



Evelyn diagnosed in 2008



Greater Illinois
Chapter
Walk 2012

WALK MS: 2012 Fundraising Guide

For more information, visit
walkMSillinois.org or call 800.344.4867

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For more information & Team Resources, please go to walkMSillinois.org.

WELCOME TO WALK MS: 2012

AS A WALK MS TEAM CAPTAIN, YOU ARE JOINING HUNDREDS OF THOUSANDS OF PEOPLE ACROSS THE COUNTRY. IT IS AN EXPERIENCE LIKE NO OTHER. THIS FUNDRAISING GUIDE WILL HELP YOU KEEP YOUR TEAM ORGANIZED, MOTIVATED, AND PROVIDE SOME GREAT TIPS FOR FUNDRAISING.

WALK WITH US – WALK MS: 2012

Sunday May 6th, 2012

Bloomington
Chicago Lakefront
Joliet/Lockport
McHenry County - Lake in the Hills
Northwest Suburbs
North Shore - Glenview
Palatine
Rockford
St. Charles
South Suburbs - Orland Park
Springfield
West suburbs - Naperville

Sunday, September 9th

Peoria
Urbana

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or call 800.344.4867.



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.

ABOUT THE NATIONAL MS SOCIETY

MS stops people from moving. The National MS Society exists to make sure it doesn't. We help each person address the challenges of living with MS. In 2011 alone, through our home office and 50-state network of chapters, we devoted over \$164 million to programs that enhanced more than one million lives. To move us closer to a world free of MS, the Society also invested over \$40 million to support 325 research projects around the world. We are people who want to do something about MS NOW.

Join the movement.

WHERE DOES THE MONEY GO?

I VOLUNTEER BECAUSE, AS THE HUSBAND OF A PERSON LIVING WITH MS, I READ ABOUT MS AND WATCH THE PROGRESS OF RESEARCH, AND I CAN SEE WHERE THE MONEY I RAISE IS ACTUALLY GOING. IT'S ALMOST INSTANT REWARD. – Don Huston

GREATER ILLINOIS CHAPTER FINANCIAL INFORMATION

Where the Money Goes



About 81 cents of every dollar funds programs and MS research at the local and national level. Percentages are based on fiscal year 2011 audited financial statements.

WHY WE PARTICIPATE

“THE MOST FUN PART OF THE EVENT IS BEING SURROUNDED BY MY FRIENDS AND FAMILY. BEING ABLE TO SEE AND FEEL THEIR SUPPORT.”

“THE WALK IS A CELEBRATION FOR ME EVERY YEAR. I CELEBRATE WHAT I CAN DO PHYSICALLY BUT ALSO FOR THE COMMUNITY AS A WHOLE. I LOOK FORWARD TO SPENDING TIME WITH FRIENDS AND FAMILY ON THIS DAY AND SEEING MY OTHER FRIENDS WITH MS.”

“IT IS ALL ABOUT BEING WITH MY FRIENDS, FAMILY AND SUPPORTING A GREAT CAUSE. IT IS A CHANCE FOR US TO GET TOGETHER AND DO GOOD AS A FAMILY.”

“I JUST LOVE BEING THERE AND SEEING ALL THE LOVE AND SUPPORT FROM EVERYONE! IT’S A GOOD FEELING TO SEE THAT PEOPLE REALLY DO CARE, AND THAT WITH THEIR HELP, WE WILL FIND A CURE!”

MOVING TOGETHER: SIMPLE STEPS TO STARTING A TEAM

**YOU AND YOUR TEAM ARE COMMITTED TO A
WORLD FREE OF MS. WE'RE COMMITTED TO YOU
AND THE SUCCESS OF YOUR TEAM.**

Designate a team captain, make up a fun team name, and when you register online for Walk MS, choose the option to "create a new team." Already registered, but want to start a team? **Contact Teams and Community Outreach Specialist, Erin Bickus, at 312.423.1138 or erin.bickus@nmss.org.** To assist with your fundraising efforts, participate in the National Walk MS Team weeks. The Walk MS staff is here to support you and help you along the way through monthly e-Newsletters, Team Weeks and Team Rallies.

SAVE THE DATE FOR UPCOMING TEAM WEEKS:

- November 14 - 18, 2011
- January 9 - 13, 2012
- February 13 - 17, 2012
- March 12 - 16, 2012 (MS Awareness Week)
- April 16 - 20, 2012

SAVE THE DATE FOR UPCOMING TEAM RALLIES:

- February 14 - 9 a.m. to 1 p.m. Starbucks (1407 Palatine Rd B2 Hoffman, Estates, IL)
- February 15 - 6-8 p.m. Bourbon Street (3359 West 115th St, Merrionette Park, IL)
- February 16, from 1 p.m. to 5 p.m. Starbucks (1990 W. Main St., St. Charles, IL)
- March 7, 6-8p.m. Galway Bay (500 W. Diversey Avenue, Chicago, IL)
- March 14, 6-8p.m. Cafe Buonaros (300 E. 5th Avenue Naperville, IL)
- March 15, 9a.m.-1 p.m. Starbucks (1401 Waukegan Rd, Ste. C, Glenview, IL)

TOP WALK MS: 2011 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 THANK THE TOP TEAMS OF 2011.

WALK MS: 2011 TEAMS

- 1 Team Gillispie 2011 "My Body" (\$52,252) - William Gillispie
- 2 South Cook MS Self-Help Group (\$47,808) - Yolanda Treiguts
- 3 Glew Crew (\$39,580) - Linda Glew
- 4 Colleen's Team (\$36,950) - Susan Malloy
- 5 Team Bud (\$33,992.90) - Kelli Brouder
- 6 Crop for a Cause: Making MS a Memory (\$29,734.25) - Laura Machonis
- 7 Walking With Dolores (\$26,755.37) - Dolores Bopp Potterton
- 8 Michelle's Magnificent Muses (\$22,872) - Michelle Hedl
- 9 Bridget's Brigade (\$22,490) - Bridget Barham
- 10 KARIE'S KREW (\$20,990) - Karie McClure



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 2011 WILL WEAR THIS BADGE OF HONOR FOR THE ENTIRE FOLLOWING YEAR (WALK MS 2012). THEY WILL BE AWARDED A TEAM TENT TO CELEBRATE THEIR ACCOMPLISHMENTS AS THEY JOIN THE MOVEMENT TOGETHER!

HOW CAN I BE A TOP TEAM?

LEAD THE MOVEMENT THROUGH FUNDRAISING AT WALK MS 2012. THE TEAMS WHO ARE TOP FUNDRAISERS AT THE END OF THE WALK MS 2012 YEAR WILL HOLD THE TOP TEAM TITLE AT WALK MS 2013.

WALK MS SITES WHERE YOU MUST RAISE A MINIMUM OF \$6,000

- Chicago Lake Front (Top 20 Teams)
- Northwest Suburbs (Top 10 Teams)
- North Shore (Top 10 Teams)
- West Suburbs (Top 15 Teams)

WALK MS SITES WHERE YOU MUST RAISE A MINIMUM OF \$5,000

- Joliet/Lockport (Top 5 Teams)
- St. Charles (Top 8 Teams)
- South Suburbs (Top 8 Teams)
- Peoria (Top 8 Teams)

WALK MS SITES WHERE YOU MUST RAISE A MINIMUM OF \$3,000

- Bloomington (Top 5 Teams)
- McHenry (Top 8 Teams)
- Rockford (Top 5 Teams)
- Springfield (Top 5 Teams)
- Urbana (Top 5 Teams)

RAISING MONEY HAS NEVER BEEN EASIER!

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 Walk

MS event and click on Participant Center where you will be prompted to:

- 1. Update your Personal Page** – It's easy to change the layout, colors and 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.
- 2. Send e-mails to friends and family asking for their support** – 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.

SIMPLE STEPS TO ONLINE SUCCESS

SET UP YOUR PERSONAL PAGE

Your personal page is your invitation to the world to get involved. By setting up personal page, you are setting up your success. Here are a few hints to help make your page one to remember:

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- Make it personal – Put in a picture of you or your team. Write the story of 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 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.

SET YOUR GOAL

Make it lofty but attainable and then contribute yourself. This will help motivate your teammates and people who donate to you.

RECRUIT MEMBERS ONLINE THROUGH A TEAM PAGE

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 into the tool. (This tool also can help you to track when e-mails have been opened by a recipient.)

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.

SOCIAL MEDIA

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

FACEBOOK www.facebook.com

Facebook is the most popular social network in the world, helping people connect and communicate with people they know, and encouraging easy sharing of important news, events and pictures. Share the word about your Walk MS faster and easier than ever before!

LINKEDIN www.Linkedin.com

This place for professionals has the potential to expose your team to folks who are capable of making donations. LinkedIn Groups can help you to connect with others of similar passions and interests who could potentially create or join a team.

TWITTER www.twitter.com

Twitter is one of the fastest growing social networks. It is a micro-blogging platform that allows you to send a 140-character (or less) about anything you want to anyone “following” you. Tweet about your Walk and team often!

YOUTUBE www.YouTube.com

YouTube brings your cause to life by giving friends, family and fans a place to view footage of events, inspirational videos and slideshows. Share your Walk experiences and invite others to join you or support you with a donation.



TEN GREAT THINGS ABOUT OUR ONLINE TOOLS:

1. Post your team pictures online
2. Interact with your social network
3. Set up a simple URL for your page or team page
4. Set a fundraising goal that everyone can see and support
5. Download your team roster and donor list

WALK MS FUNDRAISING CLUBS

GET MOVING AND YOU CAN JOIN A PRESTIGIOUS WALK MS CLUB. THE PRIDE YOU WILL FEEL, KNOWING WHAT A DIFFERENCE YOUR EFFORTS MAKE IN THE LIVES OF PEOPLE WITH MS, WILL AMAZE YOU. THE MORE MONEY YOU RAISE, THE MORE PERKS YOU RECEIVE!

TREMENDOUS 200

The Tremendous 200 club honors our top-200 Walk MS fundraisers, each of whom have each raised a minimum of \$2,000 in the previous Walk MS. These 200 individuals exhibit outstanding fundraising achievements that deserve to be recognized. The Tremendous 200 club members will receive a great prize and extra benefits during Walk MS, including:

- A customized Tremendous 200 T-shirt
- Names listed here, on the Tremendous 200 Web page
- Names listed on a special sign at Walk MS
- VIP Express Registration at Walk MS
- Attend Tremndous 200 Party (2013 date TBD)
- and much more!

ELITE FEET

Be one of the Elite! Our Elite Feet club honors participants who raised between \$500 and \$1,999 in the previous Walk MS. Perks include: an Official Walk MS 2012 Elite Hat & Express Check-in. We want 2,000 people to be part of the Elite Feet every year. How many of you will take on the challenge of raising at least \$500 this time? Join the Movement by raising \$500, and we'll show the rest of the country that Illinois is made up of the Elite, working together toward a world free of MS.

BE A WALK MS 2012 ALLSTAR TEAM

This year, we are recognizing those Teams and Team Captains who push themselves to reach the \$125 minimum per walker by being awarded the Elite Team Status! As a Walk MS Elite Team, your team will be recognized through the Walk MS website, emails and eNewsletters leading up to and after the event. On the day of the event, Elite Teams Perks will be given an Official Walk MS 2012 Elite Team Captain T-Shirt & Express Check-in to recognize their efforts! Wear it proudly because you are above average!

MISSION FIRST CLUB

Join the Mission First Club by donating your incentive prizes back to the chapter. Doing so keeps our costs down and allows us to focus more funds on finding a cure, raising awareness and providing programs and services for the more than 20,000 people living with MS in Illinois and their families.

WALK MS MOST VALUABLE PLAYERS

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

The three MVP's from Walk MS 2011 are:

- Robert Heinz, F.U.M.S
- Dave Sackett, Team "DaveBob"
- Kathy Ferket, Team Jen

Walk MS Mission Champion Award:

- The Mission Champion Award is given to an individual and/or team who embody what it means to MOVE IT. This person(s) spreads awareness and supports the Walk MS community.

The 2011 Mission Champion Awardee is: Danielle Grieco

- Bold Walk MS Achievement Award is given to an individual and/or team who stop 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 of Walk MS.

The 2011 Bold Achievement Winner is: Michelle Hedl

- Collaborative Walk MS Achievement Award is given to an individual and/or team who is creative in their fundraising through community involvement

The 2011 Collaborative Achievement Winner is: Linda Glew

- Imaginative Achievement Award goes to an individual and/or team who show the most innovation and creativity in their fundraising and recruitment.

The 2011 Imaginative Achievement Winner is: Jen Connie

- Imaginative Achievement Award goes to an individual and/or team who show the most innovation and creativity in their fundraising and recruitment.

PRIZES

PRIZES ARE BASED ON PER PERSON MONEY TURNED IN ON OR BEFORE JUNE 30, 2012 FOR MAY 6 WALKS AND SEPTEMBER 30 FOR SEPTEMBER 9 WALKS.

All prize levels of \$125 or more include the official Walk MS t-shirt

Prize Details - See walkMSIllinois.org for the latest prize information.

COMMONLY ASKED QUESTIONS

FAQ'S

HOW DO I GET HELP AND SET UP MY PARTICIPANT CENTER?

We at the National MS Society are here to help you reach your fundraising goals. Please give us a call and we will gladly help you with fundraising and recruitment ideas. In addition, we can set up your Participant Center so you can better raise funds online. Don't wait, call us at 800.344.8687.

WHAT DO I NEED TO BRING TO WALK MS?

Bring a completed and signed walker check-in envelope and contributions you've collected. Your check-in envelope is mailed to you if you register before April 30, 2012.

HOW DO I TURN IN CONTRIBUTIONS?

We recommend turning in contributions right away. The faster you turn in your contributions, the faster the MS Society can begin putting those contributions to good work. Don't hold on to checks! Mail them in with a deposit slip included in this packet or download online. Use one deposit slip per mailing and send it to the MS Society/Walk MS, 525 west Monroe street, suite 900, Chicago, IL 60661 Online contributions are automatically credited to your account. Include remaining contributions in your check-in envelope and bring it with you on May 6 This envelope also serves as your waiver. Prize redemption is only based on total contributions turned in on or before September 30, 2012

WHAT IF THERE IS INCLEMENT WEATHER?

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

DO I NEED TO RAISE MONEY? ISN'T MY ATTENDANCE ENOUGH SUPPORT?

Walk ms is a fundraiser. Money raised supports people with ms and their families throughout illinois. With the money raised at walk last year the Greater Illinois Chapter provided assistance with: assistive technology devices, auto modifications, home cooling units, professional counseling services, durable medical equipment, exercise/recreation therapy fees or supplies, home health/personal care, home modifications, housing expenses, other medically related supplies/goods, nmss scholarship program, transportation and utilities.

HOW WILL THE MS SOCIETY KNOW HOW MUCH I HAVE IN ONLINE CONTRIBUTIONS?

Online contributions automatically are credited to your account. However, we will not have access to that information on the day of the event, so make sure to check your online total before the event and include the total on your walker check-in envelope.

WHEN WILL I RECEIVE MY PRIZE(S)?

The official Walk MS: t-shirt will be available at the event. We try to order correct sizes. However, if your size is unavailable, prize volunteers will take your information, and we will mail one to you after the event.

Prize forms will be sent six to eight weeks after the event. Prizes are based on money turned in on or before June 30th for May 6 Walks or September 30 for September 9 Walks.

WHAT IF I CANNOT FINISH THE ENTIRE ROUTE?

There will be transportation along the route to bring participants back to the start/finish site.

walk



Greater Illinois
Chapter
Walk 2012