



2014 WALK MS

Central & Eastern
Virginia Chapter
2014

TEAM CAPTAIN PACKET

4/5 NEWPORT NEWS • 4/6 VIRGINIA BEACH • 4/26 RICHMOND
5/3 FREDERICKSBURG • 5/10 KILMARNOCK • 9/20 TAPPAHANNOCK



National MS Society, Central & Eastern Virginia Chapter

Richmond Office: 4200 Innslake Drive, Suite 301, Glen Allen, VA 23060

Virginia Beach Office: 760 Lynnhaven Parkway, Suite 201, Virginia Beach, VA 23452

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WELCOME TEAM CAPTAIN

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 guide will provide some great tips for fundraising, help you stay motivated, and get your team organized.

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 with the disease. MS affects more than 5,600 individuals in Central & Eastern Virginia.

WHERE DOES THE MONEY GO?

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 providing programs and services designed to help people with MS and their families move forward with their lives.

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MOVING TOGETHER: THREE SIMPLE STEPS FOR STARTING A TEAM

Nearly 75 percent of walkers in Walk MS participate as part of a team. Therefore, as a team captain you play a critical role in helping us be successful.

RECRUITING

Team members can be anybody—friends, family, coworkers, or neighbors—and they can all easily register as walkers online at www.MSVirginia.org. Whether you're a corporate team or a team of family and friends, just be sure to ask everyone you know to join. Enhance your recruiting efforts by reaching out to your friends on Facebook, Twitter, or LinkedIn!

RAISING MONEY

Fundraising comes more naturally when you make it personal. If your team is riding 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!

HAVE 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!

GOAL SETTING

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.

- **Goals should be realistic, but significant**—If it requires hard work to attain, it will be a source of more pride for your team.
- **Set a goal with input from the team**—Having them believe in the goal from the start will make your job as team captain that much easier.
- **Set both personal and team fundraising goals**—Lead by example. Share your personal 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!
- **Share your goal!** 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, please contact Clare Lorio at 804-591-3037 or clare.lorio@nmss.org.



FUNDRAISING TIPS & IDEAS

These quick tips are sure to help you maximize your fundraising efforts.

- **Just ASK EVERYONE!!!** The #1 reason why people don't give is because they were never asked! Consider asking everyone you know and meet, from friends and family to local business owners.
- **Personal Connection** is a great way to highlight the importance of the mission. You might be surprised to learn how many peoples' lives have been touched by multiple sclerosis, so if you have MS or are participating in honor or in memory of someone with MS...tell your story.
- **Know the facts.** To successfully encourage donor participation, it's important that you know what MS is, where the money goes and the important work of the National Multiple Sclerosis Society. To learn more, go to **www.MSVirginia.org**.
- **Corporate Matching Gift:** Ask your company to match the amount of pledges you receive from your coworkers.

LISTED BELOW ARE SOME FUNDRAISING IDEAS FROM OTHER TEAM CAPTAINS:

- **Sell team t-shirts!** Customize your own team t-shirt and sell them for a couple dollars more than they cost to your team members. The difference can go to your team's fundraising.
- **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 raffle for the team**—with each \$50 raised, be entered in a 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—or 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, ask them contribute \$5 to your Walk MS team.
- **Hold your own silent auction**—with food and entertainment.
- **Ask your favorite restaurant or bar to donate a percentage of one evening's income** to your team.
- **Fundraise with Facebook**—through the Boundless Fundraising tool available on your personal page.

Visit **www.MSVirginia.org** for sample fundraising letters, 100 Fundraising Ideas, Fundraising Thermometer, Know Your Networks Worksheet, & more tools.



ONLINE TOOLS: MAKING FUNDRAISING FAST & SIMPLE

Everyone who registers for Walk MS gets a participant center, the online hub for managing online 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 Walk MS event, login to your account with your username and password and click on Participant Center where you will be prompted to:

1. **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.
2. **Manage your Team**—Email the entire team at once, track their progress, set your team goal so everyone can see and support it, download your team roster, encourage team members to use their online personal page and create incentives for them to fundraise online.
3. **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.
4. **Fundraise online:**
 - Track your individual, ongoing fundraising progress.
 - Update your fundraising goal.
 - View reports on your team members' contributions.
 - Send follow-up messages and thank-you e-mails to your supporters.
5. **Boundless Fundraising & Social Networking**—Fundraise with Facebook through the new boundless fundraising tool available on your personal page. Create a Facebook fanpage for your team. You can also post tweets on Twitter for your group and videos on YouTube.

TOP 10 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' fundraising progress
 8. See your real time team fundraising total
 9. Track and thank people for team gifts
 10. Easily update your page and photo
-

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 EVENT.

The Team Village is a group of tents in a designated area at Walk MS for teams and their members. There are three ways to have a tent for your team...rent one for \$125, be the winner of the Fundraising Challenge Week, or every team that raises \$5,000 or more will have a complimentary tent provided to them. Bring your own chairs, snacks, decorate it to show your team spirit and enjoy the success of the team together!

**Personal tents are not allowed.*



TOP WALK MS: 2013 TEAMS

We 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 2013.

WALK MS: NEWPORT NEWS TEAMS

1. **INRians: \$12,005**
2. Colonial Heritage: \$6,267
3. Lydia's Legs: \$4,546

WALK MS: RICHMOND TEAMS

1. **Team Yocom: \$17,380**
2. Team CanAm: \$11,445
3. Screen -n-Suds: \$10,445

WALK MS: KILMARNOCK TEAMS

1. **Caren's Crew: \$7,045**
2. MS Angels: \$2,303
3. Dragonfly Walkers: \$775

WALK MS: VIRGINIA BEACH TEAMS

1. **Atlantic Bay Southsiders: \$8,044**
2. Keep on S'myelin: \$7,150
3. The Happy Cheeseballs: \$5,690

WALK MS: FREDERICKSBURG TEAMS

1. **PermaTreat: \$9,975**
2. Bees for Buz: \$5,370
3. Make a Stand: \$4,180

WALK MS: TAPPAHANNOCK TEAMS

1. **MonSter Killaz: \$3,080**
2. Friends of Pat Loomis: \$2,886
3. Care Advantage Slammers: \$1,218

TEAM AWARDS

A LITTLE FRIENDLY COMPETITION AMONG TEAMS CAN BUILD CAMARADERIE AND INCREASE RESULTS.

The difference teams are making in the lives of people with MS is nothing short of amazing. So who will make the biggest impact to create a world free of MS? Here are the top team titles up for grabs. Set your sights high and aim for these fundraising levels. Team Award recipients are invited to our Annual Membership Meeting in the Fall to receive your plaque.

- DREAM TEAM (TOP FUNDRAISING TEAM)
- DIAMOND TEAMS: \$5,000+
- PLATINUM TEAMS: \$4,000-4,999
- GOLD TEAMS: \$3,000-3,999
- SILVER TEAMS: \$2,000-2,999

NEW FUNDRAISING INCENTIVES

The Central & Eastern Virginia Chapter offers great prizes to reward our top fundraisers for their efforts. Everyone who raises \$125 or more will receive a commemorative Walk MS short sleeve T-shirt. Prizes for those who raise donations above \$300 will be available from our online prize redemption company. Encourage your team members to set personal goals and earn great prizes, such as commemorative clothing, exercise equipment, electronics and more!



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Walk MS Team Captain Materials

