Congratulations! By choosing to participate in Walk MS or Bike MS, you are joining the movement to find a cure for multiple sclerosis. You will find that moving in concert with thousands of other supporters throughout our community is both fun and rewarding.

Since 1992, Western & Southern Financial Group has been the title sponsor of Walk MS. Our company believes in the mission of the National MS Society and is proud to partner with the Ohio Valley Chapter on this outstanding event. We look forward to walk day every year!

Ohio Valley’s Walk MS saw its best year ever in 2008, raising more than $649,000 at seven local sites. This year, we are aiming to raise more than $694,000. Bike MS, which raised $640,000 in 2008, has a goal of $734,000 in 2009. That means a combined 2009 goal of more than $1.4 million and renewed help and hope for those living with multiple sclerosis.

The National MS Society’s 2009 walk and bike events promise to be bigger and better. Walk MS, which is celebrating its 20th anniversary, expects to draw over 6,100 walkers. Bike MS plans to attract 1,000 cyclists and is moving to a new venue and adding an optional 25-mile daily route, raising the number of route options available to three per day. There is sure to be something new and exciting at each event, whether you are participating for the first time or the 20th.

Despite the economic challenges being faced by our nation, the need for National MS Society funding for research, treatment and services continues. On behalf of Western & Southern and all the sponsors of these two terrific events, thank you for your participation!

Let’s keep the momentum going strong by lending our physical and financial resources to the movement. The benefits will be life changing!

Sincerely,

John F. Barrett
Chairman, President and Chief Executive Officer
Western & Southern Financial Group
National MS Society
The National MS Society believes that moving is not just something you can or can’t do, but rather is who you are. This is why we host events like Walk MS and Bike MS — to raise funds for research, as well as comprehensive programs and services for people with MS — moving closer to a world free of MS. The commitment you have made to participate and fundraise makes a profound difference in the lives of more than 6,000 people living with MS who are served by the Ohio Valley Chapter of the National MS Society. We’re excited to welcome you to the collective of passionate individuals who want to do something about MS now.

Founded in 1952, the Ohio Valley Chapter serves 24 Ohio counties and the three northern Kentucky counties of Boone, Kenton and Campbell. We are committed to ensuring that people living with MS across our chapter service area have the information and quality care they need to live healthy, productive and independent lives. To meet these needs, we provide a variety of programs and services that span a spectrum of needs.

walk MS: 20th Anniversary
Western & Southern Financial Group
Help us celebrate our 20th Anniversary of Walk MS as we move to raise $694,000 in 2009! Walk MS is one of the area’s most visible and inspirational series of fundraising events. The Ohio Valley Chapter’s Signature Walk, held at Sawyer Point in downtown Cincinnati, draws more than 3,500 walkers who come together to raise funds and awareness. Six community walks mobilize companies, friends, neighbors, civic and faith groups in Butler County, Cincinnati North, Dayton, Gallipolis, Miami County and Northern Kentucky.

You’ll move. You’ll be moved. Joining the movement with hundreds of thousands of people across the country is an experience like no other. We walk together during Walk MS to make a powerful statement and to keep us moving toward a cure. Form a team, raise funds and walk to help people affected by MS. Each step you take brings us closer to a world free of MS.

bike MS: Venture the Valley 2009
presented by Kroger Brand
You’re up for the challenge and ready for the ride of your life! The sense of accomplishment that you will feel as you cross the finish line can only be matched by the difference you will be making in the lives of people affected by MS. Sign up to ride and we will be there to support you through every mile with tools to help you train and fundraise. You will enjoy a fully supported, fun and truly inspirational experience. Accept the challenge. It will be the most rewarding journey you will ever take.

Bike MS: Ohio Valley 2009 is excited to announce a shift in naming to Bike MS: Venture the Valley 2009! We are also moving forward with a new location, new route options and new overnight accommodations. Past riders have expressed an interest in ways to improve the ride. You asked for it and we’ve got it! We are moving toward a more streamlined ride to generate more money toward our vision of a world free of MS by providing you with a safe, scenic and seamless event.

About MS
Multiple sclerosis interrupts the flow of information from the brain to the body and stops people from moving. Every hour in the United States, someone is newly diagnosed with MS, an unpredictable, often disabling disease of the central nervous system. 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 more than twice as many women as men being diagnosed with the disease. MS affects more than 400,000 people in the U.S., and 2.5 million worldwide.

Where Does My Money Go?
The National MS Society helps people affected by MS through funding cutting-edge research, driving change through advocacy, facilitating professional education and providing programs and services to help people with MS and their families move their lives forward.

Just look at the difference it makes:
Funding and Research
The National MS Society is funding more MS research than any other voluntary health agency in the world. Since its founding in 1946, the Society has invested more than $600 million to support MS researchers working in the US and abroad.

The National MS Society explores non-traditional research avenues, including: health care policy and delivery, quality of life, impact of MS, complementary and alternative therapies and innovative concepts initiated by pharmaceutical and biotech industries. Key approaches that MS researchers are taking include: testing experimental therapies; probing how the immune system works and what goes wrong in MS; searching for ways to repair myelin and nerve damage; understanding how infectious agents could trigger MS; and searching for genes that make people susceptible to developing MS.

Programs and Services
The Ohio Valley Chapter of the National MS Society offers more than 30 programs and services including:
- Life with MS Groups
- Medical Equipment Assistance
- Financial Assistance
- Peer Support
- Education Seminars
- Physical Health Programs
- Physical Therapy Home Evaluations
- Professional Education
- Advocacy

We reach out to those facing a new diagnosis of MS and make concerted efforts to welcome and engage those contacting us for the first time.

Information and Referral
Individuals can contact the chapter to request information regarding any MS-related topic, such as symptom management, drug therapies or current research and to obtain referrals to local neurologists and community resources. For more information, call the chapter at 1-800-344-4867.

MS Champions
Every year, thousands of event participants and people living with MS come together to walk or ride and fundraise in the hope of moving closer to a world free of MS. The MS Champions program connects event participants with people living with MS to foster awareness, education, gratitude and most importantly, hope.

During the event, participants wear a bandana signed by a Champion living with MS with whom they’ve been matched. The paired participant and Champion are encouraged to share their story with one another before, during and after Walk MS and Bike MS.

If you are a walker, a rider or a person with MS who is interested in participating in the Walk MS and/or Bike MS Champions program, please visit our website at fightMStoday.org or contact Development Coordinator Zoee Seuberling at zoee.seuberling@ohg.nmss.org or 1-800-344-4867.

MS Champions Highlights
- Connect with a Champion whose life has been affected by MS
- Correspond with your Champion throughout your Walk MS/Bike MS experience
- Share the excitement of the event day with your Champion at the finish line

Volunteers
Volunteers are vital to the success of each Walk MS and Bike MS event. Whether volunteers choose to help with rest stops, registration, set-up, clean-up or cheering at the finish line, they are an integral part of the movement. Ask friends, family, neighbors, faith or civic groups and others you know to support your efforts by volunteering at one of the Walk MS locations or during Bike MS weekend.

Volunteer opportunities include:
- Event Set-Up
- Event Clean-Up
- Finish Line
- Food Service
- National MS Society Booth
- Parking
- Processing Event Donations
- Registration/Check-in
- Rest Stops
- T-shirt Distribution
- Volunteer Check-in

For more information, please visit our website at fightMStoday.org or contact Development Coordinator Zoee Seuberling at zoee.seuberling@ohg.nmss.org or 1-800-344-4867.
walk to create a world free of MS.

Saturday, April 18
Butler County
Cincinnati North
Dayton
Gallipolis
Miami County
Northern Kentucky

Saturday, April 25
Cincinnati

fightMStoday.org
or call: 800 344 4867

THANK YOU to our sponsors

walk
20th Anniversary
Ohio Valley Walk 2009
By walking together, we can keep everyone moving forward!

Join the Movement at one (or more) of our 2009 sites:

Saturday, April 18
> Butler County
  TRI-Community Center, 6025 Fairfield Rd., Oxford, OH 45056
> Cincinnati North
  Liberty Junior School, 7055 Dutchland Pkwy., Liberty Twp., OH 45044
> Dayton
  Kettering Middle School, 3000 Glengarry Dr., Kettering, OH 45420
> Gallipolis
  Haskins Memorial Park, Ohio Ave. & Mill Creek Rd., Gallipolis, OH 45631
> Miami County
  Troy Memorial Stadium, 150 W. Staunton Rd., Troy, OH 45373
> Northern Kentucky
  Dixie Heights High School, 3010 Dixie Hwy., Edgewood, KY 41017

Saturday, April 25
> Cincinnati
  Sawyer Point, 705 E. Pete Rose Way, Cincinnati, OH 45202

Walker Check-in begins at 8:30 a.m. for all sites.
All Walks begin at 10:00 a.m.
FAQs

How do I get started?

STEP 1: You’ve already registered!

STEP 2: Visit your Participant Center online and customize your Personal Page. Check out our Guide to Online Fundraising, on page 28 of this handbook, for details.

STEP 3: Recruit a few friends and start a team! Check out page 21 to learn more about starting a team.

STEP 4: Set a goal and start fundraising.

STEP 5: Collect donations and bring your pledge envelope with you to Walk MS!

Do you have any brochures, posters or information to help promote Walk MS?

Yes, we do. You can obtain these materials in two ways:

OPTION 1: Go to the Walk MS section of our website at fightMS today.org and click on the Download Materials tab to find the Brochure/Poster Order form and return it to us via mail or fax.

OPTION 2: Contact our Development Coordinator Zoee Seuberling by phone or by email at zoee.seuberling@ohg.nmss.org or 1-800-344-4867 for more information.

How do I turn in my donations?

OPTION 1: Fundraising can be fast and easy by having your supporters donate online with a credit card on our secure website at fightMS today.org. Direct your supporters to your Personal Page on our website.

OPTION 2: Mail in your donations. Please be sure to include a donation sheet with your contact information. You can download a donation sheet from the Download Materials section of the Walk MS website at fightMS today.org. Donations can be mailed to:

National MS Society
ATTN: Walk MS
4440 Lake Forest Drive, Suite 120
Cincinnati, OH 45242

OPTION 3: Turn in your donations on the day of the walk. Bring your donations with you in your donation envelope. Complete all information on the envelope. Turn it in at walker check-in.

How can I enter the donations I have received on My Participant Center?

Checks and cash received via mail or in person are called Offline Donations.

STEP 1: Log onto your Participant Center.

STEP 2: Choose the Walk MS event you would like to update.

STEP 3: Click on My Progress.

STEP 4: Click on Enter Gifts Received Offline.

STEP 5: Complete information box. Click on Save or Save and Add Another. Please complete the information as it is seen on the check.

What do I do if I receive cash?

You need to do one of two things:

STEP 1: You can get a money order or write a check for the cash and turn it in (just be sure to indicate who the donor is).

STEP 2: You can go online to your Participant Center and make a credit card donation for the cash you received – just enter the name of the donor instead of your own name when going through the steps.

Remember – never mail cash to the office. You can drop it off to us in cash form or you can turn it in the day of the walk.

What if I need more donation forms or donor receipts?

Visit the Download Materials section of the Walk MS website at fightMS today.org where you can print donation sheets and donor receipts.
What if it rains?
We walk rain or shine, so pack your umbrella or poncho. “No matter the weather, we walk together!”

What if I can’t finish the walk?
No problem! Each Walk MS event has accessible support vehicles patrolling the route. If necessary, a support vehicle can pick you up and take you to the finish line.

Are food, water and restrooms provided for walkers?
Food and drinks are provided at each event, but we encourage walkers to bring a bottle of water. Accessible restrooms are located at all rest stops as well as at the start/finish.

walk MS Fundraising Prizes
Mission First Club
By generously donating your prize back to the National MS Society, you will become a member of the Mission First Club. You will receive recognition of your support via email and on our chapter website. Indicate that you would like to donate your prize back to the chapter on your prize redemption form and return it to us.

Prizes
Did I qualify for a prize? How do I receive my prize?
STEP 1: Walkers are eligible for prizes based on individual fundraising totals. To qualify for prizes, you must raise at least $250.
STEP 2: You will receive your prize redemption form in the mail within seven days after your walk.
STEP 3: Only donations turned in by the donation deadline date of May 31, will be counted toward eligibility for a prize.
STEP 4: You must return your prize redemption form in order to receive your e-store prize certificate. The prize form must be postmarked by June 10.

walk MS Fundraising Clubs
Visit the Walk MS section of our website at fightMStoday.org to view club benefits.
ELITE FEET ($600 - $2,999)
SHOOTING STAR ($3,000 - $5,999)
MISSION STAR ($6,000+)
TOP 50 FUNDRAISERS
TOP 3 FUNDRAISERS BY SITE
ACCEPt THE CHALLENGE

bike MS:
Venture the Valley
August 29 - 30, 2009

Tim, diagnosed in 2003, riding Bike MS ...

By riding together, we can keep everyone moving forward!
Join the Movement:

August 29 - 30, 2009
YMCA Camp Kern
5291 State Route 350
Oregonia, OH 45054
www.campkern.org

Create a world free of MS and ride a 25, 50 or 75-mile route each day.

Fees: Registration fee plus $300 fundraising minimum per rider

Visit fightMStoday.org for more information and to set up your participant page.

THANK YOU to our sponsors

Kroger
PURE PROTEIN
Fidelity
Kroger Brand
PowerBar
xpedx
mom

JOIN THE MOVEMENT
FAQs

**What time does Bike MS start?**
Registration/check-in begins on Saturday & Sunday morning at 6 a.m. and the ride begins at 7:15 a.m. All riders who are not on the route by 8:00 a.m. will be SAG’ed forward to the appropriate rest stop. Bike MS takes place rain or shine.

**How much does it cost to participate?**
There is an individual registration fee which is tiered. It is cheaper to register early! All riders are required to raise minimum donations of $300.

**NEW for 2009 is our Ticket to Ride program, which waives the registration fee for new riders.**

**EXAMPLE:** 1 Rider = Cost of Registration fee + $300 required minimum donation payment (which is due at rider check-in)

**Registration fees are non-refundable and non-transferable.**

**Is my child able to ride?**
The minimum age to ride is 12 years old. All children under 18 years of age must be accompanied by a legal guardian on the ride and a notarized waiver is required. No trailers or carriers permitted. Anyone under the age of 12 who wishes to participate in Bike MS is always welcome to volunteer.

**When and where can I pick up my event packet?**
We will be offering pre-event packet pickups at designated locations. Check the website for exact locations and times. We encourage you to attend pre-event pickups to avoid long lines on Saturday morning!

---

**FUNDRAISING**

**Who donates to me?**
ANYONE can donate to you. Participants can donate to themselves or ask co-workers, friends, neighbors, local businesses and family members. Many companies support their employees - be sure to ask your employer if they offer a matching gift program.

**People have asked me for a receipt. What should I do?**
For donations of $199 or less, we can send you a packet of receipts by request or you can download a printable version from the website. We will send a letter with the appropriate tax information to all donors who have given over $200 (provided we have their correct name and mailing address information).

**To whom do I make checks payable?**
The National Multiple Sclerosis Society. Please mail to:
National MS Society
4440 Lake Forest Drive, Suite 120
Cincinnati, OH 45242

Please put the participant’s name and Bike MS on the memo line so we can give credit to your fundraising efforts.
What if my company wants to match gifts?
To take part in the matching gift program, please visit your Human Resource Department or your Matching Gifts Coordinator and ask for a Matching Gift Form. Then mail it to the National Multiple Sclerosis Society, 4440 Lake Forest Dr., Suite 120, Cincinnati, OH 45242. Please include the rider’s information so we can apply the match correctly.

Increase your fundraising efforts - don’t forget to ask your donors if their companies will provide matching gifts! Many companies will match any donation made to Bike MS.

How do I enter checks received in the mail to My Participant Center?
Checks and cash received via mail or in person are called Offline Donations.

**Step 1:** Log onto your Participant Center.
**Step 2:** Choose Bike MS for updating.
**Step 3:** Click on My Progress.
**Step 4:** Click on Enter Gifts Received Offline.
**Step 5:** Complete information box. Click on Save or Save and Add Another. Please complete the information as it is seen on the check.

What do I do if I receive cash?
You need to do one of two things:

**Option 1:** You can get a money order or write a check for the cash and turn it in (just be sure to indicate who the donor is).

**Option 2:** You can go online to your Participant Center and make a credit card donation for the cash you received – just enter the name of the donor instead of your own name when going through the steps.

Remember – never mail cash to the office. You can drop it off to us in cash form, or turn it in at packet pickup.

May I transfer or move my funds to another rider?

How do teams split donations?
Donations will not be moved/transferred from participant to participant once the donation has been received and posted. When team donations are received, the donation will be applied to the team total, unless otherwise noted. Please follow our Split Donation Guidelines found in the fundraising section of our website.

SAFETY
Will there be support and gear assistance (SAG)?
Support and Gear (SAG) vehicles patrol routes until the last rider is in. Their primary function is to assist riders. SAGs do not stop to make repairs to bikes. They will take riders to the next Rest Stop offering repair services. Do not be shy about taking advantage of them if you feel tired or need assistance!

Will there be medical support?
Medical personnel will be available throughout the event weekend including the overnight stay and finish line. In the case of minor roadside situations, SAG drivers may transport riders to the next rest stop for assistance.

ROUTE
Are there rest stops along the route?
Yes, there are rest stops every 8 to 12 miles. Please refer to your route map for rest stop locations per route option. Every rest stop is supported with beverages and energizing snacks. Lunch is provided both days on the ride. Route maps are distributed at Bike MS.

How long does it take a rider to finish in a day?
It all depends. The average cyclist rides 8 to 12 miles per hour. Please remember, Bike MS is not a race, and everyone should ride at their own pace.

What if I get tired at any time along the route?
Not a problem. There are Support and Gear vehicles along the route to assist you.

TEAMS
How do I go about forming a team?
All you need is a minimum of four people and a team name! If you want to form your team and register online, go to the Register tab and click on “Create a New Team” to get your team started. Then as your teammates register, have them click on “Join an Existing Team” and then search for your team name. If you have already registered as an Individual Rider, please call or email breana.krotz@ohg.nmss.org and we will be happy to create your team for you, or place you on an existing team.
EVENT WEEKEND

Will food and beverages be provided?
The ride provides food, beverages and lunch along the route both days. Water, energy drinks, and light snacks are available at every rest stop. Dinner will be provided Saturday evening and breakfast will be provided on Sunday morning. Sunday afternoon will include our food, beverages and entertainment at our Victory Party on the Lawn & Family Funfest! Family, friends and team support are welcome to join us at the start/finish area, rest stops and the overnight. For families and friends who are not volunteering who wish to have dinner and/or breakfast please visit the Welcome/Information booth to purchase a wristband. Check for pricing information closer to the ride.

What are the overnight accommodation options?
Participants have several options for accommodations: cabin lodging, tent camping, a local hotel or home.

What happens when I arrive at Camp Kern on Saturday afternoon?
You can relax and enjoy live music, refreshments, a Beer Garden and food. Depending on the time you arrive and the accommodations you have chosen, it’s all about YOU! Enjoy dinner, a Beer Garden and the Evening Party & Awards Celebration. Guests and family members are welcome to attend with you; see Welcome/Information booth to purchase wristbands for food. Each year, the Bike MS team works diligently to create a festive atmosphere for all participants to celebrate and have a great time. Check the Bike MS website for more details as the ride approaches.

bike MS Fundraising Prizes

Mission First Club
By generously donating your prize back to the National MS Society, you will become a member of the Mission First Club. You will receive recognition of your support via email and on our chapter website. Indicate on your prize redemption form that you would like to donate your prize back and return your form to the chapter.

Prizes
Did I qualify for a prize? How do I receive my prize?

**STEP 1:** Riders are eligible for prizes based on individual fundraising totals. To qualify for prizes you must raise $500.

**STEP 2:** You will receive your prize redemption form in the mail within 7 days after Bike MS.

**STEP 3:** Only donations turned in by the prize deadline date of September 30 will be counted toward eligibility for a prize.

**STEP 4:** You must return your prize redemption form in order to receive your e-store prize certificate. The prize form must be postmarked by October 7, 2009.

Fundraising Clubs
Visit the Bike MS section of our website at fightMStoday.org to view club benefits.

- **TOP BANANA** ($1,200 - $2,999)
- **SHOOTING STAR** ($3,000 - $5,999)
- **MISSION STAR** ($6,000+)
- **TOP 50 FUNDRAISERS**
Moving Together:  
3 Simple Steps for Building a Successful Team

As a part of the MS movement, you and your team are committed to a world free of MS. We are committed to you and the success of your team.

STEP 1: Recruiting

STEP 2: Raising Money

STEP 3: Really Having Fun!

Being a Team Captain is an opportunity to share a great experience — a community coming together for a common goal! As a leader, it’s up to you to remind your teammates of why they registered. Walk MS and Bike MS can be more than a fundraising event — it can be a celebration of how far we have come together!

Recruiting Your Team

Team members can be anyone — friends, family, coworkers, or neighbors — and they can all easily register as walkers or cyclists online at fightMStoday.org. Whether you are a corporate team or a team of family and friends, just be sure to ask everyone you know.

- Send letters and emails to your friends, family, neighbors and coworkers announcing your commitment and inviting them to join you.
- Use your online Participant Center to send pre-crafted recruitment emails.
- Hold a new team member registration party. Encourage each team member to recruit one more person and bring him or her to the party.
- Schedule a visit at your workplace with a representative from the National MS Society to give a presentation to potential team members, human resources or management.
- Ask to be paired with a Team Captain Mentor. Ask our veteran captains how they recruit their team each year! Learn about their successes!
- Spread the word. Hang posters at your place of business or pass out brochures to your organization. Keep telling family, friends, coworkers, neighbors and community members that you are participating and fundraising for the National MS Society. You will be surprised who may have a connection to MS.
- Make sure ALL team members register individually under your team name.
Raising Money Has Never Been Easier!

Simple Steps to Online Success

Fundraising comes more naturally when you make it personal. If your team is participating for someone with MS, ask them if they would be willing to tell their story. Don’t forget to ask everyone who donates to you if their employer offers matching gifts!

STEP 1: Set up your Team Page – Your online team page is your invitation to the world to become involved in the movement. We are here to help you reach your goal. Utilizing your team page to its fullest is setting up your team for success. Remember – if your page is personal and fun it is memorable – for example, put in a picture of you or your team. Write the story of your team and how you are moving together toward a world free of MS. Keep your page current and give updates on fundraising progress. Create your team page URL shortcut – this way you will be able to easily direct people to your team page. Put a link to your fundraising page in the signature of your email.

STEP 2: Recruit members online – No need to collect paper or spend hours on the phone. Your team members can quickly and easily register themselves online. Have people join your team from your team page. Or, use the Participant Center tools to send a team registration link via email. You can also download your Outlook, AOL or Yahoo! mail contact list into the tool.

STEP 3: Fundraise online – Now for the fun part! After you send your personalized email out to all your friends, family and colleagues, you can watch your up-to-the-minute fundraising tracker. Our online tools make it simple for your supporters to donate and to keep you moving forward toward your fundraising goals — and a world free of MS.

STEP 4: Encourage team members to use online personal pages. Once you see what the tools can do for you, encourage your team members to see what the tools can do for them. Make it fun by giving incentives to your team members to fundraise online – a pair of movie tickets to the team member that raises the most in a week, or a gift card to every team member who gets at least five donations online. Be creative and ensure that your team not only reaches their goals, but has fun.

Ten Great Things about Our Online Team Tools

1. Post your team pictures online
2. Include your company’s logo
3. Set up a simple URL for your team page
4. Set a fundraising goal that everyone can see and support
5. Download your team roster
6. Email your entire team at once
7. Track your team members’ fundraising progress
8. See your real time team fundraising total
9. Track your team gifts and send a thank you
10. Easily update your page and photo

Goal Setting

Creating a successful fundraising plan

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, while keeping these tips in mind:

- Goals should be realistic, but significant; if it requires hard work to attain, it will be a source of pride for your team.
- Do not arbitrarily set a goal without input from the team. Having them believe in the goal from the word “go” will make your job as Team Captain that much easier.
- Do not forget to set both personal and team fundraising goals. Lead by example: Share your fundraising goal with your team.
- Set a goal for team size as well as collective fundraising. Supporting more team members can mean more substantial fundraising!
- Don’t keep your goal a secret! Use email, team pages, and even internal company intranets and newsletters to communicate goals - and how close you are to them.
- If you are part of a large corporate team, have departments set their own goals to create some fun internal competition.

Corporate & Employee Benefits

Creating a Team Offers Rewarding Benefits

- Visibility in the community with little or no cost to the company.
- Provides employees with a fun social outing.
- The satisfaction and reward you feel when crossing the finish line are unmatched.
Corporate Pride and Employee Retention
• Promotes teamwork and camaraderie
• Work together to meet goals and create success
• Employees look forward to next year’s event – increasing spirit and morale

Community Involvement Builds Strong Corporate Images
• Your company name and/or logo are visible by hundreds or even thousands of participants, MS clients, volunteers and other companies
• Corporate reputation increases with clients, investors and employees
• New relationships with potential customers and employees
• Promotes community goodwill
• A unique business marketing opportunity at low or no cost

walk MS & bike MS Team Fundraising Clubs
Mission Possible Team Award ($50,000 and up)
Diamond Award ($20,000 - $49,999)
Platinum Award ($15,000 - $19,999)
Gold Award ($10,000 - $14,999)
Silver Award ($5,000 - $9,999)
Bronze Award ($2,000 - $4,999)
Overall Top Fundraising Team for both Walk MS and Bike MS
Top Fundraising Team in the following 3 categories:
• Corporate
• Family/Friends
• Community (civic, school, church, group…)

Walk MS will also recognize the Top Teams in the above categories by walk site

Team Spirit Awards (presented at each event site for Walk MS and Bike MS)
• Largest Team
• Best Team Name
• Best Team T-shirt/Jersey
• Most Inspiring Team
• Most Team Spirit
• Rookie Team of the Year (overall)
• Highest Pledge Average (overall)
• Best Team Tent (Bike MS only)

Team & Team Captain Benefits
Special Benefits for Teams
• Team Photos
• MS Awareness Week (March 2 – 6)
• MS Awareness Month, State of Ohio (March)
• Walk MS Kickoff Rally (TBA)
• Bike MS Training Ride Kickoff Week (May 4 – 10)
• Team Fundraising Awards & Team Spirit Awards
Special Benefits for Team Captains

- Team Celebration Week (Nov 17 – 21, 2008)
- Team Captain Cultivation Week (Jan 12 – 16, 2009)
- Team Weeks - Designated weeks in which incentives are offered for team recruitment
  - Walk MS Team Weeks (Feb 9 – 13 and Mar 2 – 6, 2009)
  - Bike MS Team Weeks (May 4 – 8, June 8 – 12 and July 6 – 10, 2009)
  - Bike MS Team Captain Sneak Peek (TBA)
- Teaming Up! e-newsletter - Receive newsletters via email each month with fundraising tips, team features, recruitment ideas and more!
- Special incentives for Team Captains - You never know when we just might drop by with a little something to show our appreciation!
- Awards Banquet & Reception - Top Fundraising Team Captains will be invited to an evening of celebration, Fall 2009, date TBD.
- Receive chapter support to get your team motivated and tools for fundraising.
- Be a leader in your company or community by being a Team Captain.

Helpful Reminders for Team Captains

Minimum Fundraising Requirement
Walk MS does not have a minimum fundraising requirement. However, the average walker raises over $100. In order to receive a 2009 Walk MS T-shirt you must turn in a minimum of $100 in donations before or at Walk MS.

Bike MS has a minimum fundraising requirement of $300 per person, which does not include the registration fee or lodging options, but does include route support, lunch and dinner on both days, snacks, water, sports drink and breakfast on Sunday morning. The average rider raises $800.

- Team Captains can turn in envelopes for the team; however, each member must have their own individual donation envelope or they will not be credited for prizes. For our insurance purposes, everyone must turn in a completed donation envelope and signed waiver – even if they do not turn in any money the day of the event.
- Instruct team members to fill out their donation envelopes completely. This helps us correctly enter all donations. Please be sure to use the original team name (not a new name created the day of the event).
- Donations may be submitted before the event, at the event or after the event. To have your donation count toward a prize and/or team ranking, money must be received by the donation deadline (Walk MS - May 31; Bike MS - Sept 30).
- Team members will be credited with the dollar amount each individual raises. Your team will be credited with the combined total of all team members’ money.
- If you are sending in or including a check that you would like split among team members then you must include a COMPLETE list of names to be credited. Please be sure to include the team name, your event/location and your contact information.
- We strongly encourage donating through our secure website at fightMStoday.org. We also accept checks, money orders and cash donations. However, please do not mail cash donations.
- Donations will not be moved/transferred from participant to participant once the donations have been received and posted.
- Matching Gifts will be included in prize totals, based upon the accredited institution, regardless of whether we have the matching gift donation in hand by the prize deadline date. **Matching gifts are not counted toward the fundraising minimum for Bike MS unless received by the day of the event.**
Guide to Online Fundraising

Each donation you collect brings us closer to a cure for MS. And, your fundraising success is limited only by your imagination. Is there any greater feeling than knowing you have made an impact in the lives of those living with MS and their families?

Usernames/Passwords

If you participated in 2008 or 2007, your username and password are the same. If you are a new participant in 2009 and you registered online, then you created your username and password when you registered. If you need a username or password, call us at 1-800-344-4867.

Online Security

The National MS Society has made every effort to protect your information and the information of your donors. We use industry standard SSL encryption techniques to make sure credit card information, password and personal information travel securely over the Internet. We have also installed an encryption engine on our database servers so data is securely stored.

Credit card information is not stored in our database. During the donation process, credit card information is sent to an online processing terminal using a secure connection. The information passed back is an approval or denial for the credit card donation.

Participant Center

The Participant Center is available to each registered participant and is unique to that participant. You can access the Participant Center by logging in with your username and password at the top of the screen or anywhere you see a text link for “Log In”.

Participant Center Features

- Update your personal page—include your story, share your connection to MS and tell others why they should join the movement.
- Upload your personal address book.
- Send pre-crafted emails to family, friends, coworkers or anyone else you would like to ask to sponsor you for Bike MS or Walk MS.
- Send follow-up emails to those who have donated to your fundraising efforts.
- Monitor your fundraising progress—receive email notifications when someone has donated to your fundraising efforts.

Personal Page

Your Personal Page is an online promotional tool asking friends and family to join your team or support you by making a donation. If you registered for the event online, by default, you will have a Personal Page created for you.

Personal Page Features

- Choose a layout and color scheme for your personal page.
- Customize your page to share your story about why you have joined the movement to create a world free of MS.
- Upload a picture with a caption to make your story more powerful.
- Make your page viewable to everyone who visits the Bike MS or Walk MS website.
- Choose how you would like your donors to be listed on your page—by name only or name and amount of donation.
- NEW! Enable the blog feature to post updates about your fundraising and success.
Address Book
Keep it simple by uploading your existing address book from your personal email account. The Society’s online fundraising tools support the following:
• Outlook/Outlook Express
• AOL
• Yahoo! Mail
• Generic CSV

Not sure how to upload your address book? Select your email application from the list provided on the screen and an information box will take you through the process step by step.

Email
The Email section allows you to send messages to your friends, family and coworkers to ask for donations in support of your participation.

Email Options
• Recruit team members
• Solicit donations
• Thank those who have made a donation

Create your own message or customize one that’s already been written to send to prospective donors. Send an email to solicit donations, encourage others to join your team or thank those who have already contributed. Team Captains can also send encouraging words or important announcements to team members by creating custom messages.

Follow-Ups
This section allows you to manage your contact list by monitoring emails you have sent and by sorting and filtering various groups within your list. You have the ability to send emails to specific groups in your contact list.

Filtering Options
• By Donor Status—have or have not donated
• By Teammate Status—have or have not joined your team
• By Prior Participation Status—donated in a prior event or participated on your team in a prior event
• By Suggested Follow-Up Actions—need to send an email, a follow-up email or a thank you message

My Progress
The My Progress section allows you to monitor your own personal fundraising progress and watch your thermometer grow.

My Progress Features
• Watch your thermometer grow as your donors contribute.
• View your monthly progress with a chart showing your fundraising success.
• Track the number of gifts you have received.
• View your gift history.
• Enter your offline gifts, send in the donations you are collecting and watch as we confirm your gifts online.
More Fundraising Ideas

You’ve already joined the movement by registering for this event. For more fundraising ideas, visit the Bike MS and Walk MS websites at fightMS today.org and click on the Fundraising tab.

Fundraising Resources

- Corporate Matching Gift Programs
- Sample Solicitation Letters
- 101 Fundraising Tips
- eBay Giving Works

Your fundraising potential is endless. Thank you for your support!

Contact Information:

National MS Society
Ohio Valley Chapter
4440 Lake Forest Drive, Suite 120 • Cincinnati, OH 45242
(513) 769-4400 • 1-800-344-4867
Fax (513) 769-6019
fightMS today.org

Walk MS
Angela Brock, Walk MS Manager
angela.brock@ohg.nmss.org

Bike MS
Kimberly Neff, Bike MS Manager
kimberly.neff@ohg.nmss.org

Teams & Top Fundraisers
Breana Krotz, Corporate Development Manager
breana.krotz@ohg.nmss.org

Volunteers & MS Champions
Zoee Seuberling, Development Coordinator
zoee.seuberling@ohg.nmss.org

Corporate Development
Eddie Rauen, Director of Development
eddie.rauen@ohg.nmss.org
Be sure to visit our website for more information, including:

- Team T-shirt/Bike Jersey order forms
- Brochure, Poster & other materials order form
- Employee Certificate of Appreciation
- Fundraising samples
- Goal-setting worksheets
- Team timeline

Have you seen our new e-store?
CHECK IT OUT!
Visit us at fightMStoday.org and click on the e-store to order all of your logo merchandise.

- Hats
- Bike Jerseys
- T-shirts
- Backpacks
- Golf Balls
- Jackets
- Fleece Blankets and Apparel
- Duffel Bags
- Umbrellas
- Polo Shirts