



National
Multiple Sclerosis
Society

Fundraising How To Guide



What is MS?

What is MS?

MS is a chronic, often disabling disease of the central nervous system. MS causes the destruction of myelin, resulting in the interruption of the flow of information within the brain, as well as between the brain and body. It is an unpredictable disease with no known cause.

Symptoms

- Difficulty walking
- Dizziness and vertigo
- Poor balance and coordination
- Weakness and fatigue
- Visual impairment
- Cognitive (memory) problems
- Plus many, many more.



National MS Society

Who Is Diagnosed?

- Every hour of every day, someone is diagnosed with MS.
- There are more than 400,000 people with MS in the United States.
- The average age for diagnosis is between 20 and 50 with more than twice as many females diagnosed than males.
- In Texas, we serve 254 counties and over 56,000 people living with MS as well as their families.



National
Multiple Sclerosis
Society

National MS Society

What We Do

We support people with MS and their families by:

- Supporting an international program of peer-reviewed scientific research in MS
- Organizing state and federal public policy
- Building public awareness
- Collaborating with MS clinicians
- Offering programs and services
- Raising funds to support all of these initiatives

Local Examples include:

- Our 4 Camps, Wellness Programs, Scholarships, Financial Assistance and Self-Help Groups



National MS Society

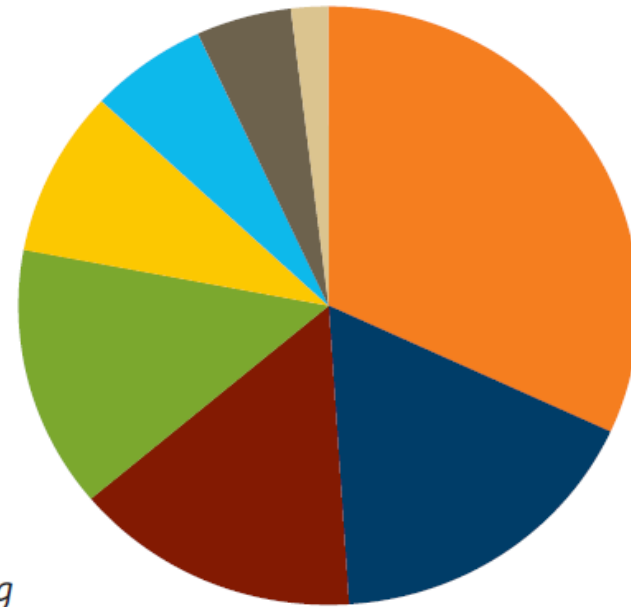
Where We're Going

We are leaders in the worldwide MS movement, mobilizing people to do something about MS now!



Where the Money Goes

How the Dollar is Spent



Eighty-one cents of every dollar spent funded Community Programs, MS Research, National Activities, Professional Education & Training, Programs & Services and Public Education.

Percentages based on Fiscal Year 2010 Audited Financial Statements.

Why we are excited about MS research

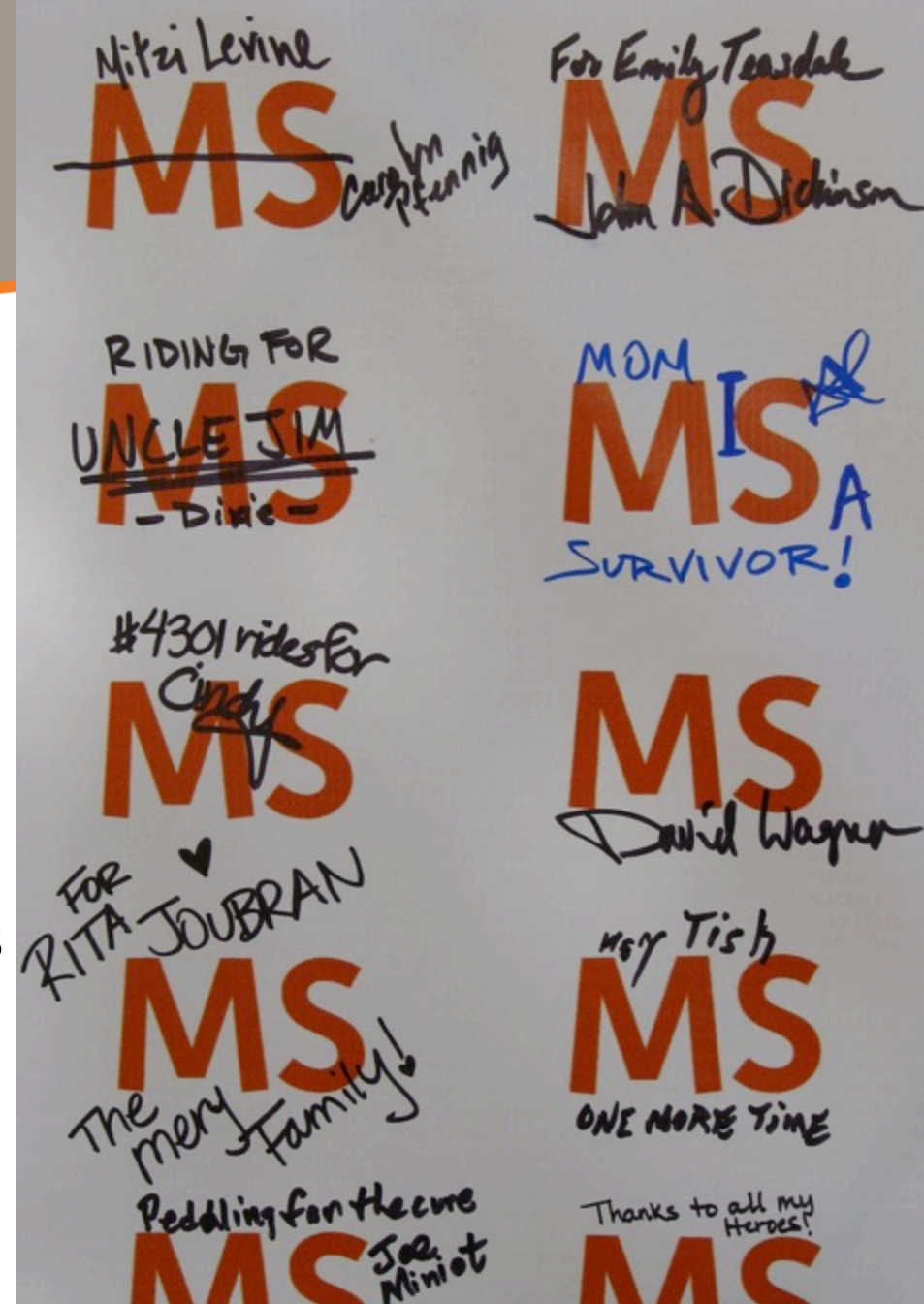
- **The Society has invested \$686 million in research over 62 years**
- **Our research effort is made possible largely by fundraising efforts of Society chapters and the generosity of donors**

So Why Do We Fundraise?

To STOP MS in its tracks

To RESTORE function

To END MS for future generations



How to Raise the Funds

FUNDRAISING



Fundraising

- **Online Tools**
 - My Participant Center
 - BP MS 150 Website
 - Facebook
- **Team Fundraising**
- **Individual Efforts**
- **Other Ideas**



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Online Tools

- **My Participant Center- not sure where to start?**
 - Username and Password needed that you registered with
 - My Participant Center located: under the Fundraising tab, Log-in: My Account
 - Still Need help? Contact the National MS Society Development Staff to get you on your way.

My Participant Center or Home

Welcome, Mark LeBlanc | [Profile](#) | [Log Out](#)

Houston Oaks/ the WellFit Group

HOME

EMAIL

PROGRESS

PERSONAL PAGE

TEAM PAGE

[Help](#)

Overview

Progress



\$50.00

I HAVE RAISED

\$15,000.00

MY GOAL [change](#)

0%

PERCENT

172

DAYS LEFT

 [Send email](#)

[Add contacts to Address Book](#)

[View your progress page](#)

[Work with Personal Page](#)

[Email Team](#)

[View team roster](#)

[Update question responses](#)

[Manage Your Display Name](#)

What to do next?

You have not sent any messages. You should email your contacts.

Welcome to your 2012 BP MS 150 Participant Center

What should I do next?

[Make Transportation Reservations](#)

**When you purchase transportation your name will be added to the transportation list. Once you check in at the Bus Depot, during the event, we will check the roster for your name. You will NOT receive a bus ticket.

Personalize Your Web Page. Simply click on the Personal Page symbol above and follow the directions. You can change the layout of the page, write you own personal story and upload photos (be sure to resize your photos to 300x400 for best results). If you have any questions on how to update your personal page, email us at ms150info@ms150.org.

**Note: If you participated in the 2011 BP MS 150 and logged into your personal page, it is possible that last year's personal page information was carried over into your 2012 personal page. Please login to your personal page and update if necessary.*

[Send out suggested e-mails](#) to your friends and family asking for their support!

Message from Your Team Captain

Welcome to the 2012 edition of the Houston Oaks Country Club & Family Sports Retreat's BP MS150 Cycling Team! Thank you for choosing us to be your partner in our drive to raise funds and awareness for those living with MS. It's going to be a great 7 months so start looking for my emails in the very near future!

From the Homepage, you can update your profile

Update Profile

> **Personal Profile** | [Special Interests](#)

[Edit Your Profile](#) [Change/Reset Password](#) [Turn off Remember Me](#)

Biographical Information

Name:	Title:	First Name:	Middle Name:	Last Name:	Suffix:	Professional Suffix:
	Mr.	Mark	J.	LeBlanc		

User Name: mjleblanc

Gender: Male

Email

Email: mark@houstonoaks.com

Accept Email: Yes

Emails

Welcome, Mark LeBlanc | [Profile](#) | [Log Out](#)

Houston Oaks/ the WellFit Group

HOME

EMAIL

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PERSONAL PAGE

TEAM PAGE

[Help](#)

Compose Message

[Send](#) [Save Draft](#) [Preview](#) [Save as template](#)





To:

As you enter the name of a person or group, contacts from your Address Book will display above this area. Press Enter or click the contact to place the email address in the To field. [choose from your contacts list](#)

Subject:

[▶ Use a template](#) Use a suggested message to email your friends.

Include personalized greeting ([What's this?](#))

 |   

B *I* U |        

▼ Current layout: General-Autoresponder ([done selectino](#))

Compose

Drafts

Sent

Contacts

Progress

Welcome, Mark LeBlanc | [Profile](#) | [Log Out](#)

Houston Oaks/ the WellFit Group

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PROGRESS

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[TEAM PAGE](#)

[Help](#)

View Personal Report

Progress

\$50.00

I HAVE RAISED

\$15,000.00

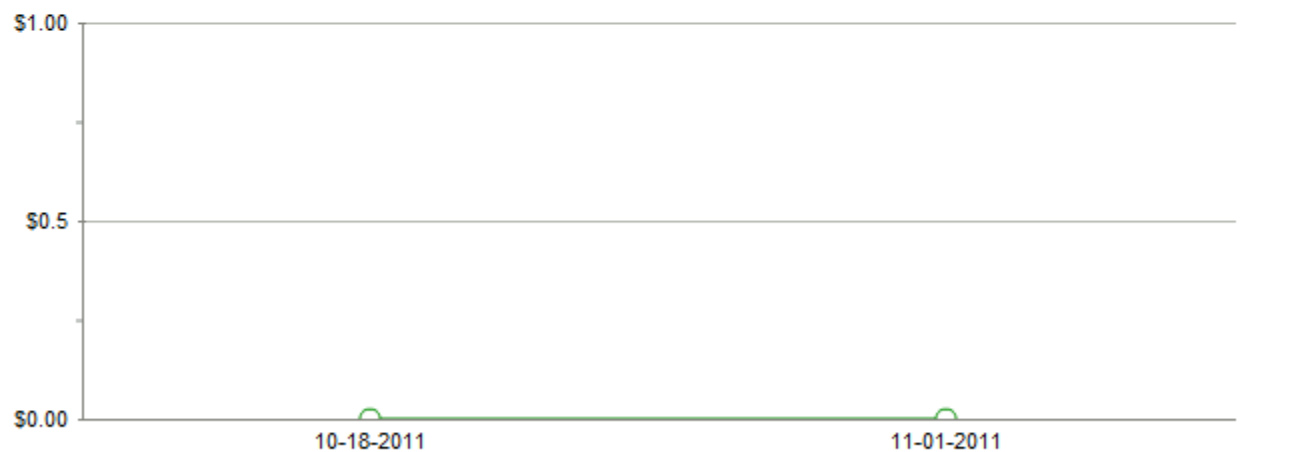
MY GOAL [change](#)

0%

PERCENT

172

DAYS LEFT



Donation History

Personal

[Team](#)

Top 10 Donors

Mr. Mark J. LeBlanc - \$50.00

Personal Page- Content

Welcome, Mark LeBlanc | [Profile](#) | [Log Out](#)

Houston Oaks/ the WellFit Group

[HOME](#)

[EMAIL](#)

[PROGRESS](#)

[PERSONAL PAGE](#)

[TEAM PAGE](#)

[Help](#)

Content

[View Personal Page](#)

Personal Page URL and Settings <http://main.nationalmssociety.org/goto/MarkLeBlanc2012>

[Edit](#)

This page is **Public**

Title

28th Annual MS 150 Houston to Austin Bike Ride ** April 21-22, 2012 **

Body

Font family | Font size | | |

B *I* U | | | | | |

Why I Ride

As a Club 300 member, I continue fulfilling the personal challenge I first set back in 1991- to help the National MS Society fund research, advocate for change and help people with MS and their families lead powerful lives. My interest began as a WANT to participate in a cycling event and has grown to a NEED to do whatever I can do to assist those individuals who share the burden of a disease that can hit without notice and can have over 80 different symptoms that often leads to misdiagnoses for months, even years.

Why I?m Moving Forward

Multiple sclerosis is a disease of the central nervous system that stops the flow of information from the brain and the body and stops people from moving. With my background, I cannot even begin to imagine what it what feel like to expend 5 times the effort to accomplish ANYTHING during a day!

Over the years I have committed my time as volunteer on teams, the RR MS150 Steering Committee and the

[Preview](#)

The Preview will open in a new window but will not save your changes.

Content

[Photos/Video](#)

[Components](#)

Make your URL personal

Welcome, Mark LeBlanc | [Profile](#) | [Log Out](#)

Houston Oaks/ the WellFit Group

HOME

EMAIL

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Content

[View Personal Page](#)

Personal Page URL and Settings

This page is

- Public** (Everyone can find and view and your Personal Page)
- Private** (Only people who know the exact URL can find and view your Personal Page)

or [cancel](#)

Content

[Photos/Video](#)

[Components](#)



National
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Personal Page- Photos/Video

Welcome, Mark LeBlanc | [Profile](#) | [Log Out](#) Houston Oaks/ the WellFit Group [Help](#)

HOME EMAIL PROGRESS **PERSONAL PAGE** TEAM PAGE

Photos/Video

You may add either photos or a video to your page.

Photos

No image

Caption

Video

Content

Photos/Video

Components

Personal Page- Components

Welcome, Mark LeBlanc | [Profile](#) | [Log Out](#) Houston Oaks/ the WellFit Group [Help](#)

HOME EMAIL PROGRESS **PERSONAL PAGE** TEAM PAGE

Components

- Status Thermometer** Thermometer showing percent to personal fundraising goal.
- Fundraising Honor Roll** Scrolling list of largest donations received.
 - Show donor names only (do not show amounts)
- Enable Personal Blog** Allows you to post updates when viewing your personal page.

[Preview](#)

The Preview will open in a new window but will not save your changes.

[Content](#)

[Photos/Video](#)

Components

Using your new link in your signature

- Depending on the email system you use, you can set-up a “signature” that will include this every time you send an email. If you are unsure, check with your company’s IT group.
 - In Outlook, you can go to: tools>options>mail format>signatures and get as fancy as you want.
- Example:

Hilary Trammell

Band Against MS Bike Team – Houston Captain

713-350-7307 phone

281-216-6681 cell

281-599-2307 facsimile

Email: Hilary@BikeBAMS.org

TEAM WEBSITE: www.bikeBAMS.org

More Information: www.BandAgainstMS.org

To the World you may be one person, but to one person you may be the World.

There are 20,000 people living with Multiple Sclerosis (MS) in Texas alone. I will pedal across Texas to help raise awareness and money to support those living with MS every day. Please make a tax-exempt donation on my behalf by clicking the link below...no amount is too small as 81 cents of each dollar you donate goes directly back supporting those directly impacted by this disease. THANK YOU!!

MS SOCIETY: <http://main.nationalmssociety.org/goto/Hilary2010BAMS>

Your link here



National
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Online- Personalize Your Page

2012 BP MS 150 * April 21-22, 2012 * Houston to Austin

It's time to gear up for my fifth MS150 bike ride from Houston to Austin. As many of you know, in 2005 my wife, Anne, was diagnosed with multiple sclerosis. For those who don't know, MS is a progressive neurological disease that can have a devastating impact on people - paralysis, loss of vision, impaired memory, etc. To date, there is no cure for MS and very little understanding of the causes of MS.

Soon after her diagnosis, Anne became involved with the MS150. Since then, our involvement with the MS150 has become a family effort. I ride and raise money for MS research. Anne is involved with the "Bubble Bistro," a climate-controlled shelter near the MS150 finish line in Austin for people with MS to watch the riders.

We can't thank you enough for your past donations. Thanks to the incredible generosity of our friends and family, over the last four years we've raised over \$75,000 for the MS Society. The tax-deductible donations go directly for research aimed at treating and eventually curing MS. The funds also support education, information, direct financial aid and scholarships to individuals and families living with MS.

Like all MS patients, Anne is managing her disease as best she can. She takes daily medication and works hard every day to remain physically active and dedicated to a very strict diet designed to minimize the symptoms of MS. In addition, Anne works equally hard at maintaining a positive attitude and frame of mind, despite her disease. Thanks to her attitude, most people who first meet Anne would never guess that she suffers from this disease. It's impossible for anyone who doesn't suffer from MS to fully appreciate it's impact, but I've seen first hand how emotionally and physically difficult this disease has been.

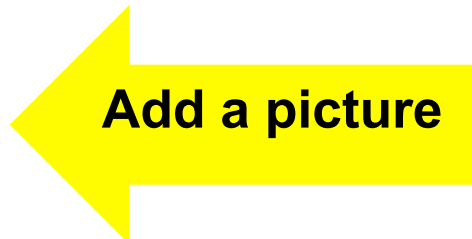
I'm convinced that much of Anne's strength is a result of the overwhelming prayers and support that she receives on a daily basis from you - her friends and family. So, Anne, our boys (Matthew and Jared) and I would like to thank each and every one of you for your past and future support.

Thank you,
David and Anne

Views and opinions expressed by third parties placing material on this page are not necessarily representative of the views of the National MS Society. If you feel this page contains objectionable content, or you have a technical concern, please contact the system administrator of this chapter. Be sure to include as much information as possible.



With Anne after finishing the 2009 MS 150



[Donate to David!](#) [Join David's Team!](#)

[View ConocoPhillips](#)

Mr. David Roland



Goal: \$25,000.00
Amount: \$500.00

Fundraising Honor Roll

Anonymous

The Tabb Family

Anonymous



Online- Personalize Your Page

Tell Your Story

Why I'm Moving Forward

My wife, Cecilia, was diagnosed with multiple sclerosis in 1993, but has exhibited symptoms since 1985. The exacerbation which led to her diagnosis resulted in her missing a semester of college, and when she returned to school in 1994 to make up that semester, we met for the first time. Since her diagnosis, Cecilia has been on just about every drug out there to slow down the progression of MS. Nevertheless, her MS has continued to progress and become more debilitating over the years. How do you fight against an illness that has no cure? Well, if you're like me, you ride a bike.

This year's MS 150 fund-raising goal is \$17,000,000. 17 MILLION DOLLARS. That's a lot of dough, folks, and to think that a good portion of that is going to helping find a cure for MS, and the rest is going to helping the hundreds of thousands of Americans like Cecilia who suffer from it's effects... how could you NOT want to participate in this in some form or fashion?

I ride from Houston to Austin because I CAN ride, and I ride for those who CANT.... to pledge to them that I will do everything I can to make others aware of the cause and raise money to help find a cure.

Please support Team Cecilia. We need volunteers to help build a support team, and we need you to donate to the National MS Society to help reach our fund-raising goal.

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Cecilia with me at the finish, 2006

[Donate to Alan!](#)

[Join Alan's Team!](#)

[View Team Cecilia](#)

Mr. Alan W Dossey



Goal: \$20,000.00
Achieved: \$0.00

Fundraising Honor Roll

Set a goal

Online- Update your Team Page- (Susman Godfrey)

2012 BP MS 150

Team Susman Godfrey

TEAM SUSMAN GODFREY AND THE RIDE TO FIGHT MS

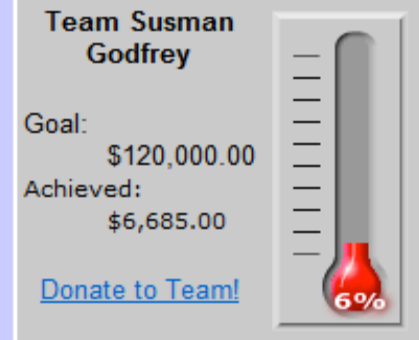
Welcome to our MS150 Team webpage. In April 2006, the first Susman Godfrey Team rolled out for its first 178 mile MS150 ride from Houston to Austin. Of course, we were hardly a team back then as we were only two riders. In 2008, we grew a bit and had ten riders finish the ride. In 2009, we had 22 riders ranging from my son Jake (then 14 years of age) to our founding partner Steve Susman (age 69). Last year, we grew to 37 riders (including Jake and Steve again). This year we expect to field over 50 riders and may actually have almost 60 complete the event.

The team includes experienced riders and those



Team Finish Susman Godfrey 2011

**Donate to Team Susman
Godfrey!**



Online- BP MS 150 Website

Go to Fundraising Tab/ Fundraising Tools

Fundraising Tools

Additional Tools

The fundraising resources below were generously researched and prepared by the 2011 BP MS 150 [\\$1000+ Superstar Committee](#). If you are interested in joining a committee please [contact us](#). Special thanks to Camellia Jacks and the Band Against MS Team!

Samples and templates are provided in either PDF or DOC format. To read/modify the PDF files, you will need the free [Adobe® Reader](#). To read/modify the DOC files you will need Microsoft® Word. Depending on your connection speed, the files may take a while to download.

Poster



[Sample \(.pdf\)](#) [Template \(.doc\)](#)

5x7 Postcard



[Sample \(.pdf\)](#) [Template \(.doc\)](#)

Letter



[Sample \(.pdf\)](#) [Template \(.doc\)](#)

2012 Donation Card



[Sample \(.pdf\)](#) [Template \(.doc\)](#)

Thank You



[5x7 Sample \(.pdf\)](#) [5x7 Template \(.doc\)](#) [Small Sample \(.pdf\)](#) [Small Template \(.doc\)](#)

Participation Verification Letter



Online- Facebook

- Become a Fan of the BP MS 150 and share what is going on with your friends.
- Use Facebook as a fundraising tool to let your friends know you are doing the ride.



Wall

Info

Friend Activity (1+)

Guidelines

Photos

YouTube

Events

Notes

Bingo

MORE ▾

About

Official Page of the BP MS 150.
Unforgettable Ride. Unbeatable
Destination.

5,913

like this

63

talking about this

BP MS 150

Non-Profit Organization · Houston, Texas



Wall

BP MS 150 · Everyone (Most Recent) ▾

Share: Post Photo Link Video

Write something...



Ron Brannigan

Because We Can, active cyclists who have MS, raised \$86,457 for 2011 BP MS150. Check out website at becausewecan.ms.org

Like · Comment · November 3 at 4:03pm ·



Elizabeth Ealy Kitay, Lori Rockett, Hilary Trammell and 4 others like this.



Mindy James LeBlanc Love it! Y'all Rock.

November 3 at 4:47pm · Like



Hilary Trammell Awesome job!

November 3 at 9:03pm · Like

Write a comment...



BP MS 150

We got something cookin' that you'll want to gobble up before Thanksgiving! Stay

Online- www.Wekeepmoving.org

- 10 inspirational stories from across the nation from those who are living with MS.

 we keep moving.

follow our journey

videos

photos

 Share / Save   



We Keep Moving

Moving forward is what life is all about. We Keep Moving is a site for people affected by multiple sclerosis – unique stories about what it means to live with MS and journeys of overcoming the obstacles – how we each keep moving in our own way.

Visitor votes sent us on an amazing 10-week journey across the U.S to capture these inspiring stories. Please watch all of the videos from the destinations you voted on.

[Watch the videos now >](#)

Team Fundraising

- **Goal-setting: Team Goal**
- **Goal-setting: Decide on an individual goal for 2011**
- **Add goal to your personal webpage, emails and letters so that your donors know what you are trying to achieve.**

- **The average BP MS 150 rider raises **\$1,124****
- **Do you know how many teammates are part of Club 300?**
- **Do you know how many teammates raised over \$1000?**



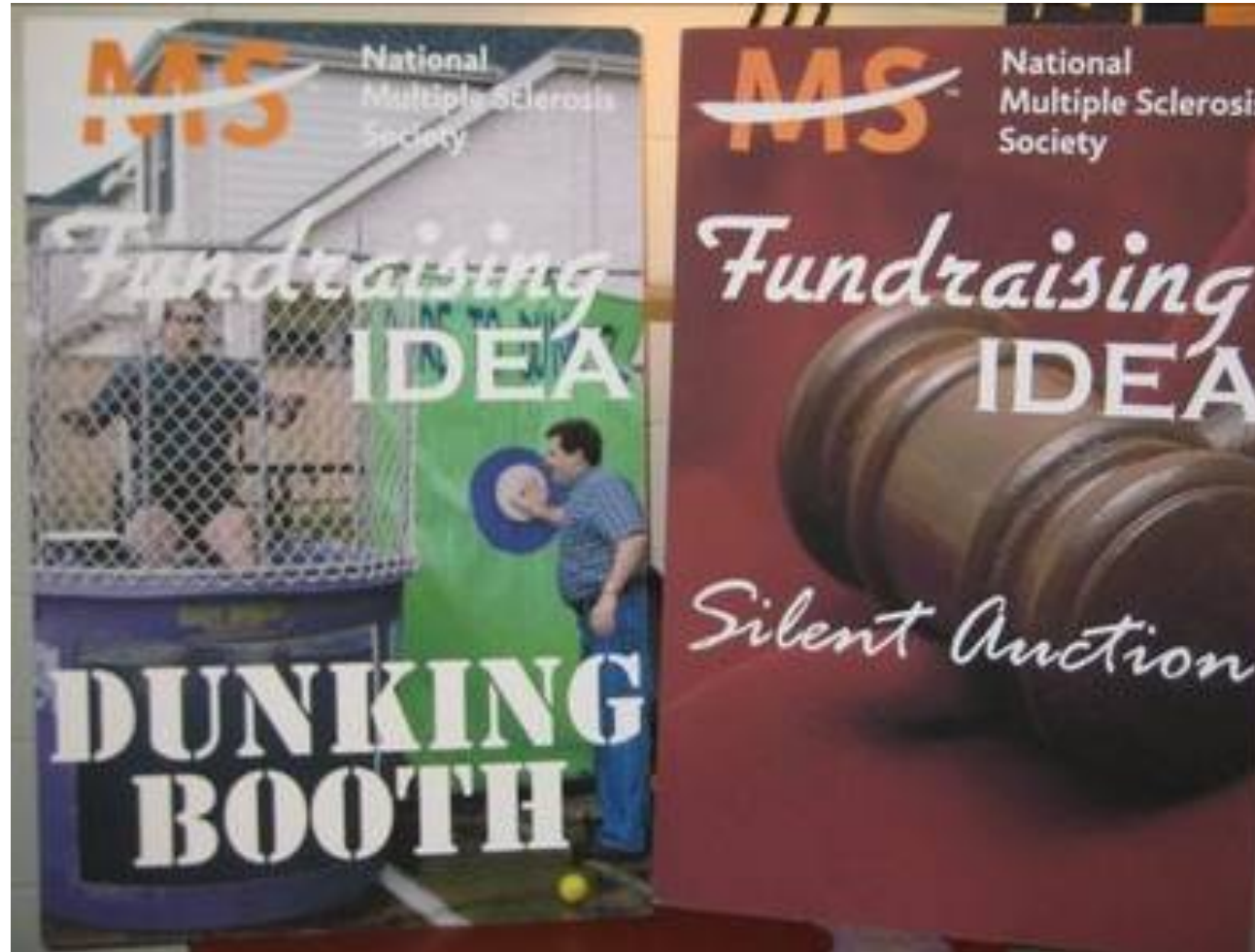
Team Fundraising

- **Identify a Team Fundraising Captain**
- **Identify a Champion that your team is riding for.**
- **Create Competition among the Team, Departments or floors.**
- **Recognize Weekly Top Fundraisers as well as Overall Top Fundraisers. via Email, Team Meetings and Company publications.**
- **Ask Clients and Vendors to donate.**
- **Brainstorm as a team what fundraisers you can do.**

”Teamwork is the fuel that allows common people to attain uncommon results.”



Friends don't have deep pockets?
Host a fundraiser.



Team Fundraisers



National
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Team Fundraisers



Team Fundraisers

- **Many restaurants around town will give back to your charity of choice**

- ✓ **Fuddruckers**
- ✓ **Sweet Tomatoes**
- ✓ **California Pizza Kitchen**
- ✓ **Ask your favorite restaurant.**



National
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Fundraising Clubs



Club 300

Top Fundraiser
BP MS 150

Top 300 fundraisers who raised over \$3.6 million in 2011. They receive many special perks throughout the year.



Anyone who raises over \$1000 for the BP MS 150. Prize levels begin at \$1000.



National
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Individual Efforts

- **Send thank you cards after someone donates.**
- **Snail mail is never out of style! Include an envelope and stamp with your fundraising letter. (Many top fundraisers use this approach.)**
- **Send of picture of yourself crossing the finish line and share your adventures.**
- **Send a ride report out to your donors- add pictures**
- **Share information with your donors throughout the season as to where their money is going, research updates and programs that the National MS Society support.**



Individual Efforts

Matching Gifts

- See if your company matches or if your donors work for a company that matches.
- This is **FREE** money!



“Two kinds of gratitude: The sudden kind we feel for what we take; the larger kind we feel for what we give.”

Edwin Arlington Robinson

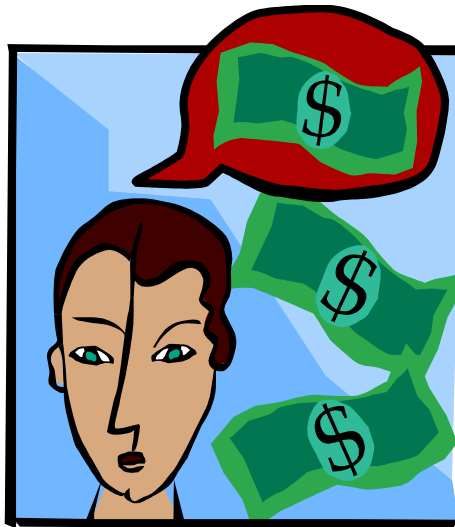


MS[®]

National
Multiple Sclerosis
Society

Other Fundraising Ideas

- **Come up with Creative Fundraising levels in your letters, emails.**
- **Share success stories with each other.**
- **Have you donated to yourself yet?**
- **Don't be bashful! Most people you ask will donate.**
- **Solicit key donors in person.**
- **Tell the Story- We need to find a cure and help those living with MS.**



How Can You Help?

“Anything you can do needs to be done, so pick up the tool of your choice and get started.”

Ben Linder, famous volunteer



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