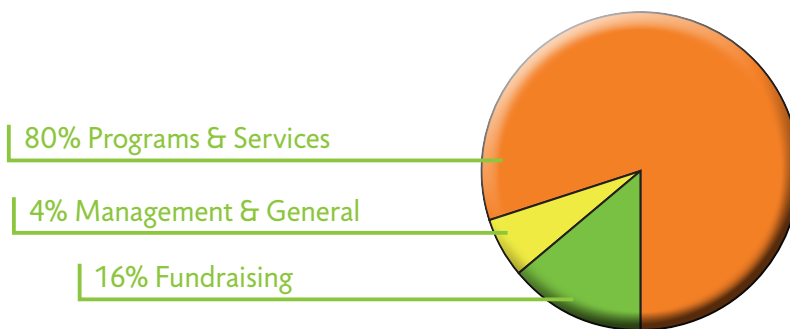
Early and ongoing treatment with an FDA-approved therapy can make a difference for people with multiple sclerosis. Learn about your options by talking to your health care professional and contacting the National MS Society at [www.nationalMSSociety.org](http://www.nationalMSSociety.org) or 1-800-344-4867.

### Our Chapter: The Upstate New York Chapter

Locally, the Upstate New York Chapter serves 12,000 people living with MS in our 50 county Chapter territory. The money you raise supports national research, some of which is conducted here in our Chapter in Albany, Potsdam, Syracuse, Rochester, and Buffalo, New York.

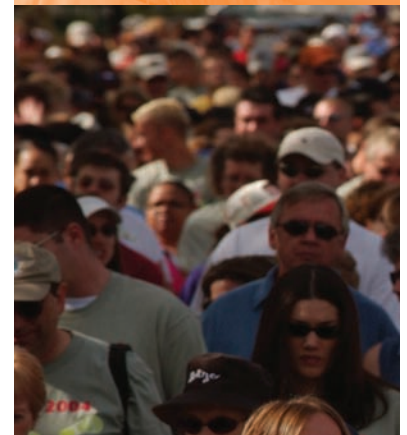
## Where Does the Money Go?

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.



### Here are some other examples of what the money you raise can do....

- \$100 raised provides - Shower chairs, grab bars, kitchen carts, computer screen magnifier, transfer boards.
- \$250 raised provides - Air conditioners, walkers, incontinence supplies, emergency call system, laptop wheelchair desk, accessible transportation for infusion for four months.
- \$500 raised provides - Portable ramps, dialog hands-free telephone, uplift seat assist, chair lift.
- \$1,000 raised provides - Stationary ramps, voice-activated computer, headmaster mouse and keyboard, computer speech recognition software.



## 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 [www.msupstateny.org](http://www.msupstateny.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. 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, family members or co-workers — a community coming together for a common goal! 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 celebration of how far we've come together!



## Raising \$ 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 and thank your team gifts
10. Easily update your page and photo

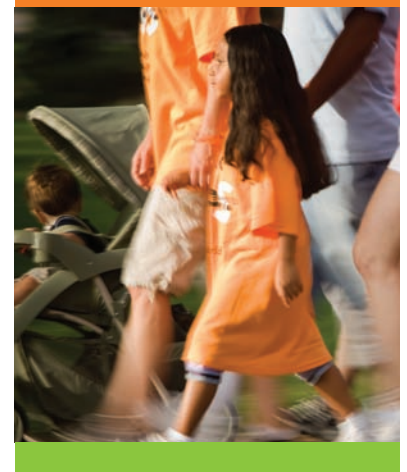
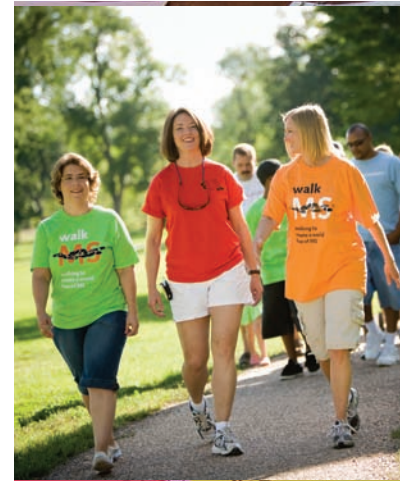
## Simple Steps to Online Success

**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 goal. 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:

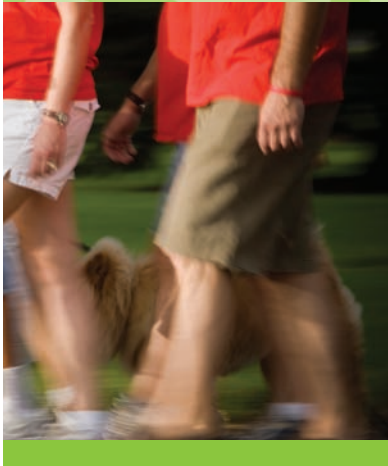
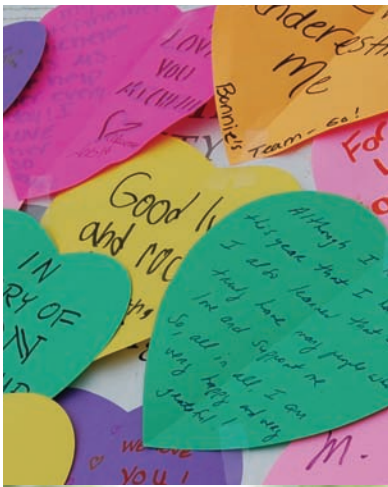
▣ **Make it personal** – Put in a picture of you or your team. Write the story of your team and how you are moving together toward a world free of MS. While there is sample text available, nothing is more compelling than your own words.

▣ **Provide links to your Team Page** – Keep your page current to generate interest. Give updates on how close you are to your fundraising goal.

▣ **Create your team page URL shortcut** – By doing this, you will be able to easily direct people 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, Yahoo, Hotmail or other email contact lists 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 out to all your friends, family and colleagues, you can watch your up-to-the-minute fundraising tracker. Our online tools also make it simple for your supporters to donate online to keep you moving forward toward your fundraising goals — and a world free of MS.

**4. Encourage team members to use 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 five gifts online. Be creative and ensure that your team not only reaches their goals, but has fun along the way.

**5. Downloading extra materials** – Any materials that are found in the Official MS Walk Kit as well as any of our fundraising tools can be downloaded off of our website [www.msupstateny.org](http://www.msupstateny.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, while keeping these tips in mind:

- Goals should be realistic, but significant; if it requires hard work to attain, it will be a source of pride for your team.
- Don't arbitrarily set a goal without input from the team. Having them believe in the goal from the word "go" will make your job as team captain that much easier.
- Don't forget to set both personal and team fundraising goals. Lead by example: Share your fundraising goal with your team.
- Set a goal for team size as well as collective fundraising. Supporting more team members can mean more substantial fundraising!
- Don't keep your goal a secret! Use e-mail, 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 any of these Team specialists :

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Our goal in 2011 is to raise \$1.35 Million. We will meet this goal if 4,525 people raise at least \$300 each. Many of you already raise well over \$300; if so, keep up the great work. Encourage your friends/Team-mates to strive to raise at least \$300.

## Come Walk With Us

Be moved by your experience at Walk MS. Each of our 20 Walk MS locations is a chance to see hundreds or thousands of people move together to create a world free of MS. Be inspired by the courage of those living with MS, the care of those who support people who live with MS and add your participation to the millions of people across the country who want to something about MS NOW.

### Don't forget:

Walk MS happens rain or shine, dress appropriately. Each Walk MS location will offer completely accessible route options. All locations offer at least a one mile route, while others offer 1, 3, 5 and even 10 mile route options. Minimally, each location will offer a completely accessible 1 mile route. Each location will also offer longer routes from 3 miles and up to 10 miles. There will be light food and beverages provided at each Walk MS location. Some locations serve breakfast and some serve lunch. Check the "event details" page on the Walk MS website ([www.msupdate.org](http://www.msupdate.org)) for more complete information in early spring.

Car pool when you can! Save gas and carpool with friends and family to Walk MS.

## Top Walk MS 2010 Teams

The National Multiple Sclerosis Society would not be able to fund research, provide services, host programs, or educate healthcare professionals and the public if it were not for the fundraising efforts of those who support Walk MS. Once again, we'd like to show our appreciation to the Walk MS 2010 teams who made a difference together.

### Top 50 Club

Team Captain(s)	Team Name	Team Total
1. Cindy Williams	Shooters	\$21,751.00
2. Sam Berns	Northmarq Capital	\$20,399.00
3. Guy Berberich	Paving The Way To A Cure	\$19,083.00
4. Jeffrey Galm	NYSP Troop K	\$17,693.00
5. Karen Waldron	Waldron's Walkers	\$17,113.00
6. Joy Toppses	Gods Team	\$15,050.00
7. Douglas Brown	Team DJ	\$12,002.63
8. Sheri Nichols	Team Nick and Friends	\$10,342.00
9. Don Young, Kathleen Weider	Kathy's Crew, Kathy's Crew 2 & Nazareth College	\$9,784.00
10. Jason Hastings	Lopers for Lisa	\$9,632.86
11. Heather Murray	The Searchers	\$8,267.00
12. Cheryl Martin	Team Tom	\$8,087.50
13. David Giunta	MSPubCrawl.com	\$8,054.00
14. Patti Andela	MS Fight Club	\$7,835.00
15. Doreen Poole	PVH Cares	\$7,775.69
16. Pamela Rapoza	Laura's Posse	\$7,461.00
17. Jenny Sullivan	Brad's Bunch	\$7,351.51
18. Megan Riccardi	Team SRC	\$7,324.50
19. Allison Leckinger	Smart ALecks	\$7,232.90
20. Janice Toth	Because We Can	\$7,192.26
21. Shalyn Docous	Team Docous	\$6,985.00
22. Seth Oser	Kelsi's Team/Oser Press	\$6,585.00
23. Karen Morano	Team Byrnes/Bryan	\$6,458.00
24. Walter David	Paychex- Linden Hills, University Park, Sawgrass/ Canal View, Panorama Trail, Basket Rd/Towne Center	\$6,440.00
25. Paula Ghiandoni	Team Verizon	\$6,243.00
26. Donna Arpino	Our Gang	\$5,828.00
27. Cullene Bury	Marching for Matt	\$5,790.00
28. Teri Lyn Spotswood	Team Travelers-Glens Falls	\$5,648.30
29. Sue Durfee	Sneakers for Success against MS	\$5,594.00
30. Brian Austin	Team Austin 2010	\$5,574.90
31. Julie Bink	Bink's Bravehearts	\$5,564.00
32. Jessica Dillon	Ithaca College's Multiple Sclerosis Awareness Club	\$5,473.00
33. Maureen Fisher	Fishtoon Day	\$5,466.63
34. Mary Beth Leonard	Beta Buddies	\$5,455.00
35. Lisa Chatt	Cure for Chris and Sis	\$5,429.00
36. Rich Warden	Warden's Walkers	\$5,235.00
37. Wayde Bendus	Team Bendus	\$5,150.00
38. Kim Levitt	Greg's Gang	\$5,090.00
39. Rebecca Lamanna	Chook's Flock	\$4,965.00
40. Amber Cold	Team Clarix	\$4,845.00
41. Kelly March	Team March	\$4,832.25
42. Kathy Birk	Walkin' and Rollin'	\$4,799.50
43. Michelle Clark	Michelle's Supporters	\$4,793.00
44. Lauren Frazer	CFA Bulldogs	\$4,749.13
45. Jeannine Fox	Greg's Team Arcade Center Farm	\$4,703.00
46. Mary Theresa Moreland	MT Friends and Family	\$4,665.25
47. Denise Jarosch	Going the Distance for Denise 2010	\$4,632.00
48. Jamie Rajter	Jamie's Buddies	\$4,547.00
49. David Heise	Walking for the JILL of it!	\$4,535.00
50. Kimberly Miller	Oakley's Trotters	\$4,460.00





## 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 a 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.
- Encourage everyone to “brown bag it” one day at work instead of going out for lunch. Have them contribute \$5 to your Walk MS 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 50 Club

The MS movement is fueled by those who go above and beyond—the 50 teams who make up our Top 50 Club have reached for the stars. Each year this club is determined by the one top fundraising team across all Walk MS locations and the next 49 teams as ranked by fundraising total. The 50 teams in this elite club are responsible for raising a significant percentage of funds for Walk MS. Teams in the top 50 club receive special benefits such as: personal recognition at your Walk MS location, your team name listed in our event newsletter, and a personalized plaque congratulating your team.

## Top 100 Club

Much like the Top 50 Club, our Top 100 Club is determined by the one top individual fundraiser across all Walk MS locations and the next 99 individuals as ranked by fundraising total. In 2010, the 100 individuals in this elite club raised \$331,845 and were responsible for 27% of total pledges raised. These individuals also receive special benefits such as: a reserved parking spot at their Walk MS location, personal recognition at their Walk MS location, a special gift after Walk MS and their name listed in our event newsletter. Encourage your team members (and yourself) to strive to be in our Top 100 Club.

## New in 2010: The Stepping Up Club

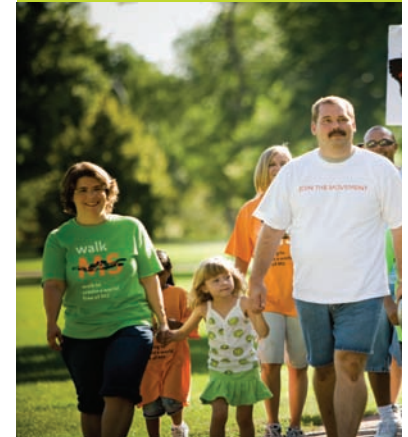
The Stepping Up Club is a new fundraising club for individuals who haven't yet become a member of the Top 100 or Top 50 Teams Club but are working hard and deserve recognition! Each member of this club has raised at least \$1,000 or more and have "stepped up" their fundraising efforts and are taking strides to move us closer toward a world free of MS.

## Mission Possible

Our Chapter serves 12,000 people living with MS in Upstate New York. If you personally raise \$12,000, you will have raised \$1.00 for each person who lives with MS in our Chapter! Teams who raise \$24,000 will have raised \$2.00 for each person with MS in our Chapter. By reaching this level you and/or your team will receive a very special plaque commemorating your achievement in creating a world free of MS. The very top fundraising team will receive a traveling trophy engraved with their name!



*For more information  
and  
Team resources  
visit  
[www.msupstateny.org](http://www.msupstateny.org)*



## Tread—setters

This is a National Publication as recognition for the “best of the best Teams and top fundraisers.” If you Team raises over \$15,000 your Team will be listed in this publication which reaches all Teams and Chapters across the Nation!

## Important information & reminders for all team captains

Walk MS packets: Each person that registers for Walk MS WILL receive an official Walk MS packet. We have streamlined these packets in an effort to “go green.” This means that they will only receive the bare minimum and exactly what they need to participate in Walk MS. This change will save postage costs and save paper! All additional materials can be downloaded from our website!

- **Pledge envelopes:** Pre-labeled Pledge envelopes will be sent to each person who registers for Walk MS. Each person ON YOUR TEAM should turn in their OWN pledge envelope. PLEASE DO NOT POOL THE FUNDS RAISED BY ALL TEAM MEMBERS INTO ONE ENVELOPE FOR YOUR TEAM!
- **Nationwide Team Weeks:** During the week of March 28 through April 1, our Chapter will run a contest to see what team can register the most people on their team over the course of Nationwide team week. Win a great prize for your recruitment efforts!
- **Team Captain rally:** Each year the NMSS holds rallies to rev you up about Walk MS and Bike MS in several areas across the state. If one is held in your area, as team captain you will receive an invite. Please join us. Network with other team captains, share ideas and learn new and exciting things about the NMSS!
- **Volunteers on your team:** People who can't or don't want to walk at Walk MS can still be part of your team. Volunteers on your team can help us on the day of the event in any number of ways. These volunteers can also raise money and contribute to your team total! Volunteers can register online and become a member of your team.

For more information and team resources,  
please go to [www.msupstateny.org](http://www.msupstateny.org)





Walk 2011  
Upstate New York  
Chapter

## Thank you to our Walk MS 2011 Sponsors

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1 800 344 4867 | [www.msupstateny.org](http://www.msupstateny.org)