



challenge
walk



Team Captain & Participant Guide

3 DAYS. 50 MILES. **CONNECT TO END MS.**

WELCOME

As a Challenge Walk MS® Team Captain or participant, you are joining thousands of people across the country to stomp out MS for the nearly 1 million people in the U.S. living with this disease.

This guide will get you ready with some great tips for fundraising, ways to stay motivated and getting your team organized.

For more information, visit: challengewalkMS.org or call 1-800-344-4867.



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A WORLD FREE OF MULTIPLE SCLEROSIS

About MS

Multiple sclerosis is an unpredictable disease of the central nervous system. Currently there is no cure. Symptoms vary from person to person and may include disabling fatigue, mobility challenges, cognitive changes, and vision issues. An estimated 1 million people live with MS in the United States. Early diagnosis and treatment are critical to minimize disability. Significant progress is being made to achieve a world free of MS.

About the National MS Society

The National MS Society, founded in 1946, is the global leader of a growing movement dedicated to creating a world free of MS. The Society funds cutting-edge research for a cure, drives change through advocacy and provides programs and services to help people affected by MS live their best lives. Connect to learn more and get involved: [nationalMSSociety.org](https://www.nationalMSSociety.org), [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#), [YouTube](#) or 1-800-344-4867.

CHANGING THE WORLD FOR PEOPLE AFFECTED BY MS

Your participation in Challenge Walk MS® helps fuel the National Multiple Sclerosis Society's mission to cure MS while empowering people affected by MS to live their best lives. See how:

- We are the **largest private funder of MS research in the world**, investing more than \$1 billion to date.
- We are **increasing investments** in wellness research, including diet, exercise and complementary and alternative therapies.
- Programs such as **Ask an MS Navigator®** ensure people with MS have access to treatments, information and support to make the best decisions for themselves and their families.
- There are **more therapies** specifically approved for treating and managing MS, and more potential MS therapies in development today than at any other time in history.
- MS is **more quickly diagnosed**, enabling early and sustained therapy to slow disease activity.
- There is much **greater awareness** of the many symptoms of MS and ways to address them to improve quality of life.
- **Scientists are making breakthroughs** in identifying risk factors that can increase a person's susceptibility to MS, which will help lead to ways to prevent the disease.

CHALLENGE WALK MS: THE FACTS

CHALLENGE WALK MS RAISED NEARLY
\$1.3 MILLION
IN 2022 TO MAKE AN IMPACT



AND HAS RAISED MORE THAN
\$85 MILLION
SINCE ITS INCEPTION IN 2001



THERE ARE
3 WALKS
ACROSS THE COUNTRY
EACH YEAR

NEARLY
1,000 PEOPLE
PARTICIPATE IN
CHALLENGE WALK MS
EACH YEAR



TOGETHER WE'LL GO FURTHER

Nearly 75% of Challenge Walk MS® participants are part of a team.

Why Form a Team?

Joining the movement is more fun with others around. Your team brings an incredible sense of support and community to the event. Plus, you can earn some really great prizes 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 Challenge Walk MS, choose the option to “create a new team.” Already registered, but want to start a team? Contact your local office for additional information on starting a team.

WHY WE PARTICIPATE

“

It was victory. It was emotion. Walking in, we saw a lot of the people with MS that we met during the weekend, so it was celebrating their victory more than ours **celebrating that they made it.**”

“

It is worth every ache and pain to me, to participate in helping find a cure for MS. My sister is the world to me and she, along with other folks with MS, **deserve a cure.**”

CHALLENGE WALK MS: THE FACTS



90%
OF PARTICIPANTS
ARE ON FRIENDS & FAMILY
OR CORPORATE TEAMS

90%
WALK BECAUSE OF
A CONNECTION TO MS





MOVING TOGETHER: 3 SIMPLE STEPS TO STARTING A TEAM

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

1. Recruit

Team members can be anybody — friends, family, coworkers or neighbors. Whether you're a corporate team or a team of family and friends, be sure to ask everyone you know.

2. Raise 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!

3. Have fun

Being a team captain is an opportunity to share an incredible experience with friends and family members, or co-workers — a community coming together for a common goal and the accomplishment of a unique personal challenge! As a leader, you inspire your teammates and keep them motivated. Challenge Walk MS® is more than a fundraising event — it is a joyous celebration of how far we've come together!

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:

- **Fundraise early** — Make it your goal to have every single team member an active fundraiser early, either by them making a self-donation or asking others to donate to them.
- **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 email, 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.



Team Captain Goal Setting Worksheet

Team Name: _____

Captain: _____

Co-Captains: _____

When setting your team’s goals, look back at your team’s performance from last year (if applicable). The average Challenge Walk MS® participant raises \$1,500.

PREVIOUS YEAR’S RESULTS	THIS YEAR’S GOALS
# of team members: _____	# of team members: _____ (i.e.: 20% increase = number of previous year participants x 1.2)
Amount raised: \$ _____	Minimum goal: \$ _____ (i.e.: team member goal x previous team member average)
Average team member raised: \$ _____ (Dollars raised ÷ number of team members)	Suggested goal: \$ _____ (i.e.: number of team members goal x \$1,500 Challenge Walk MS average)

Planning Activities

1. Appoint team co-captains

Due date: _____

People to ask:

- _____
- _____
- _____

2. Customize team webpage (visit your Fundraising Center)

Due date: _____

3. Team kick-off announcement to all previous team members and/or company employees

Due date: _____

4. Recruitment activities

ACTIVITY	DATE	\$ GOAL

5. Fundraising activities

ACTIVITY	DATE	\$ GOAL

6. Email to all team members announcing goals and activities

Due date: _____

7. Thank you note to all team members

Due date: _____

ONLINE TOOLS: MAKING FUNDRAISING FAST & SIMPLE

Everyone who registers for Challenge Walk MS® gets a Fundraising Center, the online hub for managing online fundraising.

How It Works

From the Fundraising Center, you can edit your Personal Page, email donors, manage your campaign and, for team captains, follow your team's progress. To get to your Fundraising Center, log in to your Challenge Walk MS event, log in to your account with your username and password and click on Fundraising 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 emails to friends and family asking for their support** — You can easily import contacts into your Address Book from other email applications such as Microsoft Outlook, Gmail 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 email 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 emails to your supporters
5. **Boundless fundraising and social networking** — Fundraise with Facebook through the 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.
6. **Challenge Walk MS mobile app** — Available in the App store and Google Play store. Manage and share your Challenge Walk MS experience on the go with our Challenge Walk MS mobile app. Fundraise and connect with others through social media and email, update your web pages, use instant check deposit, check your progress, and much more — all from the palm of your hand.

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:

- **Set up your personal webpage and fundraise online** — It is free, easy and pays off. Online fundraisers raise double the money.
- **Set a goal** — Make it lofty but attainable and then contribute yourself. This will help motivate your teammates and people who donate to you.
- **Download** receipts, sample letters and find great fundraising tips online. Visit challengewalkMS.org.
- For more fundraising ideas, contact your local Society office.

REMEMBER: No one can say yes unless you ask!

Don't Forget Matching Gifts

To increase your team's fundraising dollars, contact your company's human resources department to find out about their matching gift policy. They will give you instructions on how to submit the matching gift. Be sure to remind your team members and donors about matching gifts as well. Visit this site to see if your company participates in the matching gifts program: matchinggifts.com/nationalMSSociety

TEAM AWARDS

A little friendly competition among teams 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? Contact your local office to learn more about team awards.

Prizes

Prizes are based on per person money turned in prior to the Challenge Walk MS® event. Contact your local office to learn more about prizes you can earn.

Fundraising Clubs


Join fundraising clubs to earn special benefits. Visit your local Challenge Walk MS webpage for more details!





SOCIAL MEDIA


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


 **Facebook**
Share your Challenge Walk MS® experience with your network, ask for donations and update about your progress! You can also join the Challenge Walk MS® Facebook group at: facebook.com/groups/challengewalkMS

 **Instagram**
Post stories, reels, videos and photos to document your Challenge Walk MS journey!

 **LinkedIn**
Tap into your professional network. LinkedIn® groups can help you connect with others of similar passions and interests.

 **Twitter**
Tweet about your Challenge Walk MS experience and team!

 **YouTube**
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 Challenge Walk MS experiences and invite others to join or support you with a donation.

 **Your Personal Fundraising Webpage**
Create and customize your personal fundraising webpage after you register. You can accept donations online, send thank you emails, share your progress and invite your friends to join you. The Society makes it quick and easy to get started with a simple login.



FREQUENTLY ASKED QUESTIONS

How do I get help and set up my Fundraising Center?

We are here to help you reach your fundraising goals. Give us a call at 855-372-1331 and we will gladly help you with fundraising and recruitment ideas. In addition, we can set up your fundraising center so you can better raise funds online.

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! Download the Challenge Walk MS app to use the instant check deposit feature. You can also mail them in with a donation form found online. Use one donation form per mailing and send it to your local office for processing.

We ask that you turn all cash into checks or make an online contribution in your donor's name. Online contributions are automatically credited to your account. Include remaining contributions in your check-in envelope and bring it with you on the first day of the event.

What if there is inclement weather?

MS doesn't stop, and neither do we — rain, snow or shine. Please dress accordingly.

Do I need to raise money? Isn't my attendance enough support?

Challenge Walk MS® is a fundraiser. Money raised funds critical research and helps people living with MS and their families live their best lives.

How will the 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 Challenge Walk MS T-shirt will be available at the event. If your size is unavailable, volunteers will take your information, and we will mail a shirt to you after the event. Prizes are based on money turned in by the money due date. Most prize collection is available at the event if not mailed before or after depending on qualification rules.

What if I cannot walk all 50 miles?

We have volunteers driving along the route called SAG (Support and Gear) who give rides to rest stops, lunch, the finish line or back to the overnight location. You can also call our Net Control team to ask for an SAG driver and give them your location along the route.

Visit challengewalkMS.org for more information.

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