



walk to
create a world
free of MS

WALK MS: 2013 PARTICIPANT & TEAM CAPTAIN GUIDE

WALK TO CREATE A WORLD FREE OF MS

midfloridaMSwalks.org or 407.478.8882



Evelyn, diagnosed in 2008



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WELCOME TO WALK MS: 2013

AS A WALK MS PARTICIPANT OR 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.

Walk with Us — Walk MS: 2013

* Thursday, March 7, 2013

Walk MS Tampa: Lowry Park Zoo

Saturday, March 9, 2013

Walk MS Ormond Beach: Rockefeller Gardens Park

Walk MS Sarasota: Lakewood Ranch at Village Center on Main Street

Saturday, March 16, 2013

Walk MS Largo: Largo Central Park

Walk MS Lady Lake: The Villages Polo Fields

Walk MS Brevard: The Church at Viera

Sunday, April 7, 2013

Walk MS Orlando: Baldwin Park at Harbor Park

Time: 8:00 am to 12:00 pm

Check-in begins at 8:00 am

Kick-off is at 9:00 am

* Tampa Walk: Check-in begins at 5:00 pm. Time: 6:00 pm to 8:00 pm.

Rain or Shine

For more information, visit midfloridaMSwalks.org or call 407-478-8882



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 more than 400,000 people in the U.S. and over 2.1 million worldwide.

ABOUT THE NATIONAL MS SOCIETY

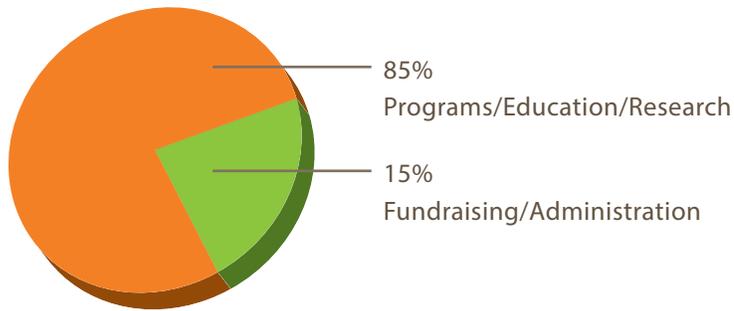
MS stops people from moving. The National MS Society exists to make sure it doesn't. The Society addresses the challenges of each person affected by MS by funding cutting-edge research, driving change through advocacy, facilitating professional education, collaborating with MS organizations around the 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.FIGHT.MS (1.800.344.4867).

WHERE DOES THE MONEY GO?

CHAPTER PROGRAM & RESEARCH HIGHLIGHTS

The Mid Florida Chapter of the National MS Society is fortunate to have dedicated people like you who provide the much-needed support to raise awareness and funds in the fight against MS. In fact, the Mid Florida Chapter raised more than 3.3 million in 2011 from a combination of the Chapter's income streams.



EVERY DOLLAR COUNTS!

Funds received through Walk MS can provide the following for people with MS and their families:

\$1-\$20:

Leg positioner, handheld shower or knee slint.

\$20-\$50:

Tub grab rail, ankle orthosis, a walker or ability sponsor an individual to participate in an educational program.

\$50-\$100:

Bedside commode, shower seat or tub transfer bench.

\$100-\$500:

3ft or 5ft aluminum ramp, forearm crutches, air conditioning unit or membership to an exercise therapy class.

\$500-\$1,000:

Voice activated phone system, hand controls for automobile or manual wheelchair.

\$10,000+:

Electric wheelchair, stair lift or electrical hospital bed.

WHY WE PARTICIPATE IN WALK MS

“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!”

JOIN THE MOVEMENT® & TEAM UP

Nearly 75 percent of walkers in Walk MS participate as part of a team

WHY FORM A TEAM?

Because joining the movement is more fun with others around! Plus, you can earn some really great prizes, including a tent for your team at the event.

FORMING A TEAM IS EASY

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 us at 407.478.8882 or midfloridaMSwalks.org.



GOAL SETTING: WHO HAS THE MOST TEAM SPIRIT?

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.

KEEP THESE TIPS IN MIND:

- o Goals should be realistic, but significant — If it requires hard work to attain, it will be a source of more pride for your team.
- o 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.
- o Set both personal and team fundraising goals — Lead by example. Share your personal fundraising goal with your team.
- o Set a goal for team size as well as collective fundraising — Recruiting more team members can mean more substantial fundraising!
- o 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.
- o 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 Mid Florida Chapter at 407-478-8882 or gaby.casado@nmss.org.

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!

MOTIVATED WALKER RAISE \$125 — BE A MOTIVATED WALKER

1. Commemorative 2013 Walk MS orange t-shirt

TOP FUNDRAISER RAISE \$1,000 — BE A TOP FUNDRAISER

1. Commemorative 2013 Walk MS orange t-shirt
2. Top Fundraiser gift day of event
3. Opportunity to lead the 2013 MS Walk in your area
4. Recognition on chapter website
5. Eligible for prizes

ELITE 50 CLUB — JOIN THE ELITE 50 CLUB

1. Commemorative 2013 Walk MS orange t-shirt
2. Top Fundraiser gift day of event
3. Elite 50 Club t-shirt
4. Prominently displayed recognition on website
5. Special recognition throughout the year

CHAMPIONS CLUB — JOIN THE CHAMPIONS CLUB

This club is for our top individual fundraiser. In recognition for being the person to raise the most funds ending the devastating effects of MS, the Champions Club member is eligible for prizes or a trip to the National Tour of Champions in 2013.

TEAM AND INDIVIDUAL AWARDS

A little friendly competition among teams or individual participants can build camaraderie and increase results. The difference teams make in the lives of people living 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?

TOP 5 INDIVIDUAL FUNDRAISERS WILL RECEIVE:

1. Top individual fundraiser commemorative plaque
2. Name listed on website
3. Special recognition throughout the year

TOP 5 TEAMS WILL RECEIVE:

1. Top fundraising team commemorative plaque
2. Name listed on website
3. Special recognition throughout the year

PRIZES

Prizes are based on per person money turned in on or before May 31, 2013. All prize levels of \$125 or more include the official Walk MS t-shirt.

PRIZE DETAILS

All prizes will be based on your final total as of the fundraising deadline, May 31, 2013. You will receive a certificate in the mail in early July with instructions on how to redeem your prize or donate it back to the Society. Once you receive your gift certificate you have until August 1 to order your prize on the Walk MS prize website. You can expect to receive your prize via UPS within two to three weeks after the item has been ordered with your gift certificate.

Level 1: \$250 - \$499	Level 3: \$750 - \$999	Level 5: \$3,000 - \$4,999	Level 7: \$8,000 - \$9,999
Level 2: \$500 - \$749	Level 4: \$1,000 - \$2,999	Level 6: \$5,000 - \$7,999	Level 8: \$10,000 +

Mission First Club: Many of our participants who earn prizes generously donate them back to further support our mission - to create a world free of multiple sclerosis. By donating the cost of your prize back you are directly helping the National MS Society put more money toward making a difference in the lives of those affected by MS. The Mission First Club is set up to honor and recognize these individuals. E-mail gaby.casado@nmss.org if you would like to forego your prize and become a member of our Mission First Club.

TOP WALK MS: 2012 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 2012.

WALK MS: 2012 TEAMS

1. Friends of Hope - Captain: Christine Riceman: \$19,530
2. ANTS - Captain: Karon Lewis: \$14,853
3. Save My Myelin! - Captain: Margaret Dunlap: \$12,637
4. Kevin Kelley's Walkers - Captain: Roxan Kelley: \$12,488
5. Krolczyk's Krew - Captain: Sean Masi: \$10,803

CONGRATULATIONS TO OUR TOP FUNDRAISERS IN 2012

1. Ande Felder: \$16,300
2. Theresa Chau: \$8,857
3. Steven Berkovitz: \$8,638
4. Diana Paver: \$8,228
5. Debbie Sirkin: \$8,130

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 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.



FUNDRAISING TIPS & IDEAS

Be creative! Be fun! Be enthusiastic...You are making a difference!

GETTING STARTED

Here are a few ideas to get you started, but remember, there are hundreds of ways to raise money:

- 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.
- o Download receipts, sample letters and find great fundraising tips online. Visit midfloridaMSwalks.org, click on the Fundraising Tips page.

Remember: No one can say yes unless you ask!

SOCIAL MEDIA

Using social media to fundraise, grow a team and to increase awareness.

FACEBOOK

[facebook.com](https://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 upcoming Walk faster and easier than ever before!

LINKEDIN

[LinkedIn.com](https://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

[twitter.com](https://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

[YouTube.com](https://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.

YOUR PERSONAL FUNDRAISING WEB PAGE

url varies by event

Create and customize your personal fundraising webpage after you register for a Walk event. You can accept donations online, send “thank you” emails, share your progress and, invite your friends to join your cause. The Society makes it quick and easy to get started with a simple login.

COMMONLY ASKED QUESTIONS

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 407.478.8882.

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 registered a week prior to your event.

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 Mid Florida Chapter: Walk MS, 2701 Maitland Center Parkway, Suite 100, Maitland, FL 32751. Online contributions are automatically credited to your account. Include remaining contributions in your check-in envelope and bring it with you to the walk. This envelope also serves as your waiver. Prize redemption is only based on total contributions turned in on or before May 31, 2013.

WHAT IF THERE IS INCLEMENT WEATHER?

Like the effects of MS go on, so do we — rain 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 Florida.

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 May 31, 2013.

WHAT IF I CANNOT FINISH THE ENTIRE ROUTE?

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

DIRECTIONS

COCOA – THE CHURCH AT VIERA - 9005 NORTH WICKHAM ROAD, VIERA, FL 32940

From Orlando: Take I-95 South. Take Exit 191 toward Satellite Beach/Patrick AFB. Turn right onto N. Wickham Rd. At the traffic circle, continue straight to stay on N. Wickham Rd. Church will be on the left.

LADY LAKE – THE VILLAGES POLO CLUB - 703 N. BUENA VISTA BLVD., THE VILLAGES, FL 32162

From Orlando: Take I-4 to exit 82A then merge onto FL-408 W. Take the Florida Turnpike North exit toward Ocala then merge onto FL-91 North. Take exit 304 for US-301 N. then make slight right at S. Main Street. Turn right at County Road 466A/Cleveland Ave. Turn left at Buena Vista Blvd. Polo Fields will be about a ¼ mile on the right.

LARGO – LARGO CENTRAL PARK –150 HIGHLAND AVE., LARGO, FL 33770

From Orlando or Tampa: Take I-4 West to I-275 South. Cross over the Howard Franklin Bridge and continue on I-275 South. Take exit 31 to merge onto FL-686 W/ Ulmerton Rd. Merge onto FL-686 W/Roosevelt Blvd via ramp to Largo/Clearwater split. Continue to follow FL-686 W then turn left at 3rd St. E./Central Park Dr. Largo Central Park will be on your right.

ORLANDO – HARBOR PARK ON LAKE BALDWIN – 4990 NEW BROAD ST., ORLANDO, FL 32814

From Tampa; Take I-4 east. Take exit 83A toward Amelia St/Centroplex. Merge onto N Garland Ave. Turn right onto W Colonial Dr. Turn left onto Bennett Rd. Turn right onto New Broad St. Follow all the way to the end to Harbor Park.

From Orlando: I-4 west. Take exit 84 for US-17/US-92/Colonial Dr. Turn left on W. Colonial Drive. Turn left onto Bennett Rd. Turn right onto New Broad St. Follow all the way to the end to Harbor Park

ORMOND BEACH – ROCKEFELLER GARDENS - 26 RIVERSIDE DRIVE, ORMOND BEACH, FL 32176

From Tampa or Orlando: Take I-4 East going through Orlando to I-95 North exit toward Jacksonville. Take exit 268 for FL-40 toward Ormond Beach/Ocala then turn right at FL-40 E/W Granada Blvd./Tomoko Rd. Continue to follow FL-40 E/W Granada Blvd. Cross over bridge then turn right at Riverside Dr.

SARASOTA – LAKEWOOD RANCH, 8100 LAKEWOOD MAIN ST., BRADENTON, FL 34202

From Orlando and Tampa: I-75S towards Sarasota. Take exit 213 for University Pkwy toward Sarasota. Turn left onto University Pkwy. Turn left onto Lakewood Ranch Blvd. Turn right onto Lakewood Main St.

TAMPA – LOWRY PARK ZOO - 1101 WEST SLIGH AVENUE TAMPA, FL 33604

From Orlando: Take I-4 West toward Tampa then merge onto I-275 North toward Ocala. Take exit 48 for Sligh Ave then turn left heading West on Sligh Ave. Continue approximately 1 mile and Tampa's Lowry Park Zoo will be located on right.

WALK TO CREATE A WORLD FREE OF MS

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