



**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.
- The South Central Chapter serves 33,651 individuals and 50,805 relatives of those living with MS in 502 counties throughout the 5 state region (Arkansas, Louisiana, New Mexico, Oklahoma and Texas)



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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



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National MS Society

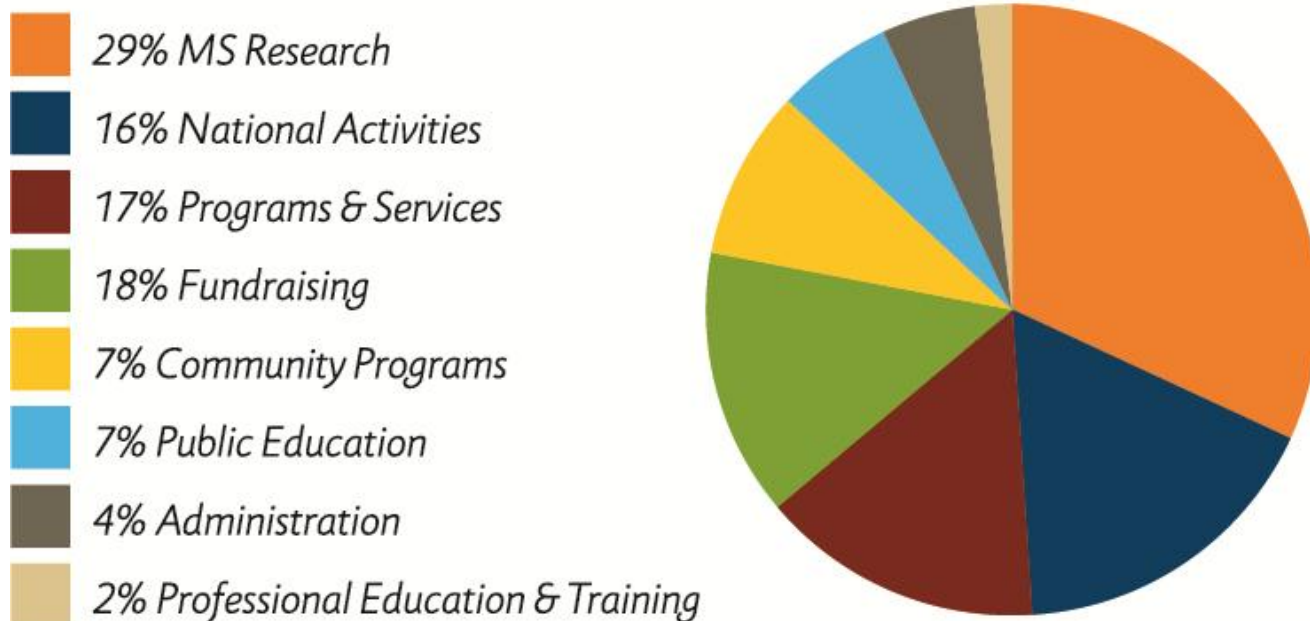
Where We're Going

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



Seventy-eight 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 2011 Audited Financial Statements.

Why we are excited about MS research

- **Since 1947, the National MS Society has invested \$760 million into research that has fueled many advances and the hope for new, more effective treatments. A cure for MS has never been greater.**
- **South Central Chapter funded more than \$7.5 million to drive research, and treatment to stop disease progression, restore function and end MS forever**
- **Our research effort is made possible largely by fundraising efforts of Society chapters and the generosity of donors**



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So Why Do We Fundraise?



STOP. RESTORE. END.

To STOP MS in its tracks

To RESTORE function

To END MS for future generations



How to Raise the Funds

FUNDRAISING



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Fundraising

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



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.



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My Participant Center or Home

Welcome, Aaron Jacks | [Profile](#) | [Log Out](#) Team: Audrey's Heroes [Help](#)

HOME | [EMAIL](#) | [PROGRESS](#) | [PERSONAL PAGE](#) | [TEAM PAGE](#)

Overview

Progress


\$660.00 I HAVE RAISED | **\$3,500.00** MY GOAL [change](#) | **18%** PERCENT | **121** DAYS LEFT

What to do next? [You have not sent any messages. You should email your contacts.](#)

Welcome to your 2013 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 your 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 2012 BP MS 150 and logged into your personal page, it is possible that last year's personal page information was carried over into your 2013 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!

Start Fundraising Online: 

- Start by viewing your Personal Page to see what your potential donors will see
- Send reminder and solicitation e-mails (Insert link to the sample e-mails page) to friends, family and co-workers about your participation
- Track your individual ongoing fundraising progress
- Update your fundraising goal
- View donation reports
- Send follow-up messages and thank you e-mails to your supporters
- Team Captains View your team's progress, send out reminder e-mails to team members and print team rosters

[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](#)

Message from Your Team Captain
You have not set a message for your team. Use the [Edit](#) link below to leave a message on the Participant Center Home page of your teammates. [Edit](#)



**National
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From the Homepage, you can update your profile



- Quick Links**
- Register
 - Donate/ePledge
 - Participant Center

Welcome, Aaron!
[Click here if you are not Aaron](#)
[Click here to edit your account](#)

- Home
- Register
- Donate/ePledge
- Volunteer
- Event Details
- FAQs
- Event Sponsors
- My Participant Center
 - [News & Events](#)
 - [Contact Us](#)
- Contact Us
- Edit My Profile
- Log Out

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

[Change/Reset Password](#)

** = Required Fields*

Biographical Information

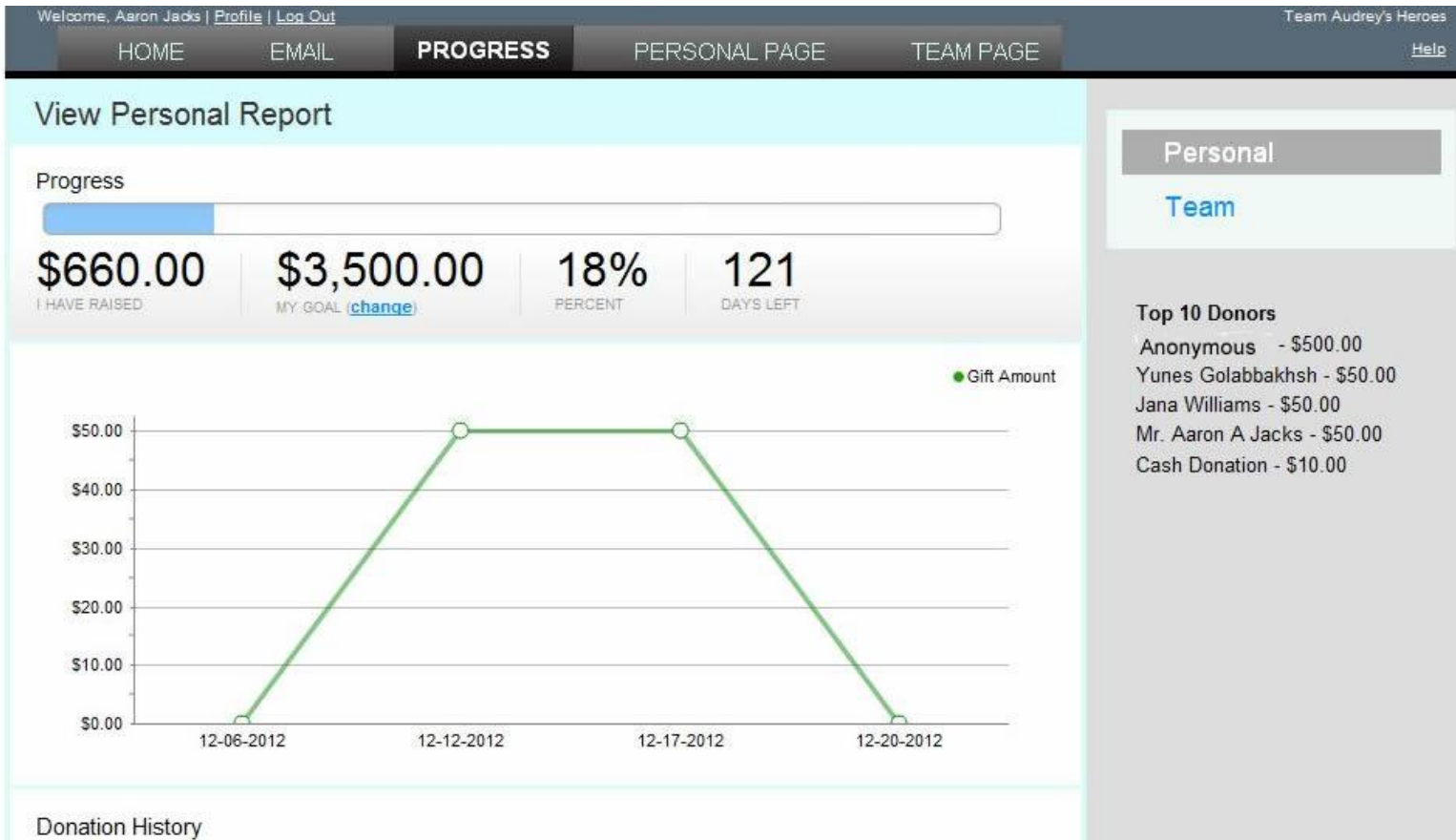
Name:	* Title:	* First Name:	Middle Name:	* Last Name:	Suffix:	Professional Suffix:
	Mr. ▾	Aaron	A	Jacks	▾	▾
	* User Name: aaron@teamaudreyshe		5 to 60 characters			
	* Gender:	Male ▾				
	Date of Birth:	▾	▾	▾		

Email

* Email:	aaron@teamaudreyshe
<input checked="" type="checkbox"/> Yes, I would like to receive important e-mail updates - including event announcements - from the National MS Society.	
Preferred Format:	<input checked="" type="radio"/> HTML <input type="radio"/> Plain Text



Progress



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Personal Page- Content

Welcome, Aaron Jacks | [Profile](#) | [Log Out](#) Team Audrey's Heroes [Help](#)




HOME EMAIL PROGRESS **PERSONAL PAGE** TEAM PAGE







Content [View Personal Page](#)

Personal Page URL and Settings <http://main.nationalmssociety.org/goto/ajax> [Edit](#)
This page is **Public**

Title

Body

Font family Font size   

B *I* U      

Why I'm Moving Forward

I have a personal connection to MS - my Mom was diagnosed in the 70's. She is using some of the medicines that were developed with the support of considerate donors like you. This year, I will complete my 17th MS150 Tour, and I'd like your help.

Recently, the FDA approved the second oral medication available to treat MS symptoms. There are several more exciting new medications under review, and the money we raise through the bike tours is directly responsible for funding the research that makes these new drugs possible.

In order to remember why I ride, I pledge to personally donate 10 cents for every mile I ride this year (about 4000 miles). I am dedicating my effort to my pedal partner (Mom), the 20,000 Texans, and 400,000 Americans who are living with MS. I firmly believe that there is a cure to Multiple Sclerosis just over the horizon. The money we raise funds local programs and ground-breaking research that are helping to mitigate the symptoms of and halt the progression of multiple sclerosis. It is through the generosity of people like you that

[Preview](#)

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

Content

[Photos/Video](#)

[Components](#)



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Make your URL personal

Welcome, Aaron Jacks | [Profile](#) | [Log Out](#) Team Audrey's Heroes

HOME EMAIL PROGRESS **PERSONAL PAGE** TEAM PAGE [Help](#)

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

Title

Body

Font family Font size

Why I'm Moving Forward

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Personal Page- Photos/Video


Welcome, Aaron Jacks | [Profile](#) | [Log Out](#) Team Audrey's Heroes [Help](#)

HOME EMAIL PROGRESS **PERSONAL PAGE** TEAM PAGE

Photos/Video

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

Photos



Caption
me and Audrey at Natio

or [remove photo](#)

Video

Content

Photos/Video

Components

Personal Page- Components

Welcome, Aaron Jacks | [Profile](#) | [Log Out](#) Team Audrey's Heroes [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



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Online- Personalize Your Page

2013 BP MS 150 * April 20-21, 2013 * Houston to Austin

It's time to gear up for my 6th MS150 bike ride from Houston to Austin. As most 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 and function, impaired memory, etc. As hard as it is to believe, 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 shelter near the MS150 finish line in Austin for people with MS to watch the riders in comfort.

We can't thank you enough for your past donations. Thanks to the incredible generosity of our friends and family, over the last five years we've raised over \$107,000 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 most MS patients, Anne is working hard to manage her disease as best she can. She takes daily medication and tries 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 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 can be.

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.



A hug from Anne after the 2012 ride

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

[View ConocoPhillips](#)

Mr. David Roland



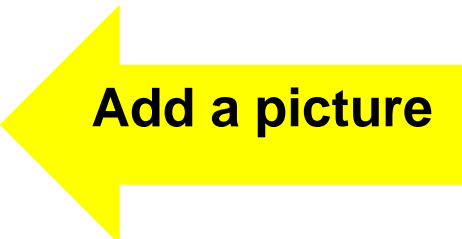
Goal: \$28,000.00
Achieved: \$8,850.00

[Donate to Participant!](#)

Fundraising Honor Roll

- Anna and Brad Eastman
- Ms. Crystal Needham
- Amy Marlyse Burgert

[\[Stop\]](#) [\[Start\]](#)



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Online- Personalize Your Page



BP MS 150

APRIL 20-21, 2013 | HOUSTON-AUSTIN
STOP MS IN ITS TRACKS



[Home](#) | [Why We Ride](#) | [Event Details](#) | [Fundraising](#) | [Training and Safety](#) | [Teams](#) | [Volunteer](#) | [Official Bike Stores](#) | [Marketing Tools](#) | [About Us](#)

2013 BP MS 150 * April 20-21, 2013 * Houston to Austin

Howdy!

My name is Bill Foss and I have MS. Now this is where you would all normally say "Hi Bill!" Except this isn't a support group meeting and we aren't going to sit around feeling sorry for ourselves. I know everybody has better things to do than talk about a disease, so I will make this quick. I am riding in my 8th MS150 this year, and my 6th since I was diagnosed with MS. I am riding because I can. Pure and simple. I have friends that were diagnosed with MS after I was, that can no longer ride. I am riding for them. I know others who were diagnosed within days after graduating from high school that are now in a wheelchair a few short years later. I am riding for them. I am riding for everybody out there who is currently having medical issues related to MS, but hasn't been diagnosed yet. And I am doing it because I can. As long as I continue to be able, I will keep riding and raising money for MS research.

With your generous support, hopefully we can find a cure before I ever have to make the awful decision not to ride because I can't. My dearest hope is to never have to make that decision, but instead to have to decide what else to ride for because we have found the cure for MS. If you can give whatever you can, even if it is just a dollar, maybe one day we can find that cure and discuss what new cause to ride for.

Thanks for your support!

Bill



2009 Finish Line with a bandanna signed by MSers from all over the US

[Donate to William!](#)

[Join William's Team!](#)

[View Ol' Army Cycling](#)

Mr. William A Foss

Fundraising Honor

**Tell a Story
Why you ride**



**National
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Online- Update your Team Page- (Marathon Oil)

2013 BP MS 150

Marathon Oil

14 years and going strong...

Over \$1 million dollars raised cumulatively for the National MS Society's local chapter. That's a huge difference in many MANY lives of those affected by MS. You are their heroes!

Why We're Biking

We've registered for BP MS 150 because we want to experience a great, organized ride, and to help the National MS Society fund research, advocate for change, and help people with MS and their families lead powerful lives. We believe in the work they do and want to be part of it.

Follow us on:

Facebook - <https://www.facebook.com/#!/groups/33206011714/>

Wordpress - <http://marathonbikehouston.wordpress.com/>



Donate to Marathon Oil!



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Online- BP MS 150 Website

Go to Fundraising Tab/ Fundraising Tools



BP MS 150

APRIL 20-21, 2013 | HOUSTON-AUSTIN

STOP MS IN ITS TRACKS



[Home](#) | [Why We Ride](#) | [Event Details](#) | [Fundraising](#) | [Training and Safety](#) | [Teams](#) | [Volunteer](#) | [Official Bike Stores](#) | [Marketing Tools](#) | [About Us](#)

Fundraising Tools

Fundraising, if you haven't ever done it, can seem daunting. It just seems so difficult - maybe even a bit scary - asking people for money. And yet, there are successful fundraisers all around you. In previous years, many dedicated individuals just like you raised thousands of dollars for the National MS Society. Many have far exceeded their initial goals and surprised themselves with how easy it was to raise funds and have come back repeatedly raising even more.

People give to people. It really is that simple. The main reason that people will give is because you have asked them to and how you have asked. Don't let the thought of asking frighten you; just invite everyone you know to share the experience with you.

Each BP MS 150 participant is required to raise the minimum pledge of \$400. However, the majority of riders go far above and beyond the fundraising minimum. In 2012, the average pledge per rider was more than **\$1,049**.

The fundraising tools and resources were generously researched and prepared by the 2013 [Superstar Fundraiser Committee](#). Also, thanks to Team Audrey's Heroes!

Documents and sample fundraising tools for comparison or inspiration in your own design are provided in PDF format, with editable templates of the sample design in DOC format. To read 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.

*Formatting issues may be encountered by users of Word 2013

Fundraising Tools, Ideas and Resources to get you started

Participant Center How-to Guide



pdf

Fundraising Timeline



pdf

Fundraising Letter



pdf

Donation - Postcard



pdf

Donation - Small Card



pdf

Thank You - Postcard



pdf

Thank You - Small Card



pdf

FUNDRAISING SPOTLIGHT

Backspace to the Eighties
December 29, 2012
Benefiting the BP MS 150 and the National MS Society

For tickets and more information please follow the link below.





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.

facebook Search for people, places and things Camellia Marie

BP MS 150
7,441 likes · 198 talking about this · 216 were here

Non-Profit Organization
Official Page of the BP MS 150. Unforgettable Ride.
Unbeatable Destination.

About Photos Likes Map Support the National

Highlights

Post Photo / Video
Write something...

84 Friends Connected to BP MS 150
84 friends like this.



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   



10 Weeks Across the U.S.
Telling Your Stories

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 >](#)

06:28

Team Fundraising

- **Goal-setting: Team Goal**
- **Goal-setting: Decide on an individual goal for 2013**
- **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 **\$1,049****
- **Do you know how many teammates are part of Club 300?**
- **Do you know how many teammates raised over \$1000?**

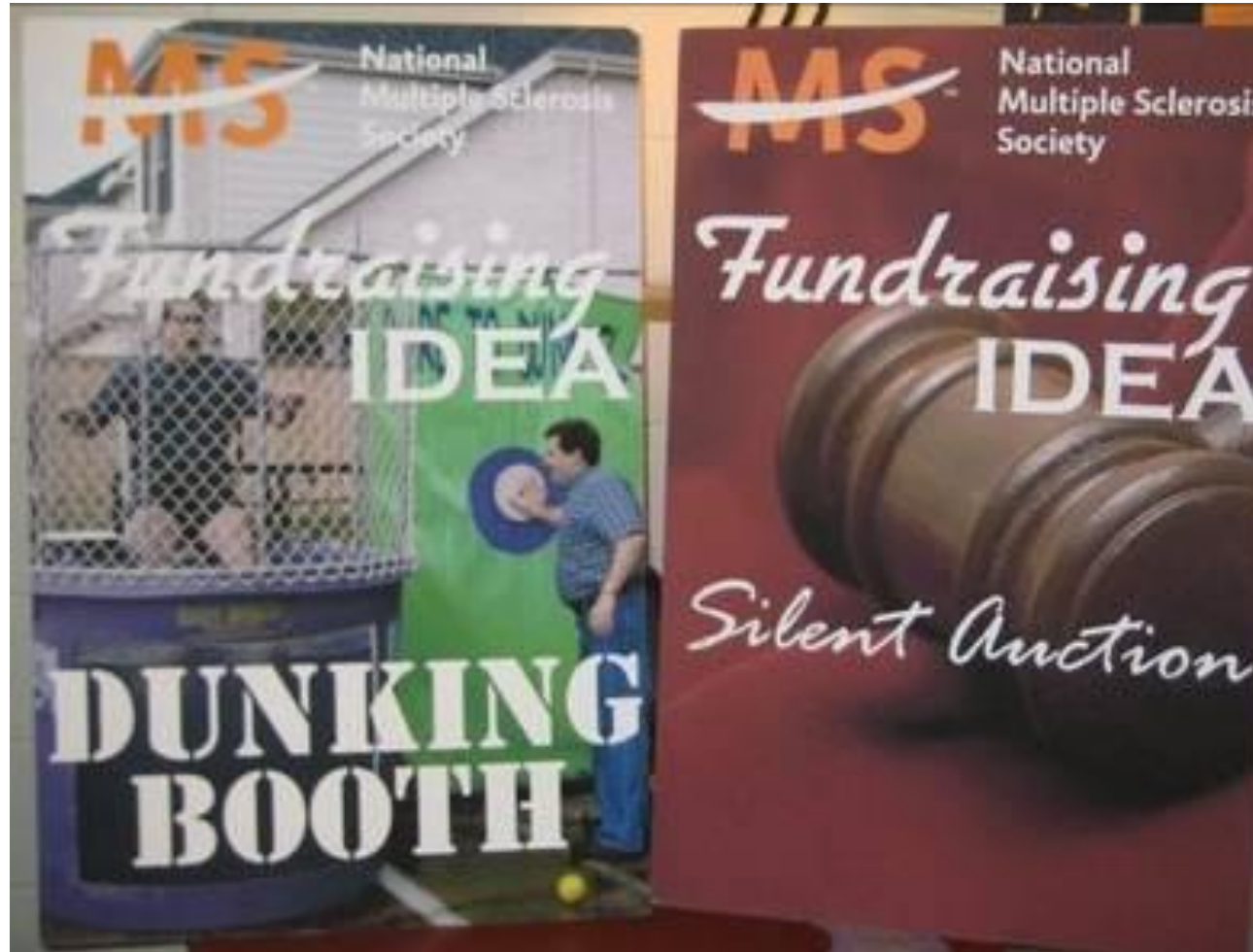


Team Fundraising

- **Identify a Team Fundraising Coordinator**
- **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



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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.**



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Fundraising Clubs



Club 300

Top Fundraiser
BP MS 150

Top 300 fundraisers who raised over \$3.9 million in 2012 with #300 at \$6,860. They receive many special perks throughout the year.



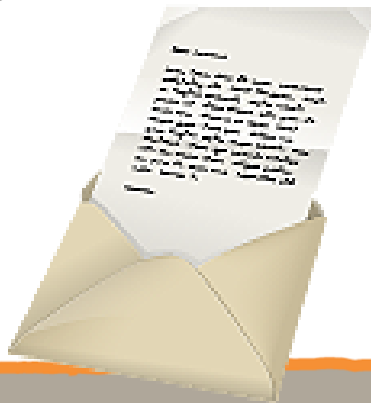
Anyone who raises over \$1000 for the BP MS 150. Prize levels begin at \$1000. In 2012, Superstar Fundraisers raised \$6.36 million.



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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

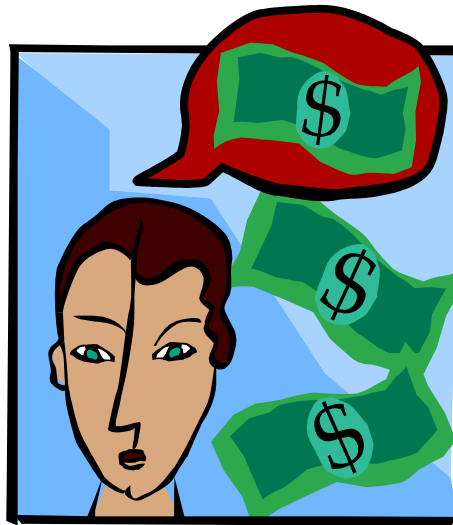


MS[®]

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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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