



National
Multiple Sclerosis
Society

Story Writing Guide

Hi, my name is [YOUR NAME], and I'm participating in [EVENT NAME].

[EVENT NAME] brings our community together to raise funds for multiple sclerosis (MS) research and support programs through the National MS Society. I'm passionate about this cause because [insert personal reason why this cause is important to you].

[Personal Story]

[Share a personal story that explains why this event and the National MS Society are important to you. This can be a personal experience, a story of someone you know, or something that inspired you to take action.]

[Call to Action]

Did you know that nearly 1 million people in the United States are living with MS? The National MS Society provides resources to help them live their best lives and funding to find a cure for this disease.

Please consider making a donation and sharing my fundraising page with your friends and family. And if you're able, I would love for you to join my [EVENT NAME] team.

Every donation makes a difference.

- Over 8 million people connect with the Society for support and resources
- The Society has paved the way for every MS treatment option that exists today
- Over 41,000 MS activists helped pass 35 state-level bills in 2022 to help people with MS and their families
- Since 2017, the MS Navigator® program has connected nearly 300,000 people affected by MS to the resources they need to live their best lives
- In 2022, the MS Navigator program helped 4,595 people with MS receive \$7.8 million in financial support
- More than 90,000 people join Society-organized online communities and self-help groups every year
- The Society established a global research agenda with the Pathways to MS Cures roadmap published in the Multiple Sclerosis Journal and endorsed by more than 26 organizations across the world

[Thank You]

Thank you for taking the time to read my story. Your support means the world to me and will make a difference in the lives of those living with MS.

[Footer Image/Logo: The National MS Society logo with the event logo]

Instructions:

Start with a strong opening. Begin your story with a hook that grabs the reader's attention and makes them want to keep reading. This can be a personal anecdote, a powerful statistic or a statement that sets the tone for your story.

Make it personal. Share a story that is meaningful to you and connects to your cause. Talk about why finding a cure for MS is important to you and how MS has affected your life or the lives of people you know.

Be authentic and vulnerable. Emotion is a powerful tool for engaging your audience and inspiring them to take action. Use descriptive language to evoke emotions like empathy, compassion and inspiration.

Show impact. Use concrete examples to demonstrate how your fundraising efforts will make a difference. Share stories of people who have been helped by your cause and explain how donations will be used to make a difference.

Keep it concise. While it's important to tell a compelling story, you don't want to overwhelm your audience with too much information. Keep your story concise and focused. Highlight the most important points.

End with a call to action. Finish your story with a clear call to action. Whether it's making a donation, sharing their story or getting involved in your cause - make it easy for people to take the next step.

Remember, the goal of your fundraising story is to inspire people to take action and support your cause. By following these steps and tips, you can craft a story that engages your audience and motivates them to make a difference.