



walk to
create a world
free of MS

Thank You for Joining the Movement!

Thank you for your interest in **Walk MS 2011**! Being part of Walk MS and our fundraising efforts is a great way for you to step up and do something about MS *now*. We applaud you for that, and we want you to know you have our full support while training for the walk and raising donations. We look forward to coming together as a community at Walk MS to celebrate how far we've come and how far we are determined to go to create a world free of MS.

Your Walk MS packet includes a Walk MS welcome packet, collection envelope, donation receipt, a materials order form and a waiver. Please sign and return the waiver right away, and use the other materials throughout your fundraising campaign. You can also visit walkMSillinois.org at any time for the latest event news, fundraising tips and team recruitment suggestions.

We would like to send a special thank you to Walgreens Specialty Pharmacy. Walgreens is the only specialty pharmacy teaming up with the Greater Illinois Chapter of the National MS Society to create a world free of MS during MS Awareness Month and at Walk MS.

Wear something orange to Walk MS!

Remember: **Orange** is the color of Walk MS. Please wear **orange** so there will be no mistaking the mission that we are supporting: A world free of MS!

Can I turn in my pledges early?

Certainly! In fact, we encourage you to send them to the Greater Illinois Chapter prior to the event. Use the enclosed pre-addressed envelope to mail donations. Please do not send cash.

Save time and take advantage of online fundraising tools

Collecting online donations is a fast, easy way to reach your fundraising goal. Your online donors automatically receive a donation receipt, while you receive an e-mail notification, and your fundraising account is automatically updated.

Visit walkMSillinois.org and click on "My Participant Center" to:

Set up and view your online "Personal Page" – Post a picture, tell your story, post a blog, even manage your fundraising campaign. Tools provided on the site help keep you organized and also personalize the Web experience for your online supporters.



National
Multiple Sclerosis
Society
Greater Illinois
Chapter

Send and track e-mails – Upload your e-mail address book, or create a new one, to simplify your online outreach. Ask for donations, recruit friends and family to walk with you, send "thank you" and update e-mails to your supporters, even correspond with your teammates. Templates and examples help you craft your personalized message with flare, all at the click of a button!

Manage your progress – Get an updated total on your collected pledges in the "My Progress" section of your online participant center.

Fundraise with Facebook –Fundraise with Facebook to extend your fundraising efforts! Once you add this new application, an up-to-date thermometer will be displayed on your Facebook page so your friends and family can check your progress and donate to your efforts. In addition, fundraising with Facebook provides automatic newsfeeds and notifications, updates on your progress to encourage donations.

Check-in at the event...

- If you have not registered on our website, please read and sign the waiver included in your Walk MS registration kit and send it to the Chapter office or turn it in at the Registration Tent the day of Walk MS. (Completing the waiver in advance will help to speed the check-in process).
- If you're bringing donations you've collected to Walk MS:
 - Enclose checks in your collection envelope, made payable to: National MS Society, Greater Illinois Chapter
 - Have cash? Please help us save on processing costs by writing a check for the amount of cash you collected. Even better, make an online donation for the amount of cash you've collected!
- Participants raising **\$125** or more can pick up their official Walk MS 2011 t-shirt at the T-shirt tent

Route Accessibility

All Walk MS routes are 100% accessible. Rest stops are available for our walkers along the route to provide support and refreshments. Support vehicles will also be on site providing assistance to anyone in need.

We're here to help

Please visit walkMSillinois.org for more details or contact our Chapter with any questions at 312-423-1997 or walkMSillinos@nmss.org.

See you at Walk MS!



Greater Illinois
Chapter
Walk 2011

Walk MS 2011

Team Captain Guide

Join us! Register at walkMSillinois.org



Come Walk with Us

Join us at one of the 13 locations across the Greater Illinois Chapter area. Each of our Walk MS locations has its own feel and community flair. Greater Illinois leads the movement as one of the largest fundraising Walk MS campaigns in the country raising over \$2.6 million in 2010.

Over 1,100 teams will come together on Sunday May 1, 2011 (or Sunday, Sept. 11, 2011 for Peoria and Urbana). Gather your friends, family and co-workers and create a Greater Illinois team.

The Walk MS staff is here to support you and help you along the way through monthly e-Newsletters, Team Week promotions and team rallies.

Save the dates for these Team Weeks:

- November 15–19, 2010
- January 10–14, 2011
- February 14–18, 2011
- March 14–18, 2011 (*MS Awareness Week*)
- April 18–22, 2011

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For more information & team resources, please go to walkMSillinois.org



Welcome to Walk MS 2011

Joining the movement as a Walk MS team captain with hundreds of thousands of people across the country is an experience like no other. Walk MS is something we can do. Moving forward, 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.

Walk with us — Walk MS 2011

SUNDAY
05.01.10

Bloomington
Chicago Lake Front
Joliet/Lockport
McHenry
Northwest Suburbs
Rockford
St. Charles
South Suburbs
Springfield
West Suburbs

SUNDAY
09.11.10

Peoria
Urbana

For more information, visit walkMSillinois.org or call 1.888.343.1179.

A world free of MS

About MS

Multiple sclerosis, an unpredictable, often disabling disease of the central nervous system, interrupts the flow of information within the brain and between the brain and body. 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 at least two to three times more women than men being diagnosed. MS affects more than 20,000 in Illinois, 400,000 people in the U.S. and over 2.1 million worldwide.

About the National MS Society

MS stops people from moving. The National MS Society exists to make sure it doesn't. The Society addresses the challenges of each person affected by MS by funding cutting-edge research, driving change through advocacy, facilitating professional education, collaborating with MS organizations around the world and by providing programs and services designed to help people with MS and their families move their lives forward. In 2009 alone, through its national office and 50-state network of chapters, the Society devoted over \$132 million to programs that enhanced more than one million lives. To move us closer to a world free of MS, the Society also invested nearly \$36 million to support 375 research projects around the world. The Society is dedicated to achieving a world free of MS. Join the Movement at nationalMSSociety.org.

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 nationalMSSociety.org or 1-800-FIGHT-MS (344-4867).





Where Does the Money Go?

Chapter Program & Research Highlights

The 2010 Reserch Symposium is an educational program for people affected by MS – a great opportunity to learn from the experts and an open forum for asking questions so that you can better understand developments in the field of MS. This year attendees learned about the role of sunlight and vitamin D, about how National MS Society research dollars are being invested and especially about the many emerging therapies, including oral medications.

“It’s a joyful experience when you are around people who care for the cause. It makes you happy when friends and strangers come together.”

— Laurel Stepp

Where the Money Goes



About 77 cents of every dollar funds programs, MS research and national activities. Percentages are based on fiscal year 2009 audited financial statements.

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 walkMSillinois.org. 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!

"We can't control MS. We can help support the fight and have control over what is possible in the future."

— Ashley Sposeep



Raising Money has Never Been Easier!

Simple Steps to Online Success

1. Set up your team page

Your team 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 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 — Put in 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.

2. Recruit members online

No need to collect paper or spend hours on the phone. Your team members 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, too. (This tool also can help you track when e-mails have been opened by a recipient.)

3. Fundraise online

Now for the fun part! After you send a 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 toward 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 who 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.

5. Social networking

Create a *Facebook* fanpage for your team. You can also post tweets on *Twitter* for your group and videos on *YouTube*.

Ten Great Things about our Online Team Tools

1. Post your team pictures online
2. Interact with your social network
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' 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 benchmark for success. We encourage team captains to set goals for themselves and their teams, 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 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 Elizabeth Combs, manager of teams & corporate partnerships, at elizabeth.combs@nmss.org or 1.312.423.1156.



Top Walk MS 2010 Teams

The National Multiple Sclerosis Society would not be able to fund cutting-edge research, provide services, host programs, or educate health care 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 2010 teams who made a difference — together.

1. Team Gillispie – Bill Gillispie
2. South Cook MS Self Help Group – Yolanda Treiguts
3. Walking with Dolores – Dolores & John Potterton
4. Team Bud – Kelli & Buddy Brouder
5. Colleen's Team – Susan Malloy
6. Glew Crew – Linda Glew
7. Crop for a Cause: Making MS a Memory – Laura Machonis
8. Rainbow Sparkles! – Michelle Dearing
9. KARIE'S KREW – Karie McClure
10. Main Street Fight Against MS – Jennifer Kraftz

Celebrate Success at your Team Tent

You've recruited them and raised money with them, now celebrate with them! Team tent winners are determined by their overall fundraising level from the previous Walk MS year. TOP TEAMS from across the Greater Illinois Chapter from Walk MS 2010 will wear this badge of honor for the entire following year (Walk MS 2011). They will be awarded a team tent to celebrate their accomplishments as they join the movement together!

Each Walk MS site has it's own personality, community feel and size. The number of TOP TEAMS is based on the number of teams at each site.

How can we be a TOP TEAM?

Lead the movement through fundraising at Walk MS 2011. The teams who are top fund-raisers at the end of the Walk MS 2011 year will hold a TOP TEAM title at Walk MS 2012.

Site Location Top Team Qualifications

Bloomington	5 top teams – overall top fundraising teams and/or must raise a minimum of \$1,500 to qualify as a top team
Chicago Lakefront	20 top teams – overall top fundraising teams and/or must raise a minimum of \$7,000 to qualify as a top team
Joliet/Lockport	5 top teams – overall top fundraising teams and/or must raise a minimum of \$1,500 to qualify as a top team
McHenry	8 top teams – overall top fundraising teams and/or must raise a minimum of \$3,000 to qualify as a top team
North Shore	10 top teams – overall top fundraising teams and/or must raise a minimum if \$5,000 to qualify as a top team
Northwest Suburbs	10 top teams – overall top fundraising teams and/or must raise a minimum of \$5,000 to qualify as a top team
Peoria	8 top teams – overall top fundraising teams and/or must raise a minimum of \$3,000 to qualify as a top team
Rockford	5 top teams – overall top fundraising teams and/or must raise a minimum of \$1,500 to qualify as a top team (tents not available at this location)
South Suburbs	8 top teams – overall top fundraising teams and/or must raise a minimum of \$3,000 to qualify as a top team
St. Charles	8 top team – over all top fundraising teams and/or must raise a minimum of \$3,000 to qualify as a top team
Springfield	5 top teams – overall top fundraising teams and/or must raise a minimum of \$1,500 to qualify as a top team
Urbana	5 top teams – overall top fundraising teams and/or must raise a minimum of \$1,500 to qualify as a top team
Western Suburbs	15 top teams – overall top fundraising teams and/or must raise a minimum of \$6,000 to qualify as a top team

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 — (*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.
- Fundraise with *Facebook* through the new boundless fundraising tool available on your personal page.
- Be sure to ask everyone you know!





Team Awards

A little friendly competition among teams can build camaraderie and increase results. In fact, teams are the fastest growing group of fund-raisers 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? Here are the top team titles up for grabs at Walk MS. Awards will be presented at our Tremendous 200 awards ceremony.

Walk MS Most Valuable Players

The MVP awards go to top fund-raisers and/or team captains who lead the movement through fundraising, recruitment and awareness.

The three MVP's from Walk MS 2010 are:

- Bill Gillispie**, *Team Gillispie*
- John & Dolores Potterton**, *Walking with Dolores*
- Laura Machonis**, *Crop for a Cause: Making MS a memory*

Walk MS Mission Champion Award:

- The Mission Champion Award is given to an individual who and/or team who that embodies what it means to *MOVE IT*. This person/team spreads awareness and supports the Walk MS community. The 2010 Mission Champion Awardees are: **Yolanda Treiguts and the South Cook MS Self Help Group**
- Bold Walk MS Achievement Award is given to an individual who and/or team that stops at nothing to lead the movement through fundraising. This person or team has long-standing success in their fundraising and continues to be a voice for Walk MS. The 2010 Bold Achievement Winner is: **Beverly & Johnny Johnson**
- The collaborative Walk MS Achievement Award is given to an individual who and/or team that is creative in their fundraising through community involvement. The 2010 Collaborative Achievement Winner is: **Meghan Melone**
- The imaginative Achievement Award goes to an individual and/or team who showing the most innovation and creativity in their fundraising and recruitment. The 2010 Imaginative Achievement Winner is: **Buddy & Kelli Brouder**

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

