

Official Walker Guide

NATIONAL MS SOCIETY UPSTATE NEW YORK CHAPTER

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Walk 2009

Upstate New York
Chapter

Championed By



Presented By



Walking to Create a World Free of MS

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 Weeks:** Feb 9-13 and March 2-6. 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.
- **Participant Center:** 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.

Bringing Hope:

The National MS Society is uniting a movement against MS. We thank you for joining that movement and choosing to be a part of Walk MS! Your commitment shows that you want to DO something about MS NOW! With the help of thousands of volunteers and fundraisers across the country, like yourself, the National MS Society will be able to say one day soon that MS stands for Mystery Solved. In this edition of the "Walker Guide" you will find all the information that you will need to make your Walk MS experience a successful one! Please feel free to visit our website at any time to see the most updated information available about Walk MS.

www.msupstateny.org.

We are also available to answer your questions weekdays from 9 a.m. to 5 p.m. at 1.800.344.4867. You can also email any questions to events@msupstateny.org.

Move Towards the Goal:

- **2009 Fundraising Goal:**
\$1.6 million dollars
- **Target number of Walkers:**
10,000
- **Minimum pledge:**
Walk MS is a fundraising event. Although there is no cost to participate and there is no minimum pledge, we ask all registered participants to raise pledges.

You're all geared up it's almost time to go Walk MS is right around the corner. Here is short checklist of things to do before the big day.

1. **Ensure you have your official Walker Kit** (pledge envelope is inside-bring your pledge envelope to Walk MS). If you don't have your envelope you can pick up a blank one at Walk MS.
2. **Check in with all your donors** who have promised to pledge you, but have not given their donation yet-remind them of their pledge.
3. **Matching Gifts:** Don't forget to maximize your donations by checking to see if your company has a matching gift program. If so, bring your matching gift form (obtained from your HR rep.) and turn it in with your pledges at Walk MS.
4. **Contact your fellow Teammates or friends** walking with you and make arrangements regarding where to meet at Walk MS.
5. **Check your personal/Team web page...**if you and/or your Team's goal is close to what you have actually raised, raise it and challenge yourself/your Team to meet the new goal. (Don't forget to check out the competition)
6. **Dress for the occasion:** If you or your Team made personalized Walk MS shirts, don't forget to wear them. Also, the mornings can be chilly in early May, so bring a light jacket or sweatshirt. Walk MS happens rain or shine, come prepared for anything. Comfortable walking shoes are also must!

Items of Note

Volunteers:

We can't do it without them!

It is said that "many hands make light work" ...volunteers know the truth in this statement better than most! Producing Walk MS is no exception; we are calling all volunteers for the Walk MS! Recruit your friends, family and co-workers to volunteer at Walk MS. Do you know of someone who would rather volunteer than participate in the Walk MS? Do you know a group that needs community service hours, such as a youth group, Key or Circle K Club or a fraternity/sorority, to name a few? If so encourage them to volunteer at Walk MS! Interested volunteers can call 1.800.344.4867 for more info or to register. Our Walk MS website lists all of our volunteer opportunities! We have choices for groups and individuals with a variety of shifts! Visit www.msupstateny.org and click "Walk MS" then "Volunteers." To register on-line, click on "Register As An Individual" and then select "Volunteer."

Fundraising totals

How to view your total:

It is exhilarating to watch the fundraising totals climb for Walk MS. You can view your totals after Walk MS at our website www.msupstateny.org. Just click on "Walk MS" and then choose "Walk MS Fundraising totals" from the left-hand side toolbar. PLEASE NOTE: It takes about 3 weeks for our staff to enter all the pledges that are turned in on the day of Walk MS. Each day, as pledges are entered totals will change, we appreciate your patience as these totals are updated.

Check your list twice:

Our staff handles donations from thousands of people and will process hundreds of thousands of checks, cash and credit card donations on the days before, during and directly after Walk MS. We take great care to be as accurate as possible in entering all this information. We can only fix mistakes if we know about them. If you see a mistake or discrepancy in your total for Walk MS, please contact us so we can work with you to rectify it. You can contact us directly at 1.800.344.4867 or at events@msupstateny.org

Pledge sheets: Keep em'

Reminder: do not include your pledge sheets inside your Walk MS envelope. Keep them for yourself. They serve as a record of who pledged you. Keeping your completed pledge sheet makes it easy to send thank you's and a wrap-up of how you or your Team did to your donors!

Rain or Shine:

The Walk MS will be held rain or shine. Please dress appropriately for the weather; layers work best. Also, drink plenty of water, stretch before you walk and wear comfortable walking shoes.

Team Photos:

Team Captains: designate the time and place to gather your Team at your Walk MS site and have your Team picture taken for free! After the MS Walk, one copy of the Team picture will be sent to the Team Captain to share with the Team! Show off your spirit and remember a great time! Look for the Team photo station at your Walk MS site!

Directions

Detailed directions to Walk MS location can be found on our website at www.msupstateny.org, click on "Walk MS" then "Event Details."

Make your mark against MS:

Visit the Mission table at Walk MS. Pick up literature about MS and The National MS Society. You can also "make your mark against MS" by striking out our MS logo and writing a message of hope.



Walk MS Prizes:

Raising money to fight MS is its own reward, but we think your efforts should be rewarded to show you how much we appreciate them. Check out the great prizes the NMSS is offering to those of you who achieve fund raising levels.

Walk MS prizes will help you raise awareness of MS while looking great at the same time. After the prize deadline of **June 26, 2009** all participants will be sent instructions on how to order their Walk MS prize. Only t-shirts will be available on the day of the event. You will be able to choose the prize you want, enter your shipping information and your prize will be mailed to you! You can visit the Walk MS prize website at any time to view prize choices by visiting www.msupstateny.org and clicking on "Walk MS" then "Walk MS Prizes."

What does the prize deadline mean?:

- You will have until **July 26, 2009** to continue to collect and turn in pledges to reach your desired prize level.
- Pledges may be turned in in person, on-line or mailed to our Walk MS Headquarters (1650 South Avenue, Suite 100, Rochester, NY 14620) after the day of Walk MS and up until the prize deadline.
- Pledges collected and turned in after June 26 will still count towards the Walk MS fundraising goal but will not be counted toward reaching your desired prize level.

MS Mission First All-Stars:

Each year, the National MS Society provides (purchases) much deserved fundraising prizes for Walk MS participants to reward them for their fundraising. Many Walk MS participants have asked if they can donate their prizes back to the National MS Society in support of the MS mission. By donating their Walk MS fundraising prizes back, the funds that would have purchased fundraising prizes will now be used to help find the cause and cure for MS, as well as provide ongoing support for the 12,000 New Yorkers living with MS. Not only do MS Mission First All-Stars raise substantial funds through their participation in the Walk MS, they continue to find other ways to support the MS cause. Donating your prize back will save the Chapter thousands of dollars.

The MS Mission First All-Stars is our way of thanking and recognizing these most generous supporters for their mission-mindedness. As an additional thank you to our MS Mission First All-Stars, we will be listing all the members on our website. Check back after the event and the prize deadline to see the names of the MS Mission First All-Stars.

Prize Structure:

WALK MS PRIZES: Earn a thank you gift for your fundraising efforts! Walk MS prizes not only look great, but will help you spread awareness of MS and the NMSS. Choose one of these options and set a goal to reach that fundraising level! Visit www.msupstateny.org to see expanded descriptions and color photos. Please note the National MS Society reserves the right to change prizes without notification.

MISSION POSSIBLE: \$12,000

This level indicates that you have raised one dollar raised for each registered client in Upstate New York. If you reach this critical level, you are entitled to a prize selection from level 9 and a Mission Possible plaque OR a trip to the Tour of Champions and a Mission Possible plaque.

LEVEL 9: \$10,000+



LEVEL 8: \$7,500 - \$9,999



LEVEL 7: \$5,000 - \$7,499



LEVEL 6: \$2,500 - \$4,999



LEVEL 5: \$1,300 - \$2,499



LEVEL 4: \$800 - \$1,299



LEVEL 3: \$400 - \$799



LEVEL 2: \$250 - \$399



LEVEL 1: \$125 - 249 Official Walk MS t-shirt

View All On-Line Walk MS Prizes at www.msupstateny.org

Top Fundraisers: Leaders of the Pack



Strive to be in the Top 100 Club! It is comprised of the 100 top Walk MS fundraisers from our entire Chapter area. Top 100 Club members are rewarded by not only the fantastic feeling helping others brings, but through special incentives like priority event parking, personalized event recognition and much more! Congratulations to the members of the 2008 Top 100 Club! Your amazing fundraising efforts contributed 27% of the fundraising total in 2008. Way to go! Visit our website (www.msupstateny.org) to view the Walk MS page and see the members of the 2008 Top 100 Club.

Look for your personalized recognition

Top 100 Club/Top 50 Team Captains:

All members of the Top 100 Club and Top 50 Team Captains will be sent Top 100 Club and Top 50 Teams club badges to wear at the event. Members will also be thanked by receiving a premier event parking spot when they arrive at their Walk MS site. Look for your name on a parking spot or a VIP parking area. (Ask a volunteer as you arrive.) If you spot someone wearing their Top 100 Club or Top 50 Club tag at the Walk MS, congratulate and thank them for their hard work!



Top 50 Teams Club: Teams raise the bulk of the pledges raised for the Walk MS! The top 50 Teams from across our Chapter area make up the Top 50 Club! These amazing Teams are recognized for their extraordinary group efforts by having a route marker, receiving a Team plaque and more. Visit our website (www.msupstateny.org) and visit our Walk MS page to view the members of Top 50 Teams Club.

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