



**MS WALK: 2012
FUNDRAISING GUIDE**

JOIN US! Register at mswalksouthflorida.org.

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





WELCOME TO MS WALK: 2012

Thank you for registering for the 2012 MS Walk. You've taken the first step in the fight against multiple sclerosis. You are the key to the success of the MS Walk, and to everything the National MS Society hopes to accomplish. We thank you for your commitment to helping us find a cure for MS.

As a participant, you are asked to raise funds to help support the mission of the National MS Society. You'll want to start by setting a fundraising goal for yourself. We suggest a minimum goal of \$100 per person. Aim high – think about all the creative ways in which you can raise money and have fun with it! Remember the more money you raise, the more you are helping those living with MS.

Remember to start as early as you can! It's always best to spread your fundraising activities out over a period of time. Developing a fundraising plan that includes events throughout the year is a great way to keep the excitement going and raise a tremendous amount of money along the way!

ONLINE FUNDRAISING

The best way to fundraise is online. Everyone who registers for MS Walk gets a participant center, the online base for managing online fundraising efforts. 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.

HOW IT WORKS

Simply visit mswalksouthflorida.org,

1. Click on "My Account"
2. Log in and click on the MS Walk event you are registered for.
3. Your participant center homepage will load.
4. You now have access to your participant center. To find out more information about your participant center please download the MS Walk Participant Center Guide on the Walk MS Web site.

STEP 1: UPDATE YOUR PERSONAL PAGE

Start by setting a fundraising goal. Last year the average walker raised \$305 and many raised \$1,000, \$2,500 and much more.

- Personalize your page — it's easy to change the layout, colors, 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.

STEP 2: THE ASK

- Start by letting everyone know you are participating in MS Walk. Consider e-mailing (or mailing to) the businesses you frequent, former classmates and roommates, members of clubs and organizations to which you belong, your doctors and dentist, families of your children's schoolmates or teammates. Ask your contacts to join you at the Walk, donate on your behalf or volunteer at the event.
- Use your Participant Center to 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.

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- If you prefer to mail letters, be sure to keep it short, tell your reader why you are participating in MS Walk 2012 and your fundraising goal, and end by asking them to make a donation and how.

STEP 3: TRACK YOUR PROGRESS

Use your Participant Center to:

- 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.
- Double the money you raise. Ask your employer about matching gifts, and also ask each of your donors to utilize their matching gifts program. Just make sure that your name is on all of the paperwork.

STEP 4: SPREAD THE WORD

- Social Networking — Fundraise with Facebook through the new boundless fundraising tool available in your Participant Center. Share your Walk experiences, and invite others to join you, volunteer or support you with a donation. You can also post tweets on Twitter for your group, upload videos on YouTube, or connect to your LinkedIn contacts. For questions please call 954-731-4224 and your MS Walk staff can help get you started.
- Include a link to your personal MS Walk page in your email signature.
- Hang a MS Walk poster in your office, gym, local coffee shop or place of worship.

FUNDRAISING IDEAS

There are many different ways to raise money for people with MS. Whether you're hosting a party or silent auction, sending letters, or doing it door-to-door, the National MS Society, South Florida Chapter and the 6,000 people living with MS in South Florida thank you for your hard work. But who says it has to be hard? With our help, you will be on your way to being an expert fundraiser.

FRIENDS AND FAMILY FUNDRAISING IDEAS

CAR WASH: Grab a pail, make some signs and suggest a minimum donation.

WINE AND CHEESE TASTING PARTY, COSTUME PARTY, OR A BBQ: Request food/wine donations from local stores or restaurants. Suggest a minimum donation for admittance.

HOST A TOURNAMENT (GOLF, DODGEBALL, TENNIS, BOWLING, KICKBALL): Create a bracket, suggest an entrance fee and award prizes to the winning team.

GET YOUR CHILDREN INVOLVED: Have children write a letter to their friends asking them to get involved or ask if they can put a donation jar in the classroom and have kids bring in their change to help out the cause.

INCORPORATE MS INTO YOUR SPECIAL EVENT: If you have a birthday or anniversary, host a party and ask that guests provide you with a donation to MS in lieu of gifts.

HOST A BACHELOR/BACHELORETTE PARTY: Suggest a minimum donation to attend and auction off dates with all of your eligible single friends and co-workers.

SCAVENGER HUNT: Create clues/maps, charge a registration fee and have prizes for the winning team.

GAME/POKER NIGHT: Create a competition bracket and charge an entrance fee. Create another fee to buy back into the game.

UTILIZE FAMILY AND FRIENDS: Ask them to fundraise on your behalf—sending out letters, emails, or putting on events that you do not have to coordinate.

SPECIAL SKILLS? Speak Spanish? Know how to fix computers? Can you teach tennis? Offer your services for a donation to MS (tutoring, coaching, accounting, or whatever your talent might be!).

MATCHING GIFTS: Ask if your company has a matching gifts program. Companies like Wal-mart and Sam's Club offer matching grants so stop in and ask for an application.

FOOD/BEVERAGE SALES: Baked goods, donuts, bagels, breakfast burritos, hot dogs, pizza, or ice cream.

FUNDRAISING IDEAS FOR THE WORKPLACE

OUR JEANS HELP YOUR GENES (CASUAL DAY): For a donation, employees can wear jeans on a designated day. Or, sell a year's worth of Jeans Day privileges for \$100!

EXECUTIVE ROUND TABLE: Auction off seats to have a lunch or brainstorming session with the management team.

EMPLOYEE GIVING: Employees designate a specific dollar amount to be deducted from their pay check. It can be a one time gift or set-up on a quarterly/monthly basis.

GUITAR HERO TOURNAMENT: Charge an entry fee and/or donation to MS to cast your vote for your favorite employee, band or singer!

EXECUTIVE DUNK TANK: Employees make a donation to MS for each toss to dunk their executive. Create levels so that the closer you get, the higher the donation. Highest donation level allows the person to walk up and hit the dunk button.

VACATION DAY DRAWING: For a donation of \$10 to \$20, employees can enter for a chance to win a paid day off.

CHILI COOK OFF: Charge an entry fee and have everyone vote for their favorite dish. You can have winners for the most creative, the spiciest and the most aromatic chili!

POTLUCK: Have your co-workers bring in a dish to share and then suggest a donation for everyone to eat.

TEAM SPIRIT DAY: For a donation of \$5, employees wear a jersey, t-shirt, sweatshirt or ball cap of their favorite team.

CURSE JAR: Place a curse jar in your office and whenever someone says a bad word they have to donate a dollar.

EXECUTIVE CAR WASH: For a donation employees can have their car washed by the management team.

EXTRA CHANGE: Put an extra change jar next to the cash register of a cafeteria or restaurant. Be sure to note the donations will go to the National MS Society!

Food Fundraisers

Are you planning a get together with your team, host a birthday party, or just taking out friends for a bite? Why not do it at one of these restaurants and raise some money, too?

A great way to bring in some needed funds with little effort is by hosting a 'restaurant fundraiser night' at local chain restaurants in your town.

Many restaurants will give a percentage of the profits from a specific evening, while others may give \$1 from certain entrees ordered. The key to this event is that your group will do the promotion of the event at the restaurant on an off-night, which brings in more paying clients to the restaurant

on a night when they normally would not eat out. It's a win-win situation for both the group and the restaurant. Here are a few suggestions, but feel free to contact your favorite local restaurant and ask if you can have a fundraiser event. This would be a great opportunity for them to push their business on a random Tuesday night to bring more people into the restaurant.

BAJA FRESH. All you have to do is show up, eat, and Baja Fresh will donate 15% of the net proceeds from the event to your organization.

BOSTON MARKET. When you host a Restaurant Night Out, you invite people to dinner at Boston Market and receive 15 percent of the profits generated.

CALIFORNIA PIZZA KITCHEN. All you have to do is enjoy the great food at CPK and 20% of your purchase will be donated to your cause.

SOUPLANTATION. Visit your local Souplantation or Sweet Tomatoes and speak to one of the managers to find out which date is best for your organization to hold a "Fun-Raiser."

KRISPY KREME. Call your local Krispy Kreme to find out what your discount is for fundraising doughnuts, certificates or partnership cards.

COLDSTONE CREAMERY. If you're interested in having them sponsor an upcoming event, please contact a store near you.

BASKIN ROBBINS. Ice Cream Social Fundraisers. Through this program, organizations can raise hundreds of dollars in a couple hours through ice cream social fundraisers at their local Baskin-Robbins store.

FUNDRAISING PRIZES

To show our participants that we appreciate their fundraising efforts, we present exclusive prize levels to individuals and award levels to teams

2012 INDIVIDUAL PRIZES & AWARDS

YOU RAISE	YOU EARN	YOUR DONATION HELPS TO UNDERWRITE THESE SERVICES
\$100 - \$149	Official MS Walk t-shirt	Tub Grab Rail, Ankle Orthosis or Walker
\$275	MS Go Green Bag	3'-5' Aluminum Ramp, Forearm Crutches or Air Conditioning Unit
\$500	MS Aluminum Water Bottle	Voice Activated Phone System
\$750	MS Drawstring Bag	Hand Controls for Automobile or Manual Wheel Chair
\$1,000	MS Long Sleeve T-Shirt	Electric Wheelchair
\$3,000	MS Blanket	Stair Lift or Electric Hospital Bed for 3 Individuals living with MS.



TOP 25 INDIVIDUAL FUNDRAISERS PER WALK SITE

The top 25 Individual Fundraisers will receive:

- Exclusive Top 25 Dry Fit T-Shirt
- Recognition at their 2012 walk site

\$6,000+ MISSION POSSIBLE CLUB

The Mission Possible Club recognizes those who raise one dollar for every individual who is affected by multiple sclerosis whom we serve in South Florida. Members will receive:

- Name on sign along route
- Mission Possible Plaque

2012 TEAM AWARDS

#1 TOP TEAM (\$10,000+)

- Private Team Tent at 2013 MS Walk
- Personalized team route marker in 2013
- Access to VIP Tent
- First team to start off the MS Walk
- VIP Registration on Walk Day 2013
- VIP Parking on Walk Day 2013
- Listing in Footnotes
- Congratulatory letter to your company highlighting your fundraising accomplishments
- Listing on mswalksouthflorida.org web site

#2 TOP TEAM (\$5,000 - \$9,999)

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- Private Team Tent at 2013 MS Walk
 - Second team to start off the MS Walk
 - Listing in Footnotes
 - Personalized team route marker in 2013
 - Congratulatory letter to your company highlighting your fundraising accomplishments
 - Listing on mswalksouthflorida.org web site

#3 TOP TEAM (\$2,500 - \$4,999)

- Personalized team route marker in 2013
- Listing in Footnotes
- Congratulatory letter to your company highlighting your fundraising accomplishments
- Listing on mswalksouthflorida.org web site

GOLD (\$1,500 - \$2,499)

- Personalized team route marker in 2013
- Congratulatory letter to your company highlighting your fundraising accomplishments
- Listing on mswalksouthflorida.org web site

SILVER (\$1,000 - \$1,499)

- Personalized team route marker in 2013
- Listing on mswalksouthflorida.org web site

BEST OF AT THE 2012 MS WALKS

Special recognition will be given for the following categories at each walk site:

- Best Corporate Team
- Best Friends and Family Team
- Best Rookie Team
- Most Improved Team
- Best School Team

TOP 3 TEAMS OVERALL

The top three teams will be judged overall by total funds raised. The top three teams will receive:

- Recognition in the 2012 Summer Footnotes Issue
- Recognition at your 2013 Walk Site
- Recognition on the South Florida Walk Web site.

FREQUENTLY ASKED QUESTIONS

DO I HAVE TO TYPE IN ALL OF THE E-MAIL ADDRESSES OF MY FRIENDS AND FAMILY?

No. You can upload your personal address book. The import wizard will guide you through the process.

IS IT SAFE TO USE MY CREDIT CARD ONLINE? WHAT ABOUT PRIVACY?

In order to prevent unauthorized access and protect our users' personal information, the National MS Society strives to maintain physical, electronic and administrative safeguards to secure the information we collect online. Contributions are processed using Secure Socket Layer (SSL) to make sure that your credit card information, passwords and personal information travel securely through the Internet.

HOW DO DONORS KNOW IF THEIR CREDIT CARD DONATION WAS PROCESSED?

Our online system will automatically generate a donation confirmation e-mail when the transaction is processed. The donor will receive this e-mail and should print it out for tax purposes.

HOW WILL I KNOW IF SOMEONE HAS DONATED ONLINE TO SUPPORT ME?

You will receive an e-mail notifying you when someone makes a donation. You can also log in to your Participant Center and you will be able to view your fundraising efforts including your fundraising total to date, how some people have viewed your page and how many e-mails you have sent. Click on Reports to view who has donated and how much they gave.

SOME PEOPLE ARE NOT COMFORTABLE DONATING ONLINE. CAN THEY STILL SEND IN THEIR DONATIONS?

Yes. Although donating online is often more secure than conventional postal methods, some people feel more comfortable sending in a check.

Make checks payable to the National MS Society or "NMSS." Include the name of the walker in the memo portion of the check. Mail checks to:

National MS Society
Attn: MS Walk
3201 West Commercial Blvd, Suite 127
Fort Lauderdale, FL 33309

WHEN SOMEONE MAKES A DONATION ONLINE, WILL THEY RECEIVE AN AUTOMATED THANK YOU LETTER FROM THE NATIONAL MS SOCIETY?

Yes, everyone who donates online will receive a thank you letter on behalf of the National MS Society. For donations over \$50, the National MS Society will send a hard copy tax letter in the mail. You should also send them a personal e-mail thanking them for helping you get one step closer to your goal!

WHAT IS THE PRIZE DEADLINE?

The deadline to send in all the money you've fundraised to qualify for a prize will be on Friday, April 13th.

WHEN WILL I RECEIVE MY PRIZE?

You will have the opportunity to pick up your prize on the day of the walk ONLY if you've fundraised enough money to qualify for that prize. If you qualify for a prize after the day of the walk, your prize will be mailed out four to six weeks after we've received your prize form.

Do you have more fundraising questions? Contact your MS Walk Staff today at 954-731-4224 or mwalk@fls.nmss.org.

