

# CHALLENGE WALK MS: WEEKEND GUIDE



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

2-DAY, 30-MILE OPTION  
JOIN A COMMUNITY OF SPIRIT & STRENGTH



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**MY STORY**

*Why I Participate*

*I walk for my  
Dad :)*



National Multiple Sclerosis Society of England

**EVERY CONNECTION COUNTS**

## WELCOME

### DEAR FRIEND,

Congratulations and thank you for accepting the challenge! The Challenge Walk MS may be the greatest journey you will ever take—unlike anything you've ever experienced before.

Challenge Walk MS is a three-day, 50-mile trek that tests your strength and your spirit, and makes an extraordinary difference in the lives of people with MS and their families. Past Challenge Walkers tell us that when they complete the challenge and return home, they do so with an inextinguishable passion for living, a renewed sense of purpose, and many new friends.

The Challenge Walk MS is about reaching beyond your limits, physically and philanthropically. The Challenge Walk MS is not a race. It is a journey of love, compassion, determination, and support. Through your hard work in training and fundraising, you experience something that defies explanation...your personal best...your gold medal... shared with everyone else who "Accepted the Challenge."

You've already taken your first step toward completing the Challenge by registering. Now, it's our turn to help you in this journey. We have a knowledgeable team of Challenge Walk MS Mentors waiting to assist you with your every need. Please, don't hesitate to ask any of our Challenge Walk MS Mentors about any of the material covered in this guide.

Warmest regards,



Aileen Curran  
Director of Development

### CONTACT

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MSchallengewalkcapecod.org

### STEPS TO FUNDRAISING SUCCESS:

- Think about who's in your personal and professional network
- Set a fundraising goal (Challenge Walkers raise more than \$2,250 on average)
- Share your commitment and start fundraising! (See strategies on pages 5-6)
- \$1,500 minimum is due the first day of the Challenge Walk MS

### CHALLENGE WALK MS VOCABULARY

- **Crew:** Dedicated individuals who travel with walkers supporting the event. **Please note: crew members pay a fee of \$75 to participate, which helps underwrite housing & meal costs.**
- **Volunteer:** A dedicated person who gives a hand for an hour or a day to help with the Challenge Walk MS.
- **Water Stops:** Stops along the route with volunteers and water.
- **Rest Stops:** Stops along the route loaded with snacks, water, sports drinks & lots of cheery volunteers.
- **SAG:** (Support & Gear Wagons) Vehicles along the route to assist you should you need to be taken to the next rest stop or finish location.
- **Walker Mentors:** A veteran walker you can call at the National MS Society for advice or support.
- **Fundraising Kit:** Another tool to help you with fundraising.
- **Change of Clothes Bag:** A canvas bag sent in the welcome packet for each participant to hold belongings during the walk. Participants can access this bag at the lunch stop on Day 1 and Day 2 of the walk.

## **WE'RE HERE TO HELP YOU**

This guide is designed to give you the tools, resources and information necessary to create a successful fundraising campaign and training regimen to prepare you for the adventures of Challenge Walk MS.

The National MS Society has over 50 years of expertise in the field of fundraising. This fundraising tool kit offers ideas and strategies to help you get started and succeed on another important journey: moving toward a world free of MS.

## **CHALLENGE WALK CONTACTS**

The Challenge Walk MS on Cape Cod is a collaboration among six National MS Society chapters. Your questions about fundraising and training are best directed to the chapter that is closest to where you live. Chapter offices are open Monday - Friday, 9 a.m. - 5 p.m.

### **Connecticut Chapter**

Isabelle R. Miner  
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### **Greater New England Chapter**

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Development Director, Walk MS & Challenge Walk MS  
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### **Long Island Chapter**

Lisa Brunengraber  
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40 Marcus Drive, Suite 100, Melville, NY 11747  
631-864-8337  
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### **New Jersey Metro Chapter**

Emily Meyers  
Manager of Bike MS & Endurance Events  
Aspen Corporate Park I  
1480 U.S. Highway 9 North, Ste 301, Woodbridge, NJ 07095  
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### **New York City-Southern New York Chapter**

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212-453-3240  
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### **Upstate New York Chapter**

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Campaign Manager  
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## **THINK BIG!**

You may be a little intimidated by the thought of raising \$1,500 or more, but it's much easier than it sounds. In 2015, the average Challenge Walker raised around \$2,250 and thousands of walkers have succeeded in raising much more than their pledge goal. You can too! When you share your vision of a world free of MS, people will want to help you. We are here to help you as well.

## 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

Since its founding by Sylvia Lawry in March 1946, the Society has invested over \$900 million to advance MS research. During the last 69 years, the Society has been at the core of virtually every major breakthrough in treating and understanding the disease. In 2014, the Society invested \$50.2 million to advance more than 380 research projects around the world in order to stop MS in its tracks, restore function that has been lost, and end MS forever.

## 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.

## STEP 1: MAKE A PLAN AND START FUNDRAISING

### FUNDRAISING STRATEGIES

The Challenge Walk MS is about thinking big—bigger and better than anything you have ever done before. You may be a little intimidated by the thought of raising \$1,500, but it's much easier than it sounds. Thousands of walkers have succeeded in raising much more than their pledge goal. You can too. When you focus on a mission, people want to help you. We are here to help you as well.

### 5 STEPS FOR SUCCESSFUL FUNDRAISING:

- Do not procrastinate. Start your fundraising now! Successful fundraising is intentional and planned, and intelligently executed.
- Determine your goal. The Challenge Walk MS is about thinking big! The higher the goal you set, the more money you will raise. Set a date to achieve your goal.
- Develop a plan. Start a calendar. Take your pledge goal and break it down into smaller goals. Then schedule due dates on your calendar. Remember, each walker commits to raise at least \$1,500, and it must be paid by the first day of Challenge Walk MS.
- Follow through. This is a critical step in fulfilling your goal. Following through is the KEY! After you send out a letter, call the recipients to make sure they received your letter and to see if you can count on their support. After someone makes a pledge, send a thank you note. Give your donors updates on your fundraising and training progress. In addition, invite them to celebrate with you at the finish line on Sunday.
- Inspire others to share in your commitment. You're accepting the challenge on behalf of the 400,000 people with MS in the United States. You are not asking for the contribution for yourself, you are asking on behalf of the National MS Society and all people with MS.

### LETTER WRITING

Open your address book today. To whom do you send holiday cards?

Who is in your contact list? Make a list of every person you know, the obvious (friends and family) and the not-so-obvious (neighbors, former acquaintances, business associates, club members, team members, alumni associates, etc.). You have just created your donor list. (It's amazing how many connections to MS you uncover when you reach out to people.) Now select a fundraising campaign that will work best for you.

### PARTICIPANT CENTER

We've made it easy for you! Email is a great way to send out fundraising letters, and we make it easy for you. Here are some of the on-line features:

- Personalize and send the pre-written Fundraising Email
- Send the email to everyone in your address book
- Create a quick and easy personal web page using the "Participant Center."

Please Note:

If you register on-line, make sure to create a user name and password, otherwise you will not be able to use the fundraising tools available on-line.

If you do not have a user name and password, please contact the Greater New England Chapter.

### BOUNDLESS FUNDRAISING™

boundless Fundraising™ is a Facebook application that enables participants to extend their fundraising efforts beyond their Participant Center and Personal Page. To use boundless Fundraising, you must be a Facebook user (visit [www.facebook.com](http://www.facebook.com) to create a free account). After registering for an MS event, you'll receive an email that includes a blue "Fundraise with Facebook" button. The button is also available in your Participant Center. Click on the blue button to give the boundless Fundraising application access to your Facebook account. Boundless Fundraising provides an easy way to donate through your Facebook profile and post news about your fundraising so that it appears in the News-feed where friends will see it.

### CHALLENGE PARTIES

A Challenge Party is an opportunity for you to invite your friends, family, and co-workers for a one-hour fundraising meeting or party. The goal of this party is to introduce your friends and family to your adventure and to obtain their support. You can host this event at your home, work, church, or club. Make the event fun and powerful.

**FOR FURTHER INFORMATION ON HOSTING A CHALLENGE PARTY, PLEASE CONTACT [MSCHALLENGEGNE@NMSS.ORG](mailto:MSCHALLENGEGNE@NMSS.ORG)**



### GO CORPORATE

Ask your company to sponsor you. Some companies offer matching gift programs for contributions made by employees. If they do, contact your human resource director for more details and bring it to the attention of the employees. Put up posters and signs promoting the Challenge Walk MS. Display a chart showing your training and fundraising progress. Hold a contest to see which department can raise the most pledges.

### ASK BIG

Put together a list of potential major donors who can donate \$500 or more. These may be business associates, your employer, or acquaintances in lofty positions. You may want to meet one-on-one, perhaps over lunch or dinner.

- Call each potential major donor to schedule a meeting or lunch/dinner
- Be bold. Contact people you don't know but who are able to make large donations.
- Write a script of the things you want to cover during your meeting. Be enthusiastic and passionate.
- Meet your prospects and ask for a donation face to face.
- Regardless of the outcome, send a thank you note after the meeting.
- Stay in touch! Send progress letters to all donors and non-donors.

### FUNDRAISING EVENTS

The goal of a fundraising event is to introduce your friends, family, co-workers and neighbors to Challenge Walk MS in a fun and social setting. Let them hear firsthand what an amazing experience the walk is and how they can get involved. You can host this event at your home or work. We will provide you with the information you need and will even come to your party and present Challenge Walk MS to your guests!

How to get started:

- Schedule your party. Call us to invite us to attend.
- Create a guest list. Plan on having 15-20 people at your party.
- Send out our invitation or send an e-mail to your contacts. Send the invitation about three weeks before the party. Make sure to mention that guests should bring a checkbook or credit card.
- Follow up with those you invited. Call your guests one week before the party to make sure they received the invitation
- Enjoy! During the party, let people mingle and eat.
- Make the presentation. Start it within the first half-hour.
- Hand out registration forms. Ask guests to donate, register for the walk and join your team.
- Follow up after the party. Send thank you notes to those who attended. Follow up with guests who took registration forms home. Call those who couldn't attend and ask them to join you.

### ALWAYS THANK YOUR DONORS

- Always send a thank you note to anyone who donates and/or attends a lunch/dinner or Challenge party.
- Think of thoughtful individualized ways to thank donors that has individual meaning to them. Send photos, poems, or anything creative.
- Create and send a newsletter with updates. Mention names of team members and supporters.
- Invite donors to volunteer, work on the crew or come to the closing ceremony.
- Send weekly email messages updating your progress about donations, registrations for the walk, and joining your team.
- Follow up after the party. Send thank you notes to those who attended. Follow up with guests who took registration forms home. Call those who couldn't attend and ask them to join you.

## STEP 2: SHARE THE EXPERIENCE AS PART OF A TEAM

A team is made up of two or more walkers and each member is required to raise the \$1,500 minimum.

We invite you to start a team! You will find your training and fundraising more fun by sharing it with other people. Invite some of these people along for the experience of a lifetime:

- Your parents, siblings, grown children, spouse
- Extended family members: cousins, uncles, aunts, and in-laws
- Friends from school (get together and go down memory lane for three days)
- Your exercise partner from the gym
- Co-workers—form a company team

The most important step is to ask. You will be surprised at who will want to join you on this journey when they see how committed and excited you are.

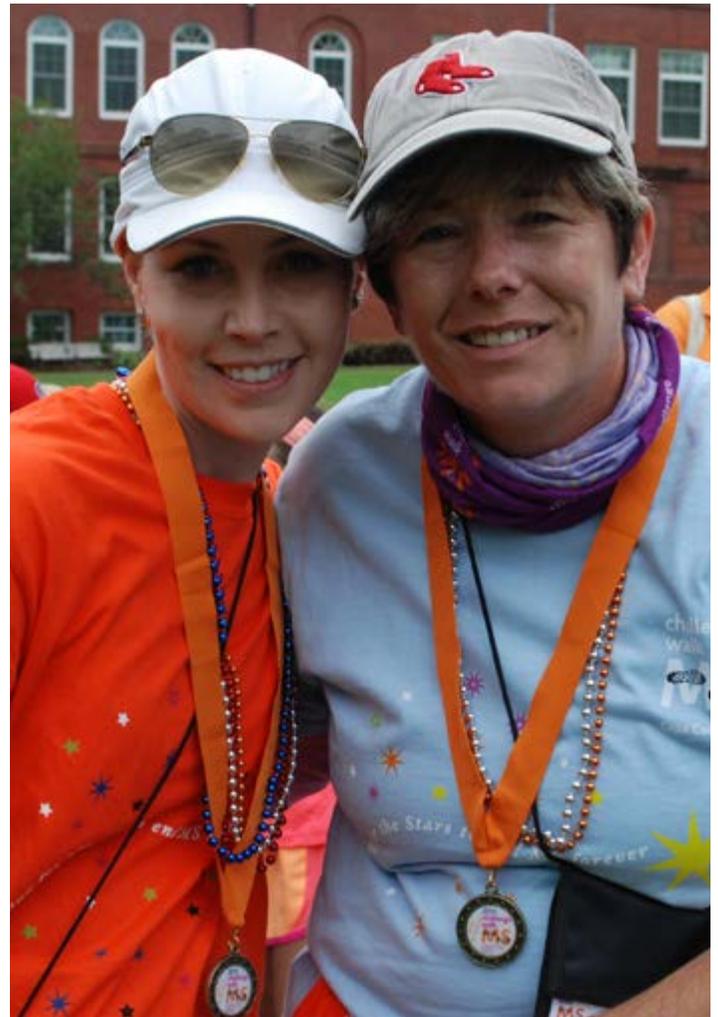
Team members don't all have to live in the same area or state. Ask friends and relatives around the nation to fundraise and train where they live, and then join you on the day of the event. (Call it a Cape Cod vacation!) Keep each other motivated by e-mail or phone. Reuniting on the day of the event adds a special memory to the Challenge Walk MS.

### FUNDRAISE TOGETHER

When you share the experience with one or more team members you can also share in fundraising. By joining forces to fundraise, you expand your circle of potential donors, plus you keep each other motivated to fulfill your fundraising goals.

### TRAIN TOGETHER

Having automatic training partners is one of the biggest perks to sharing the experience. It's much harder to bypass training and go for dough-nuts when someone is waiting at the park for you. By training as a team, you can motivate and support each other every step of the way. All of you will appreciate getting in shape together.



## STEP 3: START TRAINING

For tips and training schedules, please see the Training Guide and other information on the Challenge Walk MS website.

## STEP 4: CHALLENGE WALK MS WEEKEND

### THURSDAY

#### EARLY CHECK-IN:

6 p.m. - 8:30 p.m.

Cape Codder Resort and Spa

1225 Iyannough Rd., Hyannis, Mass.

508-771-3000

- Pick up your Walker/Crew credentials and sign the appropriate waiver forms.
- Drop off your Change of Clothes Bag.
- Meet other walkers and crew.
- Enjoy catering provided by the Resort.
- Please note: **Luggage cannot be dropped off Thursday evening.**

### FRIDAY

Park your vehicle at the Kalmus Beach parking area for the whole weekend. (Do not leave valuables in vehicle.) Parking is free at Kalmus Beach. There is NO PARKING at the Hyannis Village Green, it will be towed by the Town of Barnstable.

Place your luggage in the designated area at Kalmus Beach.

A shuttle bus at Kalmus Beach takes you to the start location at Hyannis Village Green. Please be sure to bring your Change of Clothes Bag with you on the shuttle.

Shuttle Service: **6:30 a.m. to 7:30 a.m.** Please make sure you arrive on time. When you leave your car, please make sure you have everything that you need for the entire weekend. Make sure you have something to eat before the walk. There are bagels for all walkers at the first rest stop.

#### TAXI SERVICE

Town Taxi	508-775-5555
Skip's Cab	508-432-0935
John's Taxi	508-394-3209

- 7:00 a.m. CHECK-IN:
  - Pick up Walker/Crew credentials.
  - Drop off Luggage at the Luggage Truck.
  - Drop off Change of Clothes Bag at the Change of Clothes Truck.
  - Fill water bottles.
  - Make sure you have signed a waiver.
- LUGGAGE DROP-OFF
  - Make sure you have a luggage tag with your walker number or crew name securely attached to your luggage. (Luggage tags are provided.)
  - Drop off your luggage at the designated luggage drop-off area only at Kalmus Beach or at the Hyannis Village Green.
- CHANGE OF CLOTHES BAG
  - Drop off your Change of Clothes Bag at the Change of Clothes Truck at the Village Green if you didn't leave it at the Thursday Night Early Check-In.
  - Your Change of Clothes Bag is at the lunch stop on Friday and Saturday, and is returned to the Cape Cod Sea Camps at the end of each day.
- 8:00 a.m. OPENING CEREMONIES
- 8:30 a.m. CHALLENGE WALK MS BEGINS

#### FRIDAY AT THE CAPE COD SEA CAMPS

1:00-7:00 p.m.	Massage Therapy available
2:00-4:00 p.m.	Snacks and music
5:00-7:00 p.m.	Dinner
7:00-7:30 p.m.	Day 1 Slide Show
7:30-8:30 p.m.	Evening Program, which includes a theme party and appetizers.

#### LUGGAGE PICK-UP

Your luggage is delivered to the Cape Cod Sea Camps and can be picked up upon your arrival.

Luggage is arranged by walker number and colored luggage zones.

## SATURDAY

- 5:30 a.m. Breakfast at Camp
- 7:00 a.m. Warm-up/Stretching/Route Opens
- Drop off your Change of Clothes Bag at the Change of Clothes Truck
- Fill water bottles
- 8:30 a.m. All walkers must be on the route
- 1:00-7:00 p.m. Massage Therapy available at camp
- 2:00-4:00 p.m. Snacks and music at Camp
- 5:00-7:00 p.m. Dinner at Camp
- 7:00-7:30 p.m. Day 2 Slide Show
- 7:30-8:30 p.m. Evening Program

## FAMILY & FRIENDS

### ADDITIONAL VIEWING SECTIONS ON SATURDAY:

Coast Guard Beach  
2 Ocean View Dr., Eastham

and

Salt Pond Visitor Center  
50 Nauset Rd., Eastham

Directions - Take Rt. 6 to Nauset Rd. Turn right toward the beaches. Salt Pond Visitor Center is on the right or follow the signs to Coast Guard Beach.

Orleans District Court  
237 Rock Harbor Rd., Orleans

Directions - Take Rt. 6 to the rotary near exit 12 with Route 6 and Route 6A. Go right 3/4 around the rotary and make an immediate left onto Rock Harbor Road. The courthouse is less than 1/2 mile on the right.



## SUNDAY

- 5:30-7:30 a.m. Breakfast at Camp
- Drop off your luggage (with Change of Clothes Bag packed) at the luggage truck on your way out of the Sea Camps.
- 7:00 a.m. Warm-Up/Stretching/Route Opens
- 8:30 a.m. All walkers must be on the route
- 9:00 a.m.-Noon Massage Therapy available at the pre-finish
- 11:30-12:45 p.m. Lunch at the pre-finish
- 1:00 p.m. Change into "Parade T-shirt," Load Buses, depart for Hyannis
- 1:30 p.m. **PARADE TO THE FINISH LINE**

At the 'pre-finish' in Dennis, walkers and crew board buses in the order that you will parade down Main Street (i.e.: walkers and crew with MS on first bus).

Buses take you from the pre-finish BBQ to the Transportation Center in Hyannis, where all walkers, crew, and volunteers form-up for the parade along Main Street to complete the Challenge by walking the final quarter-mile to the Village Green.

Family & friends must wait on the Hyannis Village Green, not at the Transportation Center or the 'pre-finish' in Dennis.

## 2:00 p.m. **CLOSING CEREMONIES**

As you parade along the Challenge Walk MS finish line on the Green, you receive a Challenge Walk MS medal and then gather in front of the stage for the closing ceremonies and speakers. Please keep the line flowing and fill the space in front of the stage.

## LUGGAGE PICK-UP

Luggage and Change of Clothes Bag are waiting at the Hyannis Village Green. Luggage is sorted by walker number. Crew luggage is in a separate designated area.

Family or friends may pick up your luggage and Change of Clothes Bag, but they must provide the 'Luggage Release Form' to a Crew or Staff member at the luggage area, including your name and walker number. Please do not leave luggage unattended.

## SUNDAY WALKER PICK-UP

Walkers may be picked up after the Closing Ceremony at the Hyannis Village Green.

Shuttles go back to both Kalmus Beach parking lot and the Sea Camps after the walk.

## FAMILY & FRIENDS

To view the final quarter-mile parade, family and friends may stand on the sidewalks along Main Street from the Hyannis Village Green to the corner. They may also stand along either side of the pathway on the Green, from the sidewalk to the stage, but they must leave space for walkers and volunteers to gather in front of the stage.

There is a booth at the Hyannis Village Green where family and friends can make posters, and grab pom-poms and noisemakers to cheer the Challenge Walkers and Crew.

## EVENT POLICIES

### ACCOMMODATIONS

Challenge Walkers and Crew can choose to stay at the Cape Cod Sea Camps, which is covered in the registration fee. The Cape Cod Sea Camps are located directly on Cape Cod Bay in Brewster, Mass., just 90 minutes from Boston. The 58-acre camp has a beautiful rolling sandy terrain which includes open fields, woodlands, a pond and bog, and a quarter-mile beach front. All participants stay in group cabins, and meals are served on-site in the camp's cafeteria. If you prefer, feel free to stay at one of the hotels listed on the hotel list sent to you under separate cover. You are responsible for making and paying for hotel reservations.

### HOTEL SHUTTLES

Hotel shuttles operate only from the Sea Camps, and DO NOT include the Friday start in Hyannis. Walkers and crew must transport themselves to the start.

- Friday and Saturday: Shuttles run at the Sea Camps from 2 p.m. - 9 p.m.
- Saturday and Sunday: Shuttle Pick-Up times are posted at Check-In. Please make note of times.

Shuttles only go to hotels in: **Brewster, Eastham, and Orleans**. If your overnight accommodations are not in one of these towns, please see a representative at the Check-in Tent at the Cape Cod Sea Camps. Shuttles will not go to hotels in Hyannis.

### REST STOPS ALONG THE ROUTE

There are rest stops and water stops along the route each day, approximately every 1.5 to 3 miles loaded with cheery volunteers, water, sports drinks, and refreshments. Lunch is provided each day at the lunch stop. You will also find fully accessible portable toilets at each of the rest stops.

### SUPPORT AND GEAR VEHICLES (SAG)

Support vehicles patrol back and forth between rest stops to transport you ahead for medical reasons or if you are tired and want a lift.

### MEDICAL EMERGENCIES

Medical event officials are posted throughout the route, at each start and finish line, and at Camp. As with any emergency, dial 911 if you have a phone, or report any emergency to an event official.

### COURTESY

The National MS Society has hundreds of volunteers helping to make sure this event is a positive experience for all. Please treat everyone involved with the Challenge Walk MS with courtesy and respect. Please be respectful of others' needs for relaxation and sleep in the evenings. Reach out to your fellow walkers even if it doesn't appear that they need help. It's a warm feeling to hear someone ask "How are you doing?"

### AGE LIMIT

Registrants under the age of 18 must be accompanied by a parent or legal guardian who is registered and who walks as an event participant in Challenge Walk MS. They will be required to sign a notarized Waiver and Release from Liability.

### PETS

Pets are allowed on the route, but must be on a leash. Pets are not allowed to stay at the Cape Cod Sea Camps.

### GEAR TRANSPORTATION

On Saturday, drop off your luggage at the Cape Cod Sea Camps. On Sunday morning, before you leave camp, load your luggage onto the truck. You will pick your luggage up at the Hyannis Village Green after closing ceremonies. More specific information will be given as we get closer to the event. Each walk participant is allowed one bag up to 40 pounds.

### EVENING ACTIVITIES

When you return to camp there are plenty of snacks, massage therapists, medical support, activities, and an evening ceremony. Dinner is provided when you return to camp.

### IDENTIFICATION

All walkers are given a walker number. This walker number should go on any donation or other checks sent to us. Your walker number and name are on your credentials, which you receive closer to Challenge Walk MS weekend. Be sure to write your name and walker number on your Change of Clothes Bag. All participants must wear their walker credentials at all times on the route so that you can be easily identified by Challenge Walk MS crew and volunteers.

## INFORMATION/QUESTION TABLE

There will be an information/question table set up each evening and morning at camp to answer any questions you have. This is also where you can leave a message for someone or look for lost-and-found items.

## MEALS

Meals are included, beginning with lunch on the route on Friday and ending with the Sunday barbecue at the Wixon School in Dennis. There are plenty of snacks along the route each day.

## REFUNDS

If you change your mind or decide for any reason not to participate in the Challenge Walk MS, please note that your registration fee as well as your recorded donations are non-refundable. The fees and donations are used to create a world free of MS, just as if you had participated in the event.

## ROUTE

The course of the Challenge Walk MS was designed to take advantage of excellent host facilities, to keep you on a fully accessible course away from high-traffic areas, and to give a scenic tour of the area. There are rest stops and water stops every 1.5 to 3 miles with volunteers, water, snacks, and portable toilets. The route is marked with signs so you know how many miles you have walked.

## WALK TIMES

The route each morning opens at 7 a.m. and closes at 4 p.m. SAG vehicles will pick up any remaining walkers and take them to the Camp. You must be on the course each day by 8 a.m.

## WEATHER

September weather on Cape Cod can vary so please keep an eye on the weather the week of the event so you know how to pack. If it looks like rain please pack accordingly. The Challenge Walk MS takes place rain or shine. We are committed to your comfort and are prepared to react to any weather situation. Nothing can dampen our spirits to create a world free of MS!

## OUR PLEDGE TO YOU

You will be fully supported on every step of your journey. Your commitment is to walk and raise funds. Our commitment is to worry about everything else. Our goal is to make your journey fun and as hassle-free as possible so that during and after each day of physical and emotional extremes, you can relax with each other and enjoy the feelings of accomplishment and fulfillment that you have worked so hard to achieve.

## FOR YOUR SAFETY

Our first priority is to have every Challenge Walk MS participant safely complete the event. We will do everything in our power to ensure your safety; however, we need your help.

The responsibility for your safety primarily rests on you. Each participant needs to extend boundaries of his or her own responsibility to include each other. During the weekend, please be aware of your fellow walkers; if you notice someone having difficulty, come to his or her aid, and notify a crew member immediately. Be respectful of others and above all else, obey all traffic laws, law enforcement officers, and route guidelines; they are there to help ensure your safety! The route has been designed to minimize walking in high-traffic areas; however, at some times, you will be near vehicular traffic. Remember at all times that this is not a closed route; the streets and trails remain open to the public as we travel along them. Walk smartly—your actions may be followed by the person/people behind you. Behaving in an unsafe manner is cause for immediate removal from the route and/or from the event.

## RADIOS/AUDIO PLAYERS WITH EARPHONES/CELL PHONES

Challenge Walk MS participants are not allowed to wear earphones, use radios, or chat on cell phones while on the route. You will need to listen to all that is going on around you in order to remain safe. (You may use your cell phone only in case of an emergency or while safely at a rest stop.) Besides, you will enjoy talking to your fellow walkers!

## LAWS

You are expected to follow all laws, including, but not limited to, traffic laws. Walkers should never walk under the influence of alcohol or drugs, nor be in the possession of such.

## ROUTE

You must stay on the route at all times and wear your walker credentials while participating.

## INAPPROPRIATE BEHAVIOR

To keep Challenge Walk MS safe, the National Multiple Sclerosis Society must address policies, procedures, and violations. You may be expelled from Challenge Walk MS at any time for violating any of the following policies: Walkers/Crew should never engage in inappropriate, threatening or violent behavior, including fights, arguing or the harassment of others.

## WHAT IS PROVIDED AT THE CAPE COD SEA CAMPS

Pillow

Sheets

Blanket

Towel – a very small towel is provided; you may want to bring a bigger one.

We encourage you to bring whatever linens you feel you may need.

### SHOWERS

There are hot showers in a series of shower buildings.

Please be considerate of your colleagues and take brief showers.

### ELECTRICITY

There is electricity in each cabin.

### INFORMATION

An information area is available for your questions, to help you locate lost and found, and from which to purchase commissary items.

A message board is available to pick up or leave messages for another Walker/Crew or volunteer.

### MEALS

The following meals are provided at the Cape Cod Sea Camps:

Breakfast	Saturday	5:30–7:30 a.m.
	Sunday	5:30–7:30 a.m.
Lunch	Fri. & Sat. (on-site for Crew and Staff)	Noon – 1 p.m.
	Friday & Saturday (en-route for Walkers and Crew)	
Dinner	Friday	5:00–7:00 p.m.
	Saturday	5:00–7:00 p.m.

Snacks are provided at each rest stop throughout the day.

PLEASE NOTE: Meals are for registered Walkers, Crew, and Staff only.

### DAILY CHECK-IN

For safety reasons, the Challenge Walk MS will include systems and procedures that will allow us to keep track of Walkers.

### LEAVING THE CHALLENGE WALK MS

Walkers who wish to leave the Challenge Walk MS, or who are expelled, are given information on transportation home. The transportation and costs are the responsibility of participant, not that of the National MS Society.

## HOW TO PACK

- Get two-gallon Ziploc bags, place each day's walking apparel in a separate bag, and label it. This saves time in camp, organizes your bag, keeps things dry, and ensures nothing is left out. Place toiletries in another bag, and camp clothes in one more.
- Use your pre-packed Ziploc bags to manage the contents of your 'Change-of-Clothes' bag each day.
- If you plan to carry a waist-pack, it is a good idea to train with it loaded with the same items you will carry on the actual Challenge.
- A duffle bag is the best organizer. One that is waterproof or water-resistant is highly recommended.
- No bungee cords. (Stretchy cords that may spring loose and injure the volunteers who load your luggage.)
- Practice carrying your bag a block or so. If you are unable to do this, just ask the Crew for help.

### SUGGESTIONS FOR PACKING YOUR "CHANGE-OF-CLOTHES" BAG

- Rain Poncho
- Socks – change at lunch stop
- Petroleum jelly – apply to feet at lunch stop
- Band-Aids
- Alcohol wipes
- Complete blister kits and bandages
- Sunscreen and lip balm
- BodyGlide
- Bandana

## WHAT TO PACK

Besides the obvious items here is a list of what you should bring with you. Bold items with an asterisk (\*) are required. Remember, your bag must be limited to 40 lbs.

- \* 2 pairs of shoes (Make sure they are not new, and that you have trained in them)
- \* 2 water bottles or a Camelbak/Platypus (Please be advised that this is a "Cup Free Event")
- \* Socks—not new! (Socks play an important role in walking)
- \* Rain Gear (We do walk rain or shine, so make sure you have coverage.)
- \* Sunblock
- \* Insect Repellent
- \* Anti-Blister Aids/Blister Kit
  - Sweatshirt/sweater
  - Shorts
  - Pants
  - Sports Bra (For the gals in the crowd)
  - Shower shoes
  - Sleep wear
  - Windbreaker/jacket
  - Spending money
  - Sunglasses
  - Beach towel or Yoga mat
  - Camera
  - Flashlight and batteries
  - Bath towels
  - Identification
  - Lip Balm
  - Prescription Medication
  - Insurance information
  - Hat/Visor
  - Toiletries
  - Watch
  - Pain Reliever

## **DIRECTIONS TO THE CAPE CODDER**

**1225 IYANNOUGH RD., HYANNIS, MA**

### **FROM BOSTON:**

Approximately 75 miles (1½ hours). Take the Southeast Expressway (I-93 south) to Route 3 south. Follow to the Sagamore Bridge. Follow Sagamore Bridge directions.

### **FROM PROVIDENCE:**

Approximately 90 miles (1½ hours). Follow I-195 east to the Cape Cod/The Islands exit (Exit 22A). Take the exit onto Route 25 south. Follow Route 495/25 directions.

### **FROM HARTFORD:**

Approximately 175 miles (3 ½ hours). Take I-84 east to Massachusetts Turnpike (I-90 East). Follow Mass. Turnpike/I-90 east to Exit 11A (I-495 south). Follow I-495 south, which becomes Route 25 south. Follow Route 495/25 directions.

### **FROM NEW YORK:**

Approximately 245 miles (5 hours). Take I-95 north to Providence, Rhode Island. Take exit 20 for I-195 east in Providence. Follow I-195 east to the Cape Cod/The Islands exit 22A. Take Exit 22A onto Route 25 south. Follow Route 495/25 directions.

### **FROM ROUTE 495/25 SOUTH:**

Follow Route 25 south over the Bourne Bridge onto Cape Cod. Take Route 6/6A toward Sagamore. At the traffic light, turn right onto Route 6 east. Follow Route 6 to Exit 6 (Route 132/Hyannis).

### **FROM SAGAMORE BRIDGE:**

Cross the Sagamore Bridge to Route 6 east. Follow Route 6 east for approximately 20 minutes to Exit 6 (Hyannis Route 132). Bear right as you come down the exit ramp and merge with Route 132 south. Continue on Route 132 south for about 1½ miles. The Cape Codder Resort is located just before the second traffic light on the right.

## **DIRECTIONS TO KALMUS BEACH**

(Parking for all event participants)

**670 OCEAN ST., HYANNIS, MA**

### **FROM BOSTON & POINTS NORTH:**

Take either Route 128 or I-93 south to Route 3 south. Follow Route 3 south to the end at the Sagamore Bridge. Route 3 becomes Route 6. Cross over the Sagamore Bridge. Take Route 6 (Mid-Cape Highway) to Exit 6. Bear right off the exit onto Route 132 Hyannis. At the Airport Rotary, take your second right onto Barnstable Road; this road turns into Ocean Street. Follow Ocean Street to the very end; Kalmus Beach is on your left. Take shuttle from Kalmus Beach to Hyannis Village Green.

### **FROM NEW YORK/CONNECTICUT & POINTS SOUTH:**

Take Route I-95 to Providence, Rhode Island. Take exit 20, I-195 east (signs for Cape Cod and the Islands). Follow I-195 to the end (exit 22A) and bear right onto Route 25 east. Follow Route 25 over the Bourne Bridge. Cross over the Bourne Bridge and take your third right out of the rotary (Sandwich Road/Route 6A east) and proceed to the first set of lights. Take a right onto the ramp of Route 6 (Mid-Cape Highway) and follow to Exit 6. Bear right off the exit onto Route 132 Hyannis. At the Airport Rotary, take your second right onto Barnstable Road; this road turns into Ocean Street. Follow Ocean Street to the very end; Kalmus Beach is on your left. Take shuttle from Kalmus Beach to Hyannis Village Green.

### **FROM SPRINGFIELD & POINTS WEST:**

Take the Massachusetts Turnpike, I-90, eastbound to exit 11A (I-495 south). I-495 becomes Route 25 east. Follow Route 25 over the Bourne Bridge. Cross over the Bourne Bridge and take your third right out of the rotary (Sandwich Road/Route 6A east) to the first set of lights. Take a right onto the ramp of Route 6 (Mid-Cape Highway) and follow to Exit 6. Bear right off the exit onto Route 132 Hyannis. At the Airport Rotary, take your second right onto Barnstable Road; this road turns into Ocean Street. Follow Ocean Street to the very end; Kalmus Beach is on your left. Take shuttle from Kalmus Beach to Hyannis Village Green.

## **DIRECTIONS TO HYANNIS VILLAGE GREEN**

(For family and friends to meet the Walkers at the finish)

**230 SOUTH ST., HYANNIS, MA**

### **FROM BOSTON & POINTS NORTH:**

Take either Route 128 or I-93 south to Route 3 south. Follow Route 3 south to the end at the Sagamore Bridge. Route 3 becomes Route 6. Cross over the Sagamore Bridge. Take Route 6 (Mid-Cape Highway) to Exit 6. Bear right off the exit onto Route 132 Hyannis.

Just before the second set of lights (West End) bear right onto Bearses Way. At the Kennedy Skating Rink bear left onto High School Road Ext. Go to the second set of lights, which brings you to Main Street. Continue through the light and see the Hyannis Village Green.

### **FROM NEW YORK/CONNECTICUT & POINTS SOUTH:**

Take Route I-95 to Providence, Rhode Island. Take exit 20, I-195 east (signs for Cape Cod and the Islands). Follow I-195 to the end (exit 22A) and bear right onto Route 25 east. Follow Route 25 over the Bourne Bridge.

Cross over the BOURNE BRIDGE and take your third right out of the rotary (Sandwich Road/Route 6A east) and proceed to the first set of lights. Take a right onto the ramp of Route 6 (Mid-Cape Highway) and follow to Exit 6. Bear right off the exit onto Route 132 Hyannis.

Just before the second set of lights (West End) bear right onto Bearses Way. At the Kennedy Skating Rink bear left onto High School Road Ext. Go to the second set of lights, which brings you to Main Street. Continue through the light and see the Hyannis Village Green.

### **FROM SPRINGFIELD & POINTS WEST:**

Take the Massachusetts Turnpike, I-90, eastbound to exit 11A (I-495 south). I-495 becomes Route 25 east. Follow Route 25 over the Bourne Bridge. Follow directions above from BOURNE BRIDGE.

### **BY PLANE OR BUS:**

Cape Air/Nantucket Airlines at the Barnstable Municipal Airport services direct flights to and from Boston, Martha's Vineyard, and Nantucket. There are other airlines with direct flights to and from Newark and New York. Plymouth & Brockton Bus Company provides hourly, scheduled motor-coach service between Logan Airport, downtown Boston, Plymouth, and throughout Cape Cod. Charter services are also available.

## **DIRECTIONS TO THE CAPE COD SEA CAMPS**

**3057 MAIN STREET, BREWSTER, MA**

### **FROM THE SAGAMORE BRIDGE:**

Take Route 6 East to exit 12. Take a left at the end of the ramp onto Route 6A. Take Route 6A approximately 2.5 miles. Go past Nickerson State Park on the left and Linnell Landing Road on the right. Soon, you'll see the camp fields and sign on your right. Turn right into the driveway at the far end of the field.

challenge  
walk

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