
PARTICIPANT GUIDE



WELCOME TO WALK MS: 2013



**walk to
create a world
free of MS**

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

GETTING STARTED

- o Set up your personal web page and fundraise online – It is free, easy and pays off. Online fundraisers raise double the money.
- o Set a goal – Make it lofty but attainable and then contribute yourself. This will help motivate your teammates and people who donate to you.

YOUR LOCAL CONTACT

As you fundraise, if you have questions, contact your local walk manager.

A WORLD FREE OF MULTIPLE SCLEROSIS

ABOUT MS

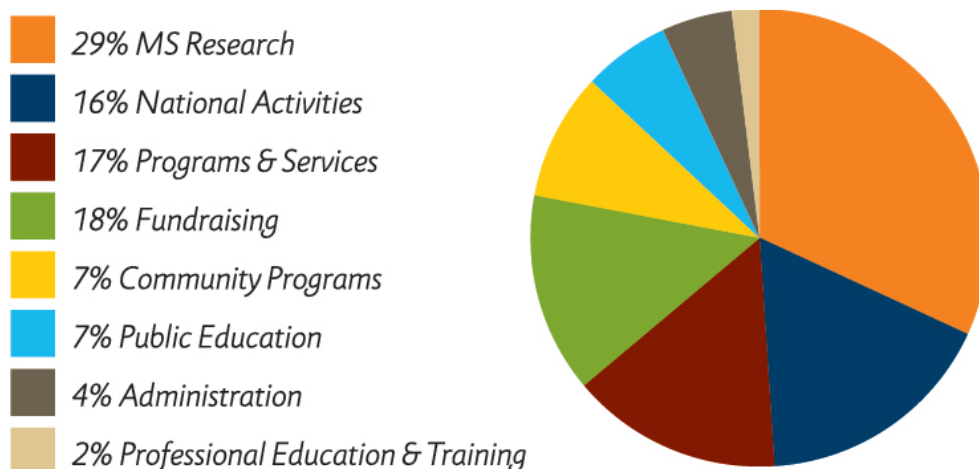
Multiple sclerosis, an unpredictable, often disabling disease of the central nervous system, interrupts the flow of information within the brain, and between the brain and body. Symptoms range from numbness and tingling to blindness and paralysis. The progress, severity and specific symptoms of MS in 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 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 providing programs and services designed to help people with MS and their families move forward with their lives. In 2010 alone, through its national office and 50-state network of chapters, the Society devoted \$159 million to programs and services that assisted more than one million people. To move us closer to a world free of MS, the Society also invested \$37 million to support 325 new and ongoing research projects around the world.

The Society is dedicated to achieving a world free of MS. 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.

HOW THE DOLLAR IS SPENT



Seventy-eight cents of every dollar spent funded Community Programs, MS Research, National Activities, Professional Education & Training, Programs & Services and Public Education.

Percentages based on Fiscal Year 2011 Audited Financial Statements.

ONLINE TOOLS: FUNDRAISING FAST & SIMPLE

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

Walk MS is a fundraiser. Money raised supports research, programs & services for people living with MS in your community.

HOW MUCH MONEY SHOULD I RAISE?

Do the best you can. The average walker raises \$225. Set a goal and go for it! Our online fundraising tools will help you achieve your goal in no time!

YOUR OWN PERSONAL WEB SPACE

When you register online for Walk MS, you are automatically assigned your own personal web space, called your Participant Center, which is designed to facilitate every aspect of your fundraising.

You can access the Participant Center by logging in through the 'Login to my Account' box with your username and password at the top of the screen. If you've registered for Walk MS or Bike MS in the past, you must use the same username and password.

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** –
 - o Track your individual, ongoing fundraising progress.
 - o Update your fundraising goal.
 - o View reports on your team members' contributions.
 - o 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.

COMMONLY ASKED QUESTIONS

I'M WALKING AND MY FAMILY WILL JOIN ME. SHOULD THEY REGISTER FOR WALK MS?

Yes. All walkers, regardless of age, must register to participate in the Walk MS event. This is for your safety and so that each participant qualifies for fundraising incentives, including the \$100 minimum to receive an official Walk MS event t-shirt.

CAN MY COMPANY PARTICIPATE AS A TEAM?

Absolutely! A team is made up of four or more walkers from a company or a group of friends and family. There is a special place on the registration form to fill in the team name and team captain's name. Please make sure your team captain registers first; then each person on the team can register using the same team name.

WHERE DO I SEND MY DONATIONS?

You can bring your donations to Walk MS or they can be mailed at any time to the address below. Be sure to include the participant's name and Walk MS location city in the memo section of the check. Please do not send cash.

Mail Donations To:
National MS Society
Attn: Walk MS: (YOUR EVENT CITY)
P.O. Box 4125
Houston, Texas 77210

Please make checks payable to the National Multiple Sclerosis Society. Include the participant's name and Walk MS location city in the memo section of the check. You may also include a note in the envelope containing the information. This will help to properly allocate the donation for the participant.

ARE DONATIONS TAX DEDUCTIBLE AND HOW DO I GET A RECEIPT?

Yes. All donations are tax deductible to the fullest extent allowed by law. Donors giving \$250 or more will automatically receive an acknowledgement letter from the National MS Society in January of 2014.

Donors who give online will automatically receive a tax receipt via email for their donation. If an online donor needs a new receipt or you need a receipt for cash or check donations, please send a request to sc.dataservices@nmss.org and include donation amount, event date, donor name and mailing address and (if possible) donor email address. All receipt requests will be processed within two weeks of the original request date.

In addition to a letter or receipt, the IRS will accept the following as proof of a charitable donation: a canceled check, bank or credit union statement, or a credit card statement.

ARE THE ROUTES ACCESSIBLE?

Yes. All of our routes are accessible for participants in wheelchairs or scooters, as well as families with strollers or wagons.

WHAT IF I GET TIRED ALONG THE WALK?

There will be rest stops along the route as well as Support and Guidance (SAG) vehicles (at most event locations) that will give you a ride if needed.

WHAT IF THERE IS INCLEMENT WEATHER?

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