



2014 *Team Captain Guide*



National Multiple Sclerosis Society
Greater New England Chapter

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For more information and team resources, please go to: MSnewengland.org



Congratulations and thank you for becoming a 2014 Team Captain!

YOUR ROLE ///

Your role as a Team Captain is to be the person who asks others to help — and we know you will be successful because people agree to help people they know. You are a vital link between the National Multiple Sclerosis Society and the greater public. As a dedicated leader, you are an excellent source of inspiration and motivation to your team members. Being a part of a team makes it easier and more fun to reach a fundraising goal. These team efforts provide the financial resources that are the lifeblood of the National MS Society and directly affect millions of people nation-wide. Team members and all the individuals who sponsor them with contributions and support ensure that research into the cause, cure, and treatment for MS can continue. In addition to this ground-breaking research, funds provided today can change a Society member's life tomorrow through our renowned programs and services.

ABOUT MS ///

Multiple sclerosis, an unpredictable, often disabling disease of the central nervous system, interrupts the flow of information within the brain, and between the brain and body. 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 at least two to three times more women than men being diagnosed with the disease.

At its most global level, movement is all around us, and whether physical or mental, we are always a part of it. Moving is...universal. MS can stop people from moving forward in their lives. The National Multiple Sclerosis Society exists to make sure it doesn't. By working together, we can keep everyone moving forward.

MS affects more than 2.5 million people worldwide. The National Multiple Sclerosis Society recognizes the growing financial difficulty that is affecting the global economy and as a Society we thank you for your steadfast commitment. To do our part as a Chapter, we stand by our commitment of 85 cents of every dollar going directly to combating the disease. The lifetime cost of living with MS is \$3 million and the employment rate for those with the disease is 41%. Your efforts are more appreciated than ever as record numbers of families living with MS are turning to the Society for help paying for food, rent, home care and physical therapy.

MS can stop people from moving forward in their lives.

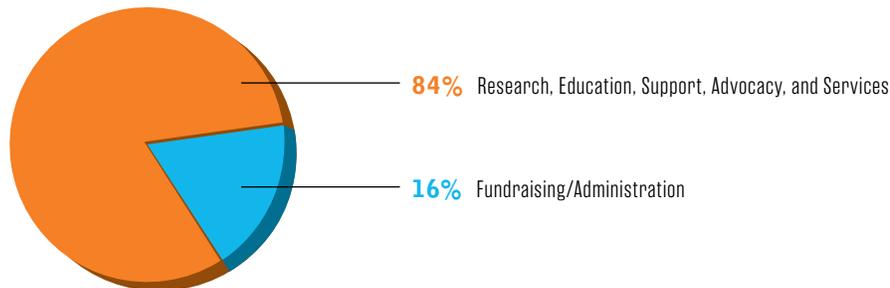
ABOUT THE NATIONAL MS SOCIETY ///

Through its national office and 50-state network of chapters, the National MS Society devoted over \$120 million last year to drive change through advocacy, facilitate professional education, and provide information and services that helped more than one million people move their lives forward. To move us closer to a world free of MS, the Society also invested \$48 million to support more than 380 new and cutting-edge research projects around the world.

Early and ongoing treatment with an FDA-approved therapy can make a difference for people with multiple sclerosis. Learn about your options by talking to your health care professional and contacting the National MS Society at www.MSnewengland.org or 1-800-344-4867.

CHAPTER FINANCIAL INFORMATION ///

The National Multiple Sclerosis Society, Greater New England Chapter is extremely dedicated to an efficient fundraising campaign. We make sure that 84 cents of every dollar raised goes back to our mission. Every day, we help nearly 19,000 individuals and families affected by MS in Maine, Massachusetts, New Hampshire, and Vermont in meaningful ways. At the same time, we work hard to provide funding for cutting-edge research and treatments to stop progression, restore function, and end MS forever.



The National MS Society exists due to your team's efforts

THANK YOU FOR ALL THAT YOU DO !!!

The Greater New England Chapter has relied upon the dedication and effort of our irreplaceable teams for many years. On behalf of the entire Society, we cannot express our appreciation and gratitude enough for all that our teams have done. Team spirit and camaraderie make our events more fun and meaningful for all who attend. Supporting one another is not only a core component for the National MS Society, but for people affected by MS too. Making connections with others is the best way to best fight back against a disease as limiting as MS. As Team Captains, you are the leaders in spreading awareness of the Society and our goals. Our vision is simple and forward looking: a world free of MS. Our mission is vast and immediate: mobilize people and resources to drive research for a cure and to address the challenges of everyone affected by MS.

Since our vision and mission are ambitious, we are even more reliant on the individuals who support us. We recognize the teams that were our largest fund raisers from last year. We thank them for all of their time, work, and effort. It is an honor to work with each and every one of you, and we hope that all participants, past and new, understand how appreciative and proud we are to be partners in the movement to create a world free of MS. The following lists represent the thousands of people choosing to dedicate themselves to achieving our vision. We list their accomplishments to honor their efforts and to help set goals for each of our teams this coming year. Multiple Sclerosis can have a continuous presence in a person's life. Thankfully, the world has people who are continuously working to end its existence. We look forward to working with you this year. Please let us know how we can best help you with your team's efforts.



Top 2013 Walk and Muck Teams:

WALK MS ///

1.	The MS Center at St. Elizabeth's	\$53,268
2.	JEN'S TEAM	\$23,295
3.	Van Houten Team	\$22,865
4.	Magic Scissors	\$22,426
5.	Miracle Seekers	\$22,290
6.	Maggie's Crew	\$21,525
7.	Biogen Idec	\$19,687
8.	Team Cathleen	\$18,445
9.	Team Zrike	\$17,998
10.	Susie B	\$17,968
11.	Team Jess	\$17,178
12.	Wooshie's Warriors	\$17,172
13.	Kraig's Krew	\$16,629
14.	Megan's Misfits	\$15,485
15.	Team Orange	\$15,482
16.	Mobility Soldiers	\$15,142
17.	Dave and Sarah's Friends for MS	\$14,392
18.	Team Colby	\$13,900
19.	TEAM TED	\$13,637
20.	Broken Heels	\$11,805

CHALLENGE WALK MS ///

1.	The Lombardi Party	\$93,719
2.	Blister Buddies	\$40,677
3.	Team DEA and friends	\$35,610
4.	Cocktails for a Cure	\$35,116
5.	Sarah's Sponsors	\$29,035
6.	Linda's Legacy	\$28,190
7.	Team Brian	\$27,842
8.	Rhode Trippers	\$27,650
9.	The Believers	\$25,811
10.	Feet 2 Defeat MS	\$22,922
11.	Socks on Fi-yah	\$20,702
12.	Baldi's MS Busters	\$18,990
13.	The Carlson Crew	\$18,100
14.	The Walka Walka Walkahs!	\$17,718
15.	WWW-Walk With Wendy	\$16,795
16.	Tommy's Team	\$15,547
17.	The Hot Pack	\$14,340
18.	Yoshimi Battles the Demyelination Robots	\$13,855
19.	The Lost Soles from Charlotte	\$13,454
20.	Kranny's Cruisin' Divas	\$12,825

MUCKFEST® MS ///

1.	Medfield Muckers	\$12,227	6.	Team Hickey	\$7,931
2.	The Full Nelson	\$11,615	7.	Marcella's Muckers	\$7,600
3.	Cella Dwellas	\$8,453	8.	She's Team The Mutha Muckas	\$7,401
4.	Mighty Mucks	\$8,446	9.	You Just Got Gallagher'd	\$5,700
5.	Muckin' A's	\$8,345	10.	PortSports Social Club	\$5,661

Top 2013 Bike Teams:

CAPE COD GETAWAY ///

1.	Liams Lucky Charms	\$298,648
2.	Team Velox Rota	\$151,575
3.	Reason To Ride (EMD Serono / Pfizer)	\$133,548
4.	Fit Werx/MPB	\$129,626
5.	Pep's Peddlers	\$107,881
6.	Dimension Data	\$78,419
7.	Team Everest	\$73,152
8.	Team R&B	\$71,197
9.	Road Ruach	\$66,538
10.	Team Buildium - property cycled	\$54,605

RIDE THE VINEYARD ///

1.	Team Martin - Powered by Verizon	\$54,938
2.	Folks on Spokes	\$22,505
3.	The Kevlar Cruisers	\$21,019
4.	Vineyard Vines Cyclists	\$15,371
5.	Team Baystate	\$11,302

NH SEACOAST ESCAPE ///

1.	IWII	\$6,657
2.	MS Avengers	\$2,915
3.	The Tropic Cyclers	\$2,616

MINUTEMAN RIDE ///

1.	Riders on the Storm	\$46,980
2.	Keep Kim Smyelin	\$28,955
3.	Team Landry	\$24,510

GREAT MAINE GETAWAY ///

1.	Cycling Friends	\$30,939
2.	Kelly's Kruisers	\$30,336
3.	In The Ring Boxing (Ring Warriors)	\$25,106
4.	Casco Bay Bicycle Club	\$22,104
5.	Velo Xpress	\$19,583

GREEN MOUNTAIN GETAWAY ///

1.	The DeMay-zing Bomb Squad	\$16,035
2.	Green Mountain Peloton	\$13,623
3.	Team Marjie	\$11,302
4.	Vital Links	\$4,487
5.	Disk Brakes	\$2,535

BIKE & HIKE THE BERKSHIRES ///

1.	Team Southern	\$16,796
2.	Landry	\$13,335
3.	Greylock Grimpeurs	\$9,497
4.	Lincoln Laboratory	\$7,563
5.	MS Mountaineers	\$4,220

RIDE BAR HARBOR ///

1.	Parker's Pedalers	\$9,960
2.	Broken Spokes	\$8,295
3.	Kelly's Kruisers	\$2,770

Moving Together: Four Simple Steps to Starting a Team

AS A PART OF THE MS MOVEMENT, YOU AND YOUR TEAM ARE COMMITTED TO A
WORLD FREE OF MS. WE'RE COMMITTED TO YOU AND THE SUCCESS OF YOUR TEAM.

RECRUITING

Team members can be anybody — friends, family, co-workers, neighbors, or acquaintances — and they can all easily register online at MSnewengland.org. Whether you're a corporate team or a team of family and friends, just be sure to ask everyone you know.

[Use your Participant Center to send out recruitment emails.](#)

CO-CAPTAIN

Assign a co-captain to help you run the team. To do this, log-in to your participant center and go to your team roster. Click on the "Promote" button next to the team member you want to designate as co-captain. It's that easy.

RAISING MONEY

Fundraising comes more naturally when you make it personal. If your team is cycling for someone with MS, ask them if they would be willing to tell their story. Be sure to follow that with a statement about how much progress we've made in treating the disease.

[Don't forget to ask everyone who sponsors you if their employer offers matching gifts!](#)

REALLY HAVING FUN!

Being a team captain is an opportunity to share a great experience with friends and family members, or coworkers — a community coming together for a common goal and the accomplishment of a unique personal challenge! As a leader, it's up to you to remind your teammates of why they registered. Our events are not just for fundraising - they can be joyous celebrations of how far we've come together!

[Team Captain Mentoring Program](#) - [If you would like more help and ideas contact Chapter staff and we would be happy to put you in touch with a successful veteran team captain who can help you develop strategies for achieving your team goals.](#)

Raising Money has never been easier!

TEN GREAT TEAM TOOLS IN YOUR PARTICIPANT CENTER ///

TEN GREAT THINGS ABOUT OUR ONLINE TEAM TOOLS

1. Post your team picture 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. E-mail your entire team at once
7. Track your team members' fundraising progress
8. See your real time team fundraising total
9. Track and thank your team gifts
10. Easily update your page and photo

SIMPLE STEPS TO ONLINE SUCCESS ///

SET UP YOUR TEAM PAGE

Your team page is an invitation to friends, family, and co-workers to join the MS movement. We're here to help you reach your goals. Please let us know how we can help! By setting up a team page, you are setting up your team for success. Here are a few hints to help make your page one to remember:

Make it personal

Upload a picture of you or your team. Write the story of your team, why you are riding, and how you are training and fundraising. While there is sample text available, nothing is more compelling than your own words.

Change it often

Keep your page current to generate interest. Provide updates on how your training is going or how close you are to your goal.

Create your team page URL shortcut

By doing this you will be able to easily send people directly to your team page. Insert a link to your fundraising page in the signature of your e-mail.

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 e-mail. You can also upload your address list from Outlook and other email services into the tool.

(This tool also can help you to track when e-mails have been opened by a recipient.)

FUNDRAISE ONLINE

Now for the fun part! After you send your personalized e-mail 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 online to keep you moving toward your fundraising goals and a world free of MS.

ENCOURAGE TEAM MEMBERS TO USE THEIR 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 gifts online. Be creative and ensure that your team not only reaches their goals, but has fun along the way.

SOCIAL NETWORKING

Create a Facebook fanpage for your team. You can also use Twitter to tweet for your group and share videos on YouTube.



Goal Setting: Who has the most Team Spirit?

ESTABLISHING A GOAL IS AN EASY WAY TO MAINTAIN MOTIVATION AS WELL AS GIVE YOU AND YOUR TEAM A BENCHMARK FOR SUCCESS.

WE ENCOURAGE TEAM CAPTAINS TO SET GOALS FOR THEMSELVES AND THEIR TEAMS, WHILE KEEPING THESE TIPS IN MIND.

GOALS SHOULD BE REALISTIC, BUT SIGNIFICANT

If it requires hard work to achieve, it will be a source of more pride for your team.

DON'T 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.

DON'T FORGET TO SET BOTH PERSONAL & TEAM FUNDRAISING GOALS

Lead by example. Share your fundraising goal with your team.

SET A GOAL FOR TEAM SIZE AS WELL AS COLLECTIVE FUNDRAISING

Recruiting more team members can mean more substantial fundraising!

DON'T KEEP YOUR GOAL A SECRET

Use e-mail, team pages, and even internal company intranets and newsletters to communicate goals - and how close your team is to attaining them.

LARGE CORPORATE TEAMS

If you are part of a large corporate team, have departments set their own goals to create some fun internal competition.

If you would like more suggestions and guidelines for goal setting, or would like to request goal setting worksheets, please visit the [fundraising section of MSnewengland.org](http://fundraising.section.of.MSnewengland.org).

Fundraising Ideas Note Pad

LISTED BELOW ARE SOME IDEAS FROM OTHER TEAM CAPTAINS, BUT YOU SHOULD FEEL FREE TO ADD YOUR OWN. SHARE THEM WITH OTHER TEAM CAPTAINS.

OFFER TO DO SOMETHING UNUSUAL

(i.e., Shave your head, sing karaoke in a costume of the team's choice, etc.) if your team reaches or exceeds its fundraising goal.

SET UP A DRAWING FOR THE TEAM

Every \$50 raised is a chance to win a prize (For friends: A special home-cooked meal for the winner and their family; For employees: A day off.)

LUNCH WITH THE PRESIDENT OR RESERVED PARKING SPOTS

For company teams, reward the top fundraiser with lunch with the president or give the person who recruits the most additional team members a reserved parking spot for a month.

PIN-UP SALES

If you work somewhere with lots of foot traffic, ask about Walk MS pin-up sales — an easy way to quickly raise money for your team.

HOST AN EVENT

Hold your own silent auction — with food and entertainment, dinner, comedy show, or a party.

GARAGE SALE

Clean out the attic and basement and have a garage sale — donate the proceeds.

FUNDRAISE THROUGH FACEBOOK

Fundraise through the **boundless fundraising** tool available on your personal page.

Rally your team and order team shirts

ORDER T-SHIRTS FOR YOUR TEAM ///

The Chapter has partnered with Spreadshirt to offer a great price on t-shirts for all of our events. The best part is that Spreadshirt will donate 20% of each order back to the National MS Society. You can order as many or as few t-shirts as you want. You can design team hats, T-shirts, hoodies, and more. Choose from any style, color, cut, etc.

To order Walk t-shirts, visit - mamwalkms.spreadshirt.com

To order Challenge t-shirts, visit - mschallengewalk.spreadshirt.com

To order Bike t-shirts, visit - bikemsnewengland.spreadshirt.com

There you will find our event logos, if you wish to use them.



ORDER JERSEYS FOR YOUR BIKE TEAM ///

For the 2014 Bike MS season, we have partnered with Primal Custom, to provide you with a great deal for your team jerseys, shorts, and more.

Visit their easy to use website and they will walk you through the design and ordering process: www.primalcustom.com/givesback.htm.

As a part of their ongoing commitment to the National MS Society, Primal Custom will donate 15% of your custom apparel order **back to your team's fundraising account**.

If you have any questions please contact: custom.apparel@primalwear.com.



Tips from team captains:

RECRUITING: ///

"Not only do I recruit but I encourage each person to bring a friend. That will double your attendance."

"If you go to the gym, you're surrounded by people working to get fit. Give them a goal to work toward. Comes in pretty handy."

CO-CAPTAIN: ///

"Even though the MS Society will allow only one "Co-Captain" to be named on the website, you can always use more than one if you need to. Have a recruiter, an event planner, etc. Select the people who excel in a certain area and use them to lead others."

FUNDRAISING: ///

"Let's face it, some people would rather walk through fire than ask for money. I've found that if you find an "Ice Breaker" for fundraising, it's helps tremendously. Do a bake sale at work and when people ask, what's this for, there's your in! Candy bars, pizza day, what ever it is. Once people know what you're doing, it makes the "ask" so much easier."

"One thing I do is email them in March to motivate them to get them going on fund raising. I feel that if you can get your requests out early before your "competition," you have a better chance of getting donations. I have heard the line before that 'we already gave to another fund raiser.'"

"Hold a bake sale (we average close to \$900 with this one event.)"

"Offer to give up something (in my case, I offered to take down all my NY Yankee team memorabilia in my office, if I reached \$1000.00.) This brought in over \$800.00 in one week. The people I work with really don't support my baseball team. I did reach my goal of \$1000.00."

TEAM BUILDING: ///

"If you can make it where people have fun, they will come back and work hard."

"One thing that I did this year that worked great and was a good team building experience was that we made our house a rest stop on a 50 mile training ride. I had water, sports drinks, fruit and energy bars waiting for the riders. This went over so well that next year we decided that our house will be a stop at the end of a 50 mile training ride. We will have a cook out and cyclists' families will also be invited (so that cyclists don't have to ride home after eating BBQ!)."

For further assistance:

WALKMS

walkMSgne@nmss.org

BIKEMS

bikeMSgne@nmss.org

CHALLENGE WALK

MSchallengewalkcapecod@nmss.org

MUCKFEST® MS

Info@muckfestMS.com

BOSTON VOLVO 5K RUN

Volvo5k@nmss.org

CLIMB TO THE TOP, BOSTON

ClimbMSgne@nmss.org

1 800 344 4867 | MSnewengland.org

