



Southern California
& Nevada 2012

WELCOME
TO WALK MS

www.WalkToEndMS.org or
1-800-FIGHT-MS



You Did It!

You took the first step in creating a world free of MS by registering for Walk MS 2012. Now let the fun begin...

At Walk MS 2012 we are looking for 100% participation, meaning we want everyone to fundraise. Whether you raise \$25 or \$25,000, every dollar will make a difference in the lives of thousands who are affected by MS.

This Welcome Packet will help you get started!

The National MS Society wants to ensure that your experience is the best ever. Should you have any questions or comments please feel free to reach us at walkMS@cal.nmss.org or at 1.800.344.4867.

Kind regards,

Your Walk MS Staff

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*For more information & team resources,
please go to: WalkToEndMS.org*

“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.”

Why we participate

“In 1990 my girlfriend Robin found out she had MS. My first thought was “How do I fix this?” I soon realized I couldn’t “fix” her MS, but I could focus my energy into something that would raise money so others could work on finding a cure. That year I walked in my first MS Walk with a group of 5 friends – we called ourselves “Walkin Robins.” 22 years later we are still walking and now sponsored by Northrop Grumman, with two teams and over 220 participants. Robin and the many others I know with MS inspire me to continue my fundraising efforts and to encourage others to put their energy into making a difference.”

—Debbie Speckmeyer, Northrup Grumman, Team Captain



Fundraising Fast & Simple

**BE CREATIVE! BE FUN! BE ENTHUSIASTIC...
YOU ARE MAKING A DIFFERENCE!**

STEP 1: SET A FUNDRAISING GOAL

- Set a fundraising goal so that you have something to work toward. Make your goal challenging, but attainable. If you aren't sure what amount to start with, shoot for a fundraising goal of \$100.
- Last year the average walker raised \$265, but who wants to be average? Strive to be extraordinary and be a champion in helping those in your local community living with MS!

STEP 2: USE YOUR PARTICIPANT CENTER

- The best way to fundraise is online and your Participant Center makes it easy.
- Everyone who registers for Walk MS gets a Participant Center, the online hub for managing your fundraising efforts. From your Participant Center, you can edit your personal page, e-mail donors, manage your campaign and, for team captains, follow your team's progress.
- Personalize your page and share your story. Make it about you and your family and friends will make generous donations! People who change their online personal page raise an average of \$415 versus \$115 for those who don't.
- Download your step-by-step PARTICIPANT CENTER GUIDE AT www.WalktoEndMS.org by clicking on the "Download Walk MS Tools"

STEP 3: ASK AND ASK BIG!

- Don't be afraid to ask for a certain amount.
- Let everyone know you are participating in Walk MS. Start with your friends and family. Then consider reaching out to the businesses you frequent, former classmates and roommates, members of clubs and organizations to which you belong, your doctors and dentist, families of your children's schoolmates or teammate. Ask your contacts to support you by **donating on your behalf, joining you at the Walk or by volunteering at the event.**
- Use Social Networking tools such as Facebook, Twitter and YouTube. Include a link to your personal Walk MS page in your email signature. Hang a Walk MS poster in your office, gym, local coffee shop or place of worship. Visit our website to find other downloadable Walk MS tools to help you in your fundraising efforts.
- Don't forget to ask your employer about Matching Gifts, a quick and easy way to double your money! Also ask each of your donors to utilize their matching gift programs. Just make sure that your name is on all of the paperwork.
- If you haven't already, jumpstart your fundraising efforts today by making a self-pledge.

STEP 4: THANK YOUR DONORS.

- Send your donors thank you e-mails and or letters for their generous donations.
- Share your fundraising success with them, your Walk MS event day photos and most importantly inform them of how the National MS Society is using their donation to end MS forever!

***To find more tools and tips to assist in your fundraising efforts visit us at www.WalktoEndMS.org and click on the "Download Walk MS Tools" tab. ***

Remember: No one can say 'yes' unless you ask!



For Your Donors

- Make checks payable to the National MS Society or “NMSS.”
- Include the name of the walker in the memo portion of the check.
- Mail checks to: National MS Society, Attn: Walk MS, 2440 S. Sepulveda Blvd., Suite 115, Los Angeles, CA 9006
- All donations to the National MS Society are tax deductible.
- The National MS Society issues receipts for all donations above \$150. If you have a donation below \$150 and need a receipt, please include a note requesting a receipt with the check.
- DO NOT MAIL CASH.
- Encourage your donors to make their donations online. Donations made online are sent a receipt immediately via e-mail regardless of the amount of the contribution.

Join the Movement® & Team up!

**NEARLY 75% OF WALKERS IN WALK MS
PARTICIPATE AS PART OF A TEAM.**

WHAT MAKES A TEAM?

It only takes four or more like-minded people to join together and form a team. Teams come in all shapes and sizes, anywhere from the 4 to 600 people. Team members can participate as a walker, a volunteer, or even a virtual walker; you don't actually have to walk at the event to be a part of the movement. Joining the movement is more fun with others around! Plus, you can earn some really great prizes.

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 800.344.4867 or walkMS@cal.nmss.org.

HOW DO I BECOME AN ELITE TEAM?

You can become an Elite Team by reaching a team fundraising total of \$10,000 or more. If your team raises \$20,000 or more you'll reach Super Elite Team status and by a minimum of \$50,000 you'll be one of a few teams to have ever reached Platinum Elite Team Status. Check out our Team page at WalkToEndMS.org to learn about all the benefits and perks of becoming an Elite, Super Elite or Platinum Elite Team.

Social Media

USING SOCIAL MEDIA TO FUNDRAISE,
GROW A TEAM AND TO INCREASE AWARENESS.

FACEBOOK

www.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

www.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

www.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

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

url varies by event

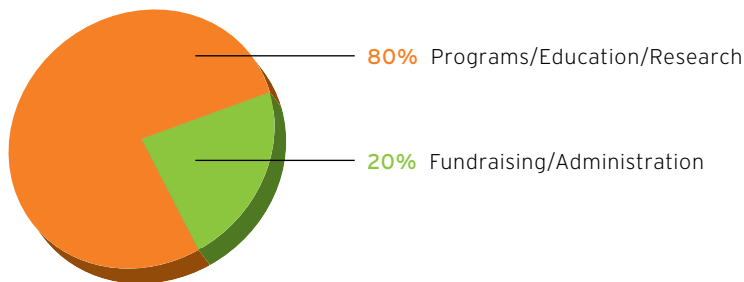
Create and customize your personal fundraising webpage after you register for a Walk event. You can accept donations online, send “thank you” emails, share your progress and, invite your friends to join your cause. The Society makes it quick and easy to get started with a simple login.

How Your Fundraising Helps!

The money you raise supports cutting-edge research into ways to STOP the progression of the disease, RESTORE function that's been lost, and END MS forever. Donations also support a wide range of programs and services—including wellness and educational programs, counseling, and financial assistance—for 19,000 Southern and Central Californians and Nevadans living with MS and their families.

WHERE THE MONEY GOES

- \$25 Buys automated DNA sequencing of one sample
- \$100 Funds one hour of MS research activity
- \$250 Buys an air conditioner to keep someone cool during the hot summer and better manage MS symptoms
- \$500 Provides access to an MS specialist for a consultation on treatments and symptom management
- \$1,000 Provides individual professional counseling
- \$2,500 Provides a college scholarship for a person with MS or the child of a parent with MS





Prizes

PRIZES ARE BASED ON PER PERSON FUNDRAISING TURNED IN ON OR BEFORE JUNE 15TH*.

We offer great prizes to reward our top fundraisers for their efforts. The more you raise, the better the prize you can earn!

All participants who raise \$100+ will receive a commemorative Walk MS 2012 t-shirt on the morning of the event

Walkers and volunteers turning in \$250 or more are eligible for additional prizes awarded after the June 15th deadline, including commemorative clothing, exercise equipment, electronics and more!

Or, you can decide to generously donate your prize back to the Chapter. By doing so, you can direct even more funds to support 19,000 local people living with MS.

*Walk MS: Bakersfield & South Lake Tahoe prize deadline is December 7th

For more information on prizes visit www.WalkToEndMS.org and click on "Fundraising Clubs & Prizes" tab.

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! You earn your top fundraiser status this year and reap the rewards in 2013.

Top 100

This club includes our top fundraisers #1-#100. In 2011, this club raised a staggering \$659,814! Top 100 Club members receive:

- Top 100 glass award
- A long sleeve Walk MS commemorative t-shirt with Top 100 logo and a VIP bib number
- Day of Walk: VIP parking, check-in and breakfast
- Access to our VIP tent (select locations) with special treats such as a massage therapists and food!

Tremendous 200

This club includes our top fundraisers #101-#200. In 2011, this club raised \$201,205! Tremendous 200 Club members receive:

- A special Walk MS Commemorative t-shirt with Tremendous 200 logo and a VIP bib number
- Day of Walk: VIP parking, check-in and breakfast
- Access to our VIP tent (select locations) with special treats such as a massage therapist and food!

Fabulous 400

This club includes our top fundraisers #202-#400. In 2011, this club raised \$226,294! Fabulous 400 Club members receive:

- A special Walk MS Commemorative t-shirt with the Fabulous 400 logo and a VIP bib number
- Day of Walk: VIP parking, check-in and breakfast
- Access to our VIP tent (select locations) with special treats such as a massage therapist and food!

Elite Feet

Elite Feet include participants and volunteers who raise \$500 or more for the Walk MS 2012 campaign. You will receive a commemorative Walk MS wearable item that you can show off on Walk day! Be recognized this year for the money you raised in 2012.



CONGRATULATIONS TO OUR TOP FUNDRAISERS IN 2011

- René Webb
- David Perren
- Jack Bock
- Stacy Wilder
- Jason Len
- Barry Engelman
- Debbie Speckmeyer
- Susan Berenson
- Dave Eagan
- Lindsay Bubar
- Steve Alfieris
- Michael & Gail Gerber
- Bruce Johnson
- Jeff Schantz
- Traci Engelman
- Larry Winter

CONGRATULATIONS TO OUR ELITE TEAMS IN 2011

- Northrop Grumman - LA
- Joyful Noise
- Team Engelman
- MS Achievers - UCLA
- BPSD, LLP
- WELLS FARGO
- JiggyWiggits
- Studley-Wolcott-Wilder
- Smiles for Tammy
- XKs Unlimited Jaguars
- Crazy Beth's Crew
- Colleen's Crusaders

The teams above each raised \$20,000 or more.
Visit our Website to see a complete list of our 2011 top 400 and Elite Teams.



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. Please give us a call and we will gladly help you with fundraising and recruitment ideas. In addition, we can help you set up your Participant Center so you can better raise funds online. Don't wait, call us at 800.344.4867 or 310.479.4456.

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 Southern and Central California and Nevada. While there is no fundraising minimum, there is also no registration fee; we encourage everyone who participates to shoot for a fundraising goal of \$100.

HOW DO I TURN IN CONTRIBUTIONS?

We recommend turning in contributions right away. The faster you turn in your contributions, the faster the National MS Society can begin putting those contributions to good work. Don't hold on to checks! Make sure you write your name in the memo of the check.

Send checks to : National MS Society, Attn: Walk MS
2440 S. Sepulveda Blvd., Suite 115, Los Angeles, CA 90064

Online contributions are automatically credited to your account. Bring remaining contributions with you on Walk day. Prize redemption is only based on total contributions turned in on or before June 15*.

WHAT SHOULD I DO WITH THE CASH I COLLECT?

There are three options for cash donations:

1. You can drop off the donations at your local National MS Society office.
2. You can convert the cash donations into a money order personal check or make the donation online.
3. You can bring the cash with you the day of the Walk and turn it in at registration.

WHEN WILL I RECEIVE MY PRIZE(S)?

The official Walk MS T-shirt will be available at the event. Prizes are based on money turned in on or before June 15, 2012*. Prize certificates will be sent 1 to 2 weeks after the deadline.

* Bakersfield & South Lake Tahoe deadline is December 7th.

WHAT DO I NEED TO BRING TO WALK MS?

- Be sure to wear comfortable shoes.
- Bring layer items of clothing. In California & Nevada the spring time weather can range from cold and rainy to very hot.
- Any last minute or cash donations. They can be turned in when you check-in.

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.

HOW LONG IS THE WALK?

The route is 5K (3.2 miles) and we have a Family Fun Route (1 mile or less). All routes are accessible and fully supported with water, snacks and restrooms. Safety and gear vehicles patrol the route to transport walkers at any time.

WHAT IF THERE IS INCLEMENT WEATHER?

Like the effects of MS go on, so do we – rain, snow or shine. Please dress in layers accordingly.

Stay Connected!

This welcome mailer will be one of the very few Walk MS mailings you will receive. Be sure that you have selected to receive Walk MS emails so that you know about important event updates, incentive challenges, and more. Please help us to be green by keeping you informed via emails.

Visit www.WalktoEndMS.com and click on "My Account." After you log in, click "Edit Profile" and double check that beside "Accept Email" you see "Yes."

CALIFORNIA

04.15.12

Greater Los Angeles
Pasadena Rose Bowl

04.21.12

Conejo Valley
Conejo Creek Park

Fresno

Woodward Park

Desert Cities

Palm Desert
Civic Center Park

San Luis Obispo

Mission Plaza

04.28.12

Antelope Valley
Lancaster Marketplace

Inland Empire

Quake Stadium

Long Beach

Belmont Pool

S.W. Riverside County

Town Square Park,
Murrieta

05.05.12

Big Bear

Alpine Pedal Path

Santa Barbara

Leadbetter Beach

10.27.12

Bakersfield
Yokuts Park

NEVADA

05.05.12

Las Vegas
Town Square

Reno/Sparks

Idlewild Park Terrace

09.22.12

South Lake Tahoe
Camp Richardson

National Multiple Sclerosis Society
Southern California & Nevada Chapter 2440
S. Sepulveda Blvd. Suite #115
Los Angeles, CA 90064



**National
Multiple Sclerosis
Society**