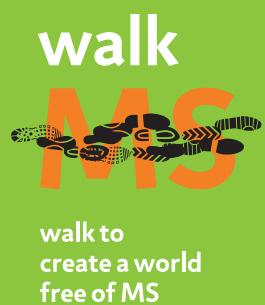




2009 WALK MS FUNDRAISING GUIDE



Walk MS Team Captains, united for a cure



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FOR MORE INFORMATION AND TEAM RESOURCES, PLEASE GO TO: MSmississippi.org



You'll move. You'll be moved. Joining the movement as a Walk MS participant 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 participant moves us all closer to a cure for multiple sclerosis. Moving forward, this Fundraising Guide will help you keep organized and motivated, as well as provide some great tips for having fun while fundraising.

TUPELO March 28, 2009

Ballard Park

Check in at 9 am Walk Starts at 10 am

GOLDEN TRIANGLE April 4, 2009

Propst Park, Columbus

Check in at 9 am Walk Starts at 10 am

HATTIESBURG April 18, 2009

Long Leaf Trail at the Station

Check in at 9 am Walk Starts at 10 am

JACKSON April 18, 2009

Baptist Healthplex (717 Manship St.)

Check in at 9 am Walk Starts at 10 am

PICAYUNE April 25, 2009

Jack Read Park

Check in at 9 am Walk Starts at 10 am

OCEAN SPRINGS April 25, 2009

Downtown Ocean Springs

Check in at 9 am Walk Starts at 10 am

For more information, visit www.msmississippi.org or call 601-856-5831.



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.

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 or 1-800-344-4867.



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 your own community:

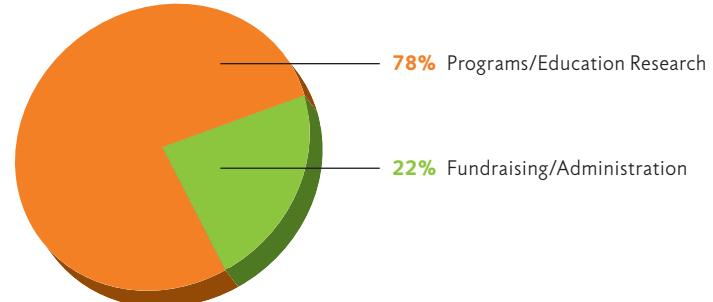
Office Program and Financial Assistance

The Mississippi office serves 2,500 individuals with MS throughout Mississippi. We offer several programs for our clients including newly diagnosed support, education programs, wellness programs, publications, self-help groups and financial assistance. Please contact our office for additional information on the services provided.

Office Financial Information

In 2008, the Mississippi office raised **\$130,000** through sponsorship and the efforts of our dedicated participants. We had over **1,100** people registered for 7 walks across the state.

In 2009 our goal is to raise **\$137,000** and have over **1,200** registered participants.



MOVING TOGETHER: THREE 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, coworkers, or neighbors — and they can all easily register as walkers online at www.walkMS.info. 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. 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 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!



RAISING MONEY HAS NEVER BEEN EASIER!

SIMPLE STEPS TO ONLINE SUCCESS

1. SET UP YOUR PAGE

Your 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 page, you are setting up yourself 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, the person you are walking for. Write the story of how you are moving toward a world free of MS. While there is sample text available, nothing is more compelling than your own words.
- **PROVIDE LINKS TO YOUR PAGE** — Keep your page current to generate interest. Give updates on how close you are to your fundraising goal.
- **CREATE YOUR 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 e-mail.

2. RECRUIT FRIENDS AND FAMILY ONLINE

No need to collect paper or spend hours on the phone. Your friends and family 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 participant center too. (This tool also can help you to track when e-mails 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.

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

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



GOAL SETTING: WHO HAS THE MOST TEAM SPIRIT?

Establishing a goal is an easy way to maintain motivation as well as give you a benchmark for success. We encourage everyone to set goals, 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 more 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 — Recruiting 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 would like more suggestions and guidelines for goal setting, or would like to request goal setting worksheets, please contact the All America Chapter—Mississippi Office at 601-856-5831, toll free at 800-344-4867 or by e-mail at MSM@nmss.org



TEAM AWARDS

A little friendly competition among teams can build camaraderie and increase results. In fact, teams are the fastest growing group of fundraisers in the MS movement. The difference they are making in the lives of people with MS is nothing short of amazing.

So who has the most team spirit? Who has the biggest team? And, most importantly, who will make the biggest impact to create a world free of MS?

For more information and team resources, please go to www.MSmississippi.org.



TOP WALK MS 2008 TEAMS

The National Multiple Sclerosis Society would not be able to fund cutting-edge research, provide services, host programs, or educate healthcare professionals and the public if it were not for the extraordinary fundraising efforts of those who support Walk MS. Once again, we'd like to show our appreciation to the Walk MS 2008 teams who made a difference — together.

WALK MS 2008 TEAMS

1. JACKSON ACADEMY PRE-MED SOCIETY--Team Captain Ryan Jones \$11,077
2. TROJANS FOR A CURE--Team Captain Joy Donald \$5,337
3. NSMC'S MOVERS & SHAKERS--Team Captain Sarah Deason \$3,964
4. MS WITH ATTITUDE--Team Captain Allison Holloway \$3,779
5. JORDAN'S TEAM--Team Captain Debra Rogers \$3,245
6. FLYING TALONEY'S--Team Captain Gennifer Taloney \$2,941
7. AMY'S AGENTS--Team Captain Karen Stuart \$2,828
8. BOOPSIES--Team Captain Lynn Hill \$2,760
9. TEAM LIZZY--Team Captain Sarah Cure \$2,700
10. SHILOH BAPTIST CHURCH--Team Captain Beth Cossit \$2,506

FUNDRAISING IDEAS NOTE PAD

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.
- 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 — 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!



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