

# CHALLENGE WALK MS: TEAM CAPTAIN GUIDE



Cape Cod, Mass.  
September 9-11, 2016

## 3 DAYS. 50 MILES. CONNECT TO END MULTIPLE SCLEROSIS

2 DAY OPTION: SEPTEMBER 10-11



**JOIN A COMMUNITY OF SPIRIT & STRENGTH**



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

## WELCOME TO CHALLENGE WALK MS: 2016

AS A CHALLENGE WALK MS PARTICIPANT OR TEAM CAPTAIN, YOU ARE JOINING HUNDREDS 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. Thank you for accepting the challenge and connecting with others to help end MS. Participating as a Challenge 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 Challenge Walk MS Team Captain moves us all closer to a world free of MS. 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.

### CHALLENGE WALK MS: CAPE COD

September 9-11, 2016

Route:

Day 1: 20 miles from Hyannis to Brewster, via Yarmouth

Day 2: 20 miles through Orleans and Eastham, then back to Brewster

Day 3: 10 miles to Dennis and return to Hyannis

Weekend meals and overnight accommodations are included with your registration fee at the Cape Cod Sea Camps in Brewster, MA.

If you choose to stay off-site, you can check out the Lodging & Transportation page of the Challenge Walk MS website for other options.

### TEAM CAPTAIN DUTIES

Your role will be to serve as a leader to your members. Throughout the season, the Challenge Walk MS staff will contact you regarding important information, recruitment and fundraising challenges, prizes, rewards and day-of details. As a team captain and friend, your team members will be more likely to read information that comes from you and it is important that all participants receive the most current and up-to-date information.

Of all Challenge Walk MS participants, 75% are part of a team. Enhance your Challenge Walk MS experience by sharing it with your friends, family and co-workers. We know that leading a team may seem like a difficult challenge, but this guide provides useful information and helpful tips that will equip you to be a great team captain!

## BENEFITS OF BEING ON A TEAM

Team participation creates great community visibility for a company or organization and provides participants a healthy, community-conscious, fun social outing.

### BENEFITS:

- Team website
- Opportunity to participate in team contests
- Team photo at Challenge Walk MS
- Eligibility for Top Fundraising Team rewards based on fundraising success

### IMPORTANT THINGS TO REMEMBER:

All team members must register individually. Each team member is required to raise a minimum of \$1,500 to participate in Challenge Walk MS.

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

## WE ARE PEOPLE WHO WANT TO DO SOMETHING ABOUT MS NOW

### ABOUT MS

Multiple sclerosis interrupts the flow of information between the brain and the body and it 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 2.3 million worldwide.

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 1-800-344-4867 or [nationalMSSociety.org](http://nationalMSSociety.org)

## ABOUT THE NATIONAL MS SOCIETY

The National MS Society is a collective of passionate individuals who want to do something about MS now—to move together toward a world free of multiple sclerosis. MS stops people from moving. We exist to make sure it doesn't. Learn more at [nationalMSSociety.org](http://nationalMSSociety.org)

## WE ACHIEVE IMPACT BY

- Funding accelerated research breakthroughs to change lives and end MS forever.
- Helping each person with MS live their best life with more connections to information, to resources, and to others with shared experiences.
- By ensuring that the voices of people affected by MS are heard and that they drive change wherever it is needed.
- We enable everyone who wants to do something about MS to fuel progress.

## WE SUPPORT RESEARCH

Society donors have seen their contributions launch breakthroughs in understanding MS and in developing new treatments aimed at stopping disease progression, restoring function, and ending MS forever. Since 1993, the US FDA has approved 12 disease modifying drugs, and there are more emerging therapies on the horizon, including a possible treatment for progressive MS. \$51.5 million in 380 Society-funded projects and fellowships.

## WE PARTNER WITH MS CLINICAL CENTERS

The chapter promotes access to comprehensive, coordinated medical care, and we know these highly-skilled physicians and other health professionals are making a difference. The chapter counts on MS Clinical Centers for expert coordinated care for people with MS. They count on us to spread awareness and to raise funds to support their work.

## WE EDUCATE, SUPPORT, AND ADVOCATE FOR THOSE WITH MS

The chapter is a reflection of the families who have been touched by MS. We meet them at educational programs and fundraising events. We see them at MS clinical centers. We talk to them over the phone, minutes after their diagnosis and throughout their lives. We honor our shared promise to provide these families with help for today and hope for tomorrow.

## MOVING TOGETHER: THREE SIMPLE STEPS TO STARTING A TEAM

As 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.

### RECRUITING

Team members can be anybody — friends, family, co-workers or neighbors — and they can all easily register to join you on-line at [www.ChallengeWalkMS.org](http://www.ChallengeWalkMS.org). Whether you're a corporate team or a team of family and friends, be sure to ask everyone you know.

### RAISING MONEY

Fundraising comes more naturally when you make it personal. If your team is walking for someone living 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!

### REALLY HAVING FUN

Being a team captain is an opportunity to share a great experience with friends, 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. Challenge 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 ON-LINE SUCCESS

#### SET UP YOUR TEAM PAGE

Your team page is your invitation to the world to become involved in the movement to end MS. We're here to help you reach your goals. 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 — Feature 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 directly to your team page. Put a link to your fundraising page in the signature of your e-mail.

#### RECRUIT MEMBERS ON-LINE

No need to collect paper or spend hours on the phone. Your team members can quickly and easily register themselves on-line. 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 tool. This tool also can help you to track when e-mails have been opened by a recipient.

## FUNDRAISING WITH TECHNOLOGY

Everyone who registers for Challenge Walk MS gets a participant center, the on-line hub for managing on-line 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, log in to your Challenge Walk MS event, login to your account with your user name and password and click on Participant Center where you will be prompted to: 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.

#### MANAGE YOUR TEAM

Email the entire team at once, track their progress, set your team's goal so everyone can see and support it, download your team roster, encourage team members to use their on-line personal page and create incentives for them to fundraise on-line.

#### REQUEST DONATIONS THROUGH EMAIL

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.

## FUNDRAISE ON-LINE

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 on-line tools make it simple for your supporters to donate on-line to keep you moving toward your fundraising goals and a world free of MS.

- Track your individual, ongoing fundraising progress.
- Update your fundraising goal.
- View reports on your team members' contributions.
- Send follow-up messages and thank you e-mails to your supporters.

## ENCOURAGE TEAM MEMBERS TO USE THEIR ON-LINE 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 on-line — 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 on-line. Be creative and ensure that your team not only reaches their goals, but has fun along the way.

## SOCIAL NETWORKING

Create a Facebook fan-page for your team. You can also post tweets on Twitter for your group and videos on YouTube.

Don't forget to "like" the Challenge Walk MS Cape Cod Facebook page so that you can get updates and fundraising tips!

## TEN GREAT THINGS ABOUT OUR ON-LINE TOOLS

1. Post your team pictures on-line
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 and your team a bench mark for success. We encourage Team Captains to set goals for themselves and their teams, while keeping these tips in mind.

## TIPS TO KEEP 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 & 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.
- Fun internal competition — 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 Aileen at [aileen.curran@nmss.org](mailto:aileen.curran@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? We can't wait to find out this year!

## TOP CHALLENGE WALK MS

The National MS Society would not be able to fund cutting-edge research or provide programs and services for people living with MS if it were not for the extraordinary fundraising efforts of those who support Challenge Walk MS. Once again, we'd like to show our appreciation to the Challenge Walk MS 2015 teams who made a difference — together.

### CHALLENGE WALK MS: 2015 TEAMS

1. The Lombardi Party - \$50,036
2. Feet 2 DeFeat MS - \$47,960
3. The Believers - \$35,049
4. Cocktails for a Cure - \$28,666
5. Blister Buddies - \$27,457
6. Team Brian - \$25,556
7. McCooking Up a Cure - \$21,767
8. The Walka Walka Walkahs! - \$19,743
9. MS Action Heroes - \$18,818
10. Linda's Legacy - \$17,963

### SET YOUR FUNDRAISING GOAL

Communicate your goal with your team often so that everyone is aware of your progress and important information regarding fundraising challenges, deadlines and prize information. Remind team members that they must raise a minimum of \$1,500, so use that as a starting point at which to set your fundraising goals.

### ADD UP YOUR CENTS

Place an extra change jar at your home, office and local businesses for spare change. You'll be surprised at how quickly those extra cents add up!

### FUNDRAISE WITH YOUR TEAM

Plan a team fundraising event to reach your goal! Host a happy hour, get together or dinner party for your team and guests. With a small charge to participate, you'll be able to fundraise while you socialize! You can also plan a raffle or silent auction by asking local businesses to donate items, gifts or gift certificates for you to raffle or auction. Some ideas are event tickets, movie tickets, hotel stays, gift certificates, dinner, artwork and jewelry. Don't be afraid to get creative! Contact [aileen.curran@nmss.org](mailto:aileen.curran@nmss.org) for more ideas, staff support and materials you can display at your event. In addition, you can submit the information about your event to us and we will add it to our fundraising events calendar, which is visible to all National MS Society members.

## DON'T FORGET MATCHING GIFTS

To increase your team's fundraising dollars, contact your company's human resources department to find out about their matching gift policy. They will give you instructions on how to submit the matching gift. Be sure to remind your team members and donors about matching gifts as well. Visit this site to see if your company participates in the matching gifts program: [www1.matchinggifs.com/nationalmssociety](http://www1.matchinggifs.com/nationalmssociety).

## 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 — 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.
- Lunch with the president or reserved parking spots — 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.
- Silent Auction — Hold your own silent auction with food and entertainment.
- Garage Sale — Clean out the attic and basement with a garage sale and donate the proceeds.
- Restaurant Donations — Ask your favorite restaurant or bar to donate a percentage of one evening's income to your team — possibly in return for sponsor privileges.
- Fundraise through Facebook — Fundraise through the new Facebook tool available on your personal page.

## COME WALK WITH US

Three days: the weekend of September 9, 10, 11, 2016 on Cape Cod. Walkers will start in the village of Hyannis and work their way towards Brewster via Yarmouth - seeing some ocean, some commerce, and some kettle ponds. Day 2 will take the walkers through Eastham and Orleans and then circle back to Brewster. On Day 3 we will head towards Dennis for a pre-finish with massage, barbecue, and a chance to say good-bye to friends that were met along the way. We will walk the final 1/4 mile **together**. The terrain is varied, but the National MS Society supports walkers every step of the way!

## FOR MORE INFORMATION, CHECK OUT OUR WEEKEND GUIDE.