



2012 Team Captain Guide



National Multiple Sclerosis Society
Greater New England Chapter

Table of Contents

WHAT'S INSIDE ///

Congratulations and Welcome	3
About the National MS Society & Where does the Money go?	4
Thank you for all the you do	5
Top MS Walk Teams	6
Top MS Bike Teams	7
Forming a Team.	8
Raising Money	9
Goal Setting.	11
Ideas Notepad.	12
Create a Team Shirt.	13
Tips from Team Captains	14

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



Congratulations and thank you for becoming a 2012 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 groundbreaking research, funds provided today can change a Society member's life tomorrow through our renowned programs and services.

ABOUT MS

Multiple sclerosis is a chronic, unpredictable neurological disease. MS can cause blurred vision, loss of balance, poor coordination, slurred speech, tremors, numbness, extreme fatigue, problems with memory and concentration, paralysis, and blindness. These problems may be permanent, or they may come and go. Most people with MS are diagnosed between the ages of 20 and 50, although children and teens can have MS, too. The unpredictable physical and emotional effects continue the rest of their lives. The progress, severity, and specific symptoms of MS in any one person cannot be predicted, but new treatments and advances in research offer hope to everyone affected by the disease.

MS affects more than 19,000 people in Maine, Massachusetts, New Hampshire and Vermont, 400,000 in the United States and 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 goes 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.

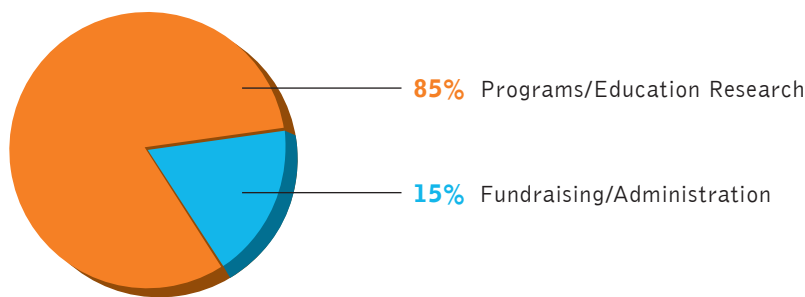
MS can stop people from moving forward in their lives.

ABOUT THE NATIONAL MS SOCIETY ///

The vision of the National Multiple Sclerosis Society is a world free of MS. Our mission is mobilizing people and resources to drive research for a cure and to address the challenges of everyone affected by MS. We are a driving force of MS research and treatment to stop disease progression, restore function, and end MS forever. We develop, deliver, and leverage resources to enhance care for people with MS and quality of life for those affected by the disease. We are leaders in the worldwide MS movement, mobilizing millions of people to do something about MS now. We are activists. And, we develop and align human, business, and financial resources to achieve breakthrough results.

CHAPTER FINANCIAL INFORMATION ///

The National Multiple Sclerosis Society, Greater New England Chapter is extremely dedicated to an efficient fundraising campaign. We make sure that 85 cents of every dollar raised goes back to our mission. Strict management and accounting policies, plus the generosity of in-kind donors and sponsors, help to keep operating fundraising costs to a minimum.



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 from our irreplaceable teams over the past years. From the entire Society, we cannot reiterate our appreciation and gratitude enough for all that our teams have done. Team spirit and camaraderie make all of our events more fun and meaningful for all that attend. Supporting one another is a core component for not only the MS Society, but is how to best fight back against the disease as limiting as MS. As Team Captains, you are the leaders in spreading awareness of not only the Society's existence but also of our goals. Our vision is simple and forward looking: We want to see a world free of MS. Our mission is vast and immediate: We want to 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 that support us. Below we recognize the teams that were our largest fund raisers from last year and again we would like to 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 our participants, past and new, understand how appreciative and proud we are to be partners in the effort to create a world free of MS. The following lists represent the hours of thousands of people choosing to dedicate themselves to a world free of MS. We are very proud of each of these teams and list their accomplishments to not only honor their efforts but also to 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 and please let us know how we can best help you with your team's efforts this year.



Top 2011 Walk Teams:

WALK MS ///

1. Team Van Houten	\$31,101
2. Missy's Marchers	\$26,367
3. Magic Scissors	\$24,718
4. Beth Israel Deaconess MS Center	\$22,130
5. Jen's Team	\$22,019
6. Team Jess	\$18,700
7. Miracle Seekers	\$18,510
8. The Green Team	\$18,370
9. MetroWest TeamMS	\$17,180
10. Kraig's Krew	\$17,047
11. Newton Wellesley Hospital MS Center	\$16,451
12. The Bean Team	\$14,495
13. Team Cathleen	\$13,585
14. Maggie's Crew	\$13,495
15. Howard Hoofers	\$13,053
16. Patty's Pals	\$12,535
17. Susie B Team	\$12,160
18. Team Big K	\$11,953
19. Emily's Walk	\$11,807
20. Maddie Means Business	\$11,456

CHALLENGE WALK MS ///

1. The Lombardi Party	\$54,136
2. Blister Buddies	\$52,354
3. Team Brian	\$33,441
4. Baldi's MS Busters	\$26,626
5. The Hot Pack	\$22,030
6. Cocktails for a Cure	\$19,584
7. K.A.T. Attack	\$19,463
8. Chili Head Striders	\$19,191
9. Bonnie's Believers	\$18,145
10. WWW Walk With Wendy	\$17,863
11. Lisa's Ladies	\$15,775
12. Tommy's Team	\$14,970
13. All Smiles for 50 Miles	\$14,815
14. EMD Serono Striders	\$14,717
15. TWA	\$13,567
16. Linda's Legacy	\$13,050
17. Krohne's Buzzards	\$12,945
18. Team Paige	\$12,650
19. Get Going To Gringo's	\$12,171
20. Team DEA and friends	\$12,051

Top 2011 Bike Teams:

CAPE COD GETAWAY ///

1. Liams Lucky Charms	\$196,781
2. Reason To Ride - EMD Serono/Pfizer	\$160,891
3. Team Velox Rota	\$113,744
4. Fit Werx/MPB	\$109,776
5. Riders on the Storm	\$93,701
6. Pep's Peddlers	\$85,433
7. Team Everest	\$70,802
8. Keep sMyelin	\$61,461
9. Road Ruach	\$59,116
10. Team Otis	\$56,083

BIKE & HIKE THE BERKSHIRES ///

1. End MS Now	\$23,120
2. Team MIT Lincoln Laboratory	\$9,421
3. Integrity Wolfpack	\$6,487

NH SEACOAST ESCAPE ///

1. Team Smidge	\$10,068
2. Polar-Type Bears	\$6,840
3. IIWII (It is What it Is.)	\$5,183

MINUTEMAN RIDE ///

1. Hopkinton Hens	\$2,211
2. US Art Cyclones	\$2,060
3. Team Ute	\$1,585

GREAT MAINE GETAWAY ///

1. Kelllys Kruisers	\$33,497
2. Cycling Friends	\$31,891
3. Velo X-press	\$31,685
4. Holy Rollers	\$27,477
5. Casco Bay Bicycle Club	\$18,049

GREEN MOUNTAIN GETAWAY ///

1. Green Mountain Peloton	\$28,110
2. ChainWringers	\$16,504
3. Team Sugarbush/Vermont Adaptive	\$10,687
4. The Mountaineers	\$10,410
5. Team DeMay-Stowe & Co.	\$10,080

RIDE THE VINEYARD ///

1. Team Martin	\$40,000
2. Folks on Spokes	\$25,975
3. Kevlar Cruisers	\$21,807
4. Central Nervous Cyclers	\$20,155
5. Instant Suck	\$15,000

RIDE BAR HARBOR ///

1. Team Donna	\$2,090
2. Kelly's Kruisers	\$1,435
3. Ellery's Crank Busters	\$830

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 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. 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 your invitation to become involved in 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

Put in a picture of you or your team. Write the story of your team 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 direct people directly to your team page. Put 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 download your Outlook contact list 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 post tweets on Twitter for your group and 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 attain, 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 contact MSnewengland.org.

Fundraising Ideas Notepad

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

With each \$50 raised netting you another 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.

Silent Auction

Hold your own silent auction — with food and entertainment.

Garage Sale

Clean out the attic and basement with 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 - <https://mamwalkms.spreadshirt.com>.

To order Challenge t-shirts, visit - <http://mschallengewalk.spreadshirt.com>.

To order Bike t-shirts, visit - <http://bikemsnewengland.spreadshirt.com>.

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



ORDER JERSEYS FOR YOUR BIKE TEAM ///

For the 2012 Bike MS season, we have a new jersey supplier, 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: <http://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!).”