



walk to  
create a world  
free of MS

## WALK MS: 2013 PARTICIPANT & TEAM CAPTAIN GUIDE

WALK TO CREATE A WORLD FREE OF MS

walkMSnorthwest.org or 1.800.344.4867



### WELCOME TO WALK MS: 2013

#### **Clarkston/ Lewiston/ Pullman/ Moscow**

Saturday, April 6 - 10am

Swallows Park  
1 mile south of Clarkston at the beach  
access near the playground

1, 2 or 6 mile route choice  
check-in begins at 8:30

#### **Spokane**

Sunday, April 14 - 10am

Spokane Falls Community College  
W. 3410 Ft. George Wright Dr.  
Student Union Building

2 or 5.5 mile route choice  
check-in begins at 8:30

#### **Wenatchee**

Saturday, April 20 - 1pm

Walla Walla Point Park  
1351 Walla Walla Avenue

2 or 4 mile route choice  
check-in begins at noon

presented by



#### **Coeur d'Alene**

Saturday, April 27 - 10am

North Idaho College  
1000 W. Garden Ave  
Molstead Library

2 or 5 mile route choice  
check-in begins at 8:30

presented by





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# DAY OF EVENT

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## WHAT TO WEAR

We suggest that you dress in layers since our springs have varying weather conditions. It may be chilly in the morning and get warmer as the day progresses.

## STARTING TIME

The check-in and start time of each Walk site is listed on the cover of this packet. All walkers must check in (even if you are pre-registered). NOTE: All walkers under 18 years of age must have a parent or guardian signature on their waiver.

Donation money that has been collected is encouraged to be turned in at registration. If possible, please have all donations in check or money order form.

## SAFETY

As you walk your chosen route you have the option to stop and enjoy rest stops along the way. Walkers are encouraged to rest when needed and take your time! Volunteers will be providing communications and support throughout the Walk. Should a medical issue arise, Walk MS has a SAG Wagon to transport you if necessary and first aid staff available.

## DONATIONS

Start collecting donations early! Encourage your donors to pay before the Walk and bring all donation money collected thus far to the Walk. If possible, please convert all cash into check or money order form.

## 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 the Inland Northwest. With the money raised at Walk MS last year the Inland Northwest Chapter was able to support cutting edge research, drive change through advocacy, facilitate professional education and provide programs and services to help the more than 2,500 people with MS living in our area move their lives forward.

## RECEIPTS

"Thank You" receipts are provided for you to give anyone requesting one that is contributing to your fundraising. You are authorized to sign as the authorized volunteer. You can download receipts from [walkMSnorthwest.org](http://walkMSnorthwest.org). Just choose your Walk site, visit the Event Details page, and select "Downloads." Or, you can contact the Chapter office at (509) 482-2022 or 1-800-344-4867.

## BROCHURES/ POSTERS

Want brochures or posters for your company or neighborhood store? You can visit the website for all of this year's materials or just let us know and we'll be more than happy to send you some.



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## A WORLD FREE OF MULTIPLE SCLEROSIS

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### 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](https://www.nationalMSSociety.org) or 1.800.FIGHT.MS (1.800.344.4867).



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# JOIN THE MOVEMENT® & TEAM UP

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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 509.482.2022 or [wai@nmss.org](mailto:wai@nmss.org).

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# MOVING TOGETHER: THREE SIMPLE STEPS TO STARTING A TEAM

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You and your team are committed to a world free of MS. We’re committed to you and the success of your team.

## RECRUITING

Team members can be anybody — friends, family, coworkers, or neighbors — and they can all easily register as walkers online at [walkMS.org](http://walkMS.org). Whether you’re a corporate team or a team of family and friends, just be sure to ask everyone you know.

## 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!

## 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!

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# CELEBRATE SUCCESS AT TEAM ROW

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You've recruited them and raised money with them. Now celebrate with them! Join your team at your very own team area on Team Row at each Walk MS event site.

## What is "Team Row"?

Team Row is an area designated for our top "corporate" and "friends and family" teams to gather, bond and share their enthusiasm and spirit before and after the Walk MS event.

## What are the benefits for being a part of Team Row?

- o You can get energized with your team in a designated team tent before the event and relax afterwards.
- o You get to skip the check-in line, the Tent Concierge will check-in your team at the tent.
- o You get the opportunity to personalize your team tent. This is great visibility for company teams. Decorate, celebrate and compete in the Tent Decorating Contest.
- o Recognition for all of your fabulous fundraising efforts!

## How does my team get a spot on Team Row?

- o Tents are awarded based on the team's prior year's Walk accomplishments.
- o Tents will be given for the largest team with a minimum in fundraising (\$2,500), the top overall fundraising team, and the teams with the highest donation average per team member. We call them "High Achievers!"

## Who is on "Team Row" 2013?

### Walk MS Clarkston:

- o Largest Team AND Top Fundraiser: Team WAR
- o High Achievers: Serenity Place and Beat It

### Walk MS Spokane:

- o Top Fundraiser: Don's Stars
- o High Achievers - Corporate Teams: Geeks in Sneaks, Team Travelers, Making It Rehn
- o High Achievers - Friends and Family Teams: Team Shiela and Team Albertsons

### Walk MS Wenatchee:

- o Largest Team AND Top Fundraiser: Jazzer Walkies
- o High Achievers: Water Divas and Buck's Bimbos

### Walk MS Coeur d'Alene:

- o Top Fundraiser: Out to Lunch Bunch
- o High Achievers: Team Sandpoint and St. Marks Walks with Faith

Thank you and congratulations to these wonderful teams for making such a difference at Walk MS!

**Didn't get in on Team Row for 2013?** Start building your team now to secure a spot on the 2014 Team Row!

Whether you have a big team or a small team, everyone has a shot to be on Team Row for next year!



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## FUNDRAISING TIPS & IDEAS

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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 [walkMSnorthwest.org](http://walkMSnorthwest.org) and click on your Walk MS site. Then, visit the Event Details page and select “Downloads.”

Remember: No one can say yes unless you ask!





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## ONLINE TOOLS: MAKING FUNDRAISING FAST & SIMPLE

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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, visit [walkMSnorthwest.org](http://walkMSnorthwest.org) and select your Walk site. 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 or 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.



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# WALK MS FUNDRAISING CLUBS

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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!

## ELITE FEET

Once you have raised and turned in \$500 or more for Walk MS, you are an official Elite Feet member for the following year.

With membership come these perks:

- o Recognition on the Elite Feet Wall of Fame on the chapter's website
- o Special beads that identify you at Walk MS as an Elite Feet member
- o Be among the first to start the Walk in your community

## MISSION FIRST CLUB

Participants who elect to donate their Walk MS prizes back to the Inland Northwest Chapter not only reduce the overall expense of the event, they demonstrate to others that the mission comes first.

In 2012, Walk MS participants who elected to donate their prizes back to the Inland Northwest Chapter saved hundreds in fulfillment costs. The mission of the National MS Society: Inland Northwest Chapter is to mobilize people and resources to drive research for a cure and to address the challenges of everyone affected by MS.

If you share the vision of a world free of MS, consider becoming a Mission First member. Simply check the "Donate my prize back to the MS Society" box on the prize form and your name will be recognized on the Walk MS website. See the website for a listing of the 2012 Mission First Club members.

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# PRIZES

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Prizes are based on per person money turned in on or before May 18th, 2013. For the last time ever, all prize levels of \$75 or more include the official Walk MS short-sleeved t-shirt. Beginning in 2014, each participant will need to reach the \$100 level to collect the official Walk MS short sleeved t-shirt.

## PRIZE DETAILS

Each participant who has turned in a minimum of \$75 will collect their official short-sleeved t-shirt in the check-in area at the beginning of the Walk MS event. For participants at the \$150 level, you can claim your long sleeve shirt on the day of the Walk as well - **if you have turned in your donations a minimum of two days before the Walk**. If you reach \$150 or more in donations but are unable to turn in your funds in time to get your long-sleeved shirt at the Walk, you can still fill out a prize form and receive your shirt after the Donation Collection deadline.

For all participants claiming prizes at the \$250 level and higher- a prize form will be mailed to you after the Donation Collection deadline of May 18th. You can use that form to order your selected prize. Curious on what prizes are being offered for our Walk MS participants this year? Check out the Prizes & Incentives section under Fundraising Ideas of the website for a link to all of this year's prizes!

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# COMMONLY ASKED QUESTIONS

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## HOW DO I GET HELP AND SET UP MY PARTICIPANT CENTER?

There is a guide available online to help you navigate your Participant Center. Just visit [walkMSnorthwest.org](http://walkMSnorthwest.org) and select your Walk site. Visit the Event Details page and select "Downloads." 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 509-482-2022.

## DO ALL WALKERS GET A T-SHIRT?

No, but all walkers receive a finish-line snack, rest stop refreshments, support vehicles, medical aid, and surprises along the way! In 2013, for the last time ever, all walkers who raise \$75 or more receive the official, short-sleeved T-shirt. In 2014, walkers will receive the t-shirt at the \$100 level. Raise just \$75 more (a total of \$150) and receive both the short and long-sleeved T-shirts!

## WHEN WILL I RECEIVE MY PRIZE(S)?

Once you've raised \$75, you've earned the official Walk MS short-sleeved t-shirt, which will be available at the event. We try to order correct sizes. However, if your size is unavailable, volunteers will take your information, and we will mail one to you after the event.

If you raise \$150 or more, you can select the official Walk MS long-sleeved t-shirt as your prize. You can pick up this shirt the day of the Walk, **as long as you have turned in your donations at least two days before the event.** If you are unable to turn in your donations in time to claim your long-sleeved shirt at the event, you can still fill out a prize form and receive your shirt after the Donation Collection deadline.

Prize forms will be sent to all qualifying participants six to eight weeks after the event. Prizes are based on money turned in on or before May 18.

## HOW DO I TURN IN CONTRIBUTIONS?

We recommend turning in contributions right away. The faster you turn in your contributions, the faster the Society can begin putting those contributions to good work. Don't hold on to checks! Mail them in with a donation form included in this packet or download online. Use one donation form per mailing and send it to the Society:

Walk MS  
818 E Sharp Ave  
Spokane, WA 99202

Online contributions are automatically credited to your account.

## MAY I BRING FRIENDS THE DAY OF THE WALK OR DO THEY NEED TO REGISTER IN ADVANCE?

Walkers may register the day of the Walk. See the front cover of this packet for check-in times.

## DO ALL WALKERS NEED TO REGISTER?

Yes, we require a signed waiver for all participants on the route, regardless of age. Please visit the check-in area to fill out a new walker registration form if not registered.

## WHAT IF I CANNOT FINISH THE ENTIRE ROUTE?

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

## WHAT IF THERE IS INCLEMENT WEATHER?

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

## CAN I BRING MY DOG TO THE WALK?

Because of the large number of people present, we strongly discourage pets at Walk MS. If you bring your dog, make sure it is not agitated by large groups and noise. Keep your pet on a leash. *Coeur d'Alene walkers:* Due to City Park regulations, dogs are not allowed unless they are service dogs.



# WALK MS: DONATION FORM

Participant Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Team Name \_\_\_\_\_

I'm walking in (event location) \_\_\_\_\_

## FUNDRAISER

To properly credit your account, please include a completed Donation Form with each donation deposit made by mail or physically turn in at your local Society's office. Additional forms are available to download at [walkMSnorthwest.org](http://walkMSnorthwest.org). Did you know you may be able to increase your donation through your employer's Matching Gifts?

Mail donations to: Walk MS | National MS Society | 818 E Sharp Ave | Spokane, WA 99202.

Do not mail cash or coins. For cash donations, if possible, write a check, get a money order or charge it on a debit card to cover the cash amount.

## DONOR

All donations are tax deductible to the maximum extent allowed by law. Canceled checks are sufficient IRS proof for donations less than \$250. For donations over \$250 a tax receipt will be mailed to the donor. Please make checks payable to 'National MS Society' and include the participant's name in the memo section of each check.

Any questions please call: 509-482-2022.

### DONATION

### NAME

### ADDRESS & PHONE NUMBER

\$ _____	_____	_____
\$ _____	_____	_____
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Total Deposit: \_\_\_\_\_