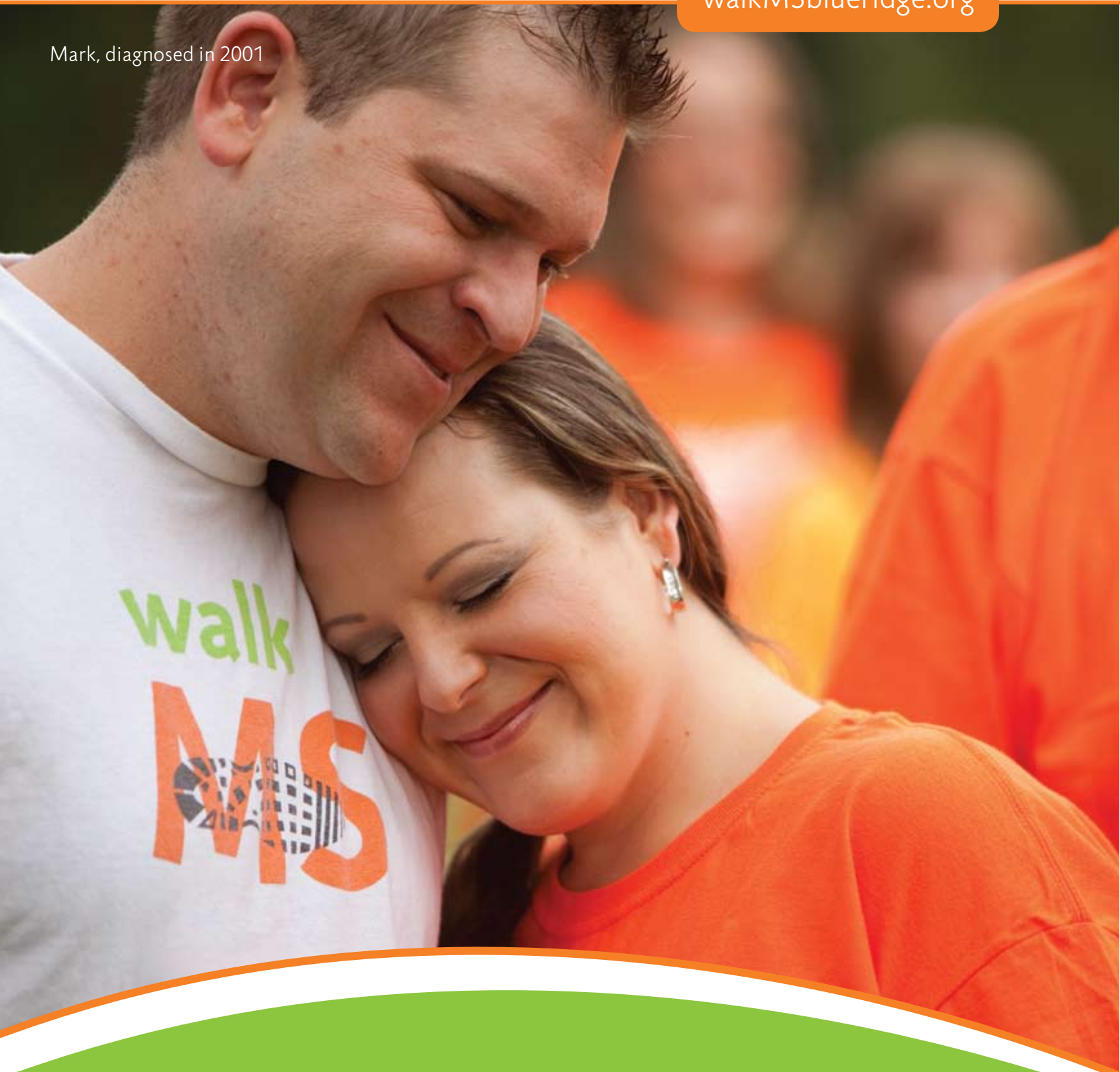


Mark, diagnosed in 2001



walk to
create a world
free of MS

Walk MS: 2010

Fundraising Guide

Join us! Register at walkMSblueridge.org

Kay, diagnosed in 1986



Celebrate Success at your Team Tent

You've recruited them and raised money with them. Now celebrate with them! Join your team at your very own tent at the Walk MS Team Village.

Walk MS is the rallying point of the MS movement, a community coming together to raise funds and celebrate hope for the future.

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For more information & resources, please go to walkMSblueridge.org.



Welcome to Walk MS: 2010

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

Walk with us — Walk MS: 2010

Saturday Walks: Check-in at 9 am, Walk starts at 10 am except for Bluefield, WV which follows the Sunday schedule

Sunday Walks: Check-in at 1 pm, Walk starts at 2 pm

Saturday, March 27, 2010

CHARLOTTESVILLE, VA- Charlottesville Pavilion
LYNCHBURG, VA- Wake Field House at
Lynchburg College
NEW RIVER VALLEY, VA- Bisset Park

Sunday, April 25, 2010

WHEELING, WV- Heritage Port

Saturday, May 1, 2010

MARTINSBURG, WV- War Memorial Park

Saturday, April 10, 2010

CULPEPER, VA- Culpeper Baptist Church
FARMVILLE, VA- Moose Lodge

Sunday, May 2, 2010

FAIRMONT, WV- East-West Stadium

Saturday, April 17, 2010

BRISTOL, VA- Sugar Hollow Park
CHARLESTON, WV- Columbia Gas Building
ROANOKE, VA- First Presbyterian Church
WINCHESTER, VA- First Presbyterian Church

Saturday, May 8, 2010

MARTINSVILLE, VA- Jack Dalton Park
WAYNESBORO, VA- Lifetime Fitness at Augusta
Health

Sunday, April 18, 2010

PARKERSBURG, WV- Parkersburg City Park

Sunday, May 16, 2010

HUNTINGTON, WV- Ritter Park

Saturday, April 24, 2010

BECKLEY, WV- TBD
BLUEFIELD, WV- Bluefield City Youth Center
HARRISONBURG, VA- Duke Hall at James
Madison University

Sunday, August 29, 2010

LEWISBURG, WV- TBD

For more information, visit walkMSblueridge.org or call 1-800-344-4867.



We are people who want to do something about MS NOW

About MS

Multiple sclerosis interrupts the flow of information from the brain to the body and stops people from moving. Every hour in the United States, someone is newly diagnosed with MS, an unpredictable, often disabling disease of the central nervous system. Symptoms range from numbness and tingling to blindness and paralysis. The progress, severity and specific symptoms of MS in any one person cannot yet be predicted, but advances in research and treatment are moving us closer to a world free of MS. Most people with MS are diagnosed between the ages of 20 and 50, with more than twice as many women as men being diagnosed with the disease. MS affects more than 400,000 people in the U.S., and 2.5 million worldwide.

About the National MS Society

The National MS Society helps people affected by MS by funding cutting-edge research, driving change through advocacy, facilitating professional education, and providing programs and services designed to help people with MS and their families move their lives forward.

Early and ongoing treatment with an FDA-approved therapy can make a difference for people with multiple sclerosis. Learn about your options by talking to your health care professional and contacting the National MS Society at nationalMSSociety.org or 1-800-344-4867.



Where Does the Money Go?

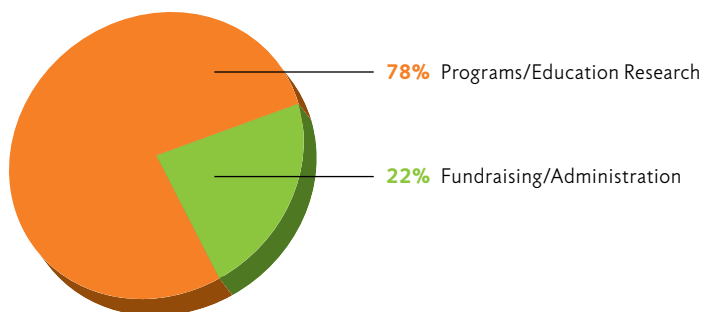
Chapter Program Highlights

The Blue Ridge Chapter serves 6,000 people with MS in central Virginia, the state of West Virginia, and seven counties in Kentucky. A wide variety of group programs and on-going services are available to people with MS and their family members, including direct financial assistance, self help groups, information and referral, newly-diagnosed programs, education conferences and tele-conferences, advocacy, social programs, and respite camp.

Chapter Financial Information

In 2009, the Blue Ridge Chapter raised **\$588,600** through sponsorship and the efforts of our dedicated participants. We had over **3,700** people registered for 20 walks across the chapter.

In 2010, our goal is to raise **\$620,000** and have over **4,500** registered participants.



Moving Together: Three Simple Steps to Starting a Team

As a part of the MS movement, you and your team are committed to a world free of MS. We're committed to you and the success of your team.

1. Recruiting

Team members can be anybody — friends, family, coworkers, or neighbors — and they can all easily register as walkers online at walkMSblueridge.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!



Raising Money has Never Been Easier!

Simple Steps to online success

1. Set up your personal and/or team page

Your page is your invitation to the world to become involved in the movement. We're here to help you reach your goals. Please let us know how we can help! By setting up a page, you are setting yourself up 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 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 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. You and 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 participant center. (This tool also can help you to track when e-mails have been opened by a recipient.)

3. Fundraise online

Now for the fun part! After you send your personalized e-mail to all your friends, family and colleagues, you can watch your up-to-the-minute fundraising tracker. Our online tools make it simple for your supporters to donate online to keep you moving toward your fundraising goals and a world free of MS.

4. Encourage team members to use their online personal pages

Once you see what the tools can do for you, encourage your team members to see what the tools can do for them. Make it fun by giving incentives to your team members to fundraise online — a pair of movie tickets to the team member that raises the most in a week, or a gift card to every team member who gets at least five gifts online. Be creative and ensure that your team not only reaches their goals, but has fun along the way.

5. Social Networking

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

Ten Great Things about our Online Tools

1. Post your pictures online
2. Include your company's logo
3. Set up a simple URL for your webpage
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 fundraising total
9. Track your gifts and thank your sponsors
10. Easily update your page and photo



Goal Setting: Who has the most spirit?

Establishing a goal is an easy way to maintain motivation as well as give yourself a benchmark for success. We encourage participants to set goals for themselves, 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 you.
- Don't keep your goal a secret! Use e-mail, pages, and even internal company intranets and newsletters to communicate goals — and how close you are to attaining them.
- Don't arbitrarily set a goal without input from others — Having others believe in the goal from the word "go" will make fundraising 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!
- 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 the Blue Ridge Chapter at 1-800-344-4867.



Come Walk with Us



Top Walk MS: 2009 Participants

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 2009 participants and teams who made a difference — together.

Walk MS Virginia: 2009 teams and individuals

1. Val's Pals (Charlottesville) — Valerie Kirkman, \$17,503
2. Betsy Kennedy (Harrisonburg) — \$16,489
3. Armadillos (Martinsville & Bristol) — Julie Meador, \$15,413
4. Team Graffeo (Roanoke) — Jeff Graffeo, \$14,770
5. Jacquie's Team Hope (Lynchburg) — Jean Gibson, \$10,591
6. A Cure 4 MS (Martinsville) — Amy Stout, \$9,286
7. Wings of Courage (Martinsville) — Pat Harris, \$9,041
8. F.A.C.T. = SUCCESS (Charlottesville) — Missy Brads & Stacy Smith, \$8,584
9. Brainstorm (Charlottesville) — Sarah Hamfeldt, \$8,121
10. Friends for the Cause (Waynesboro) — Patra Reed, \$8,091

Walk MS West Virginia: 2009 teams and individuals

1. Multiple Steps for MS (Wheeling) — Marilyn Skidmore, \$6,195
2. Miracle Survivors (Charleston) — Ashley Garretson, \$6,013
3. Brian Miller (Fairmont) — \$5,740
4. Footloose Sole Supporters (Charleston) — Stephanie Crittenden, \$5,125
5. Doug Mullins (Bluefield) — \$5,001
6. Proctorville Pride (Huntington) — Jody Knight, \$2,813
7. \$5000 Challenge (Charleston) — Norena Baker, \$2,629
8. Sharon's Helpers (Fairmont) — Courtney Cramer, \$2,560
9. E.A.R.T.H (Charleston) — Rachel Szasz, \$2,544
10. Team FoXXy (Fairmont) — Courtney Fox, \$2,505

Fundraising Ideas Notepad

Listed below are some ideas from other participants, but you should feel free to add your own — and share them with other walkers!

- Offer to do something unusual — (i.e., shave your head, sing karaoke in a costume, etc.) if you or 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.
- Encourage everyone to “brown bag” it one day at work — instead of going out for lunch, have them contribute \$5 to your Walk MS fundraising.
- 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 fundraising — 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!



Nadja (middle), diagnosed in 2008

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?



2009 VA Top Fundraising Team
Val's Pals in Charlottesville
Team Captain Valerie Kirkman



2009 WV Top Fundraising Team
Multiple Steps for MS in Wheeling
Team Captain Marilyn Skidmore

For more information and resources, please go to walkMSblueridge.org.

