



National
Multiple Sclerosis
Society

Colorado-Wyoming Chapter

FUNDRAISING
guide
& *toolkit*

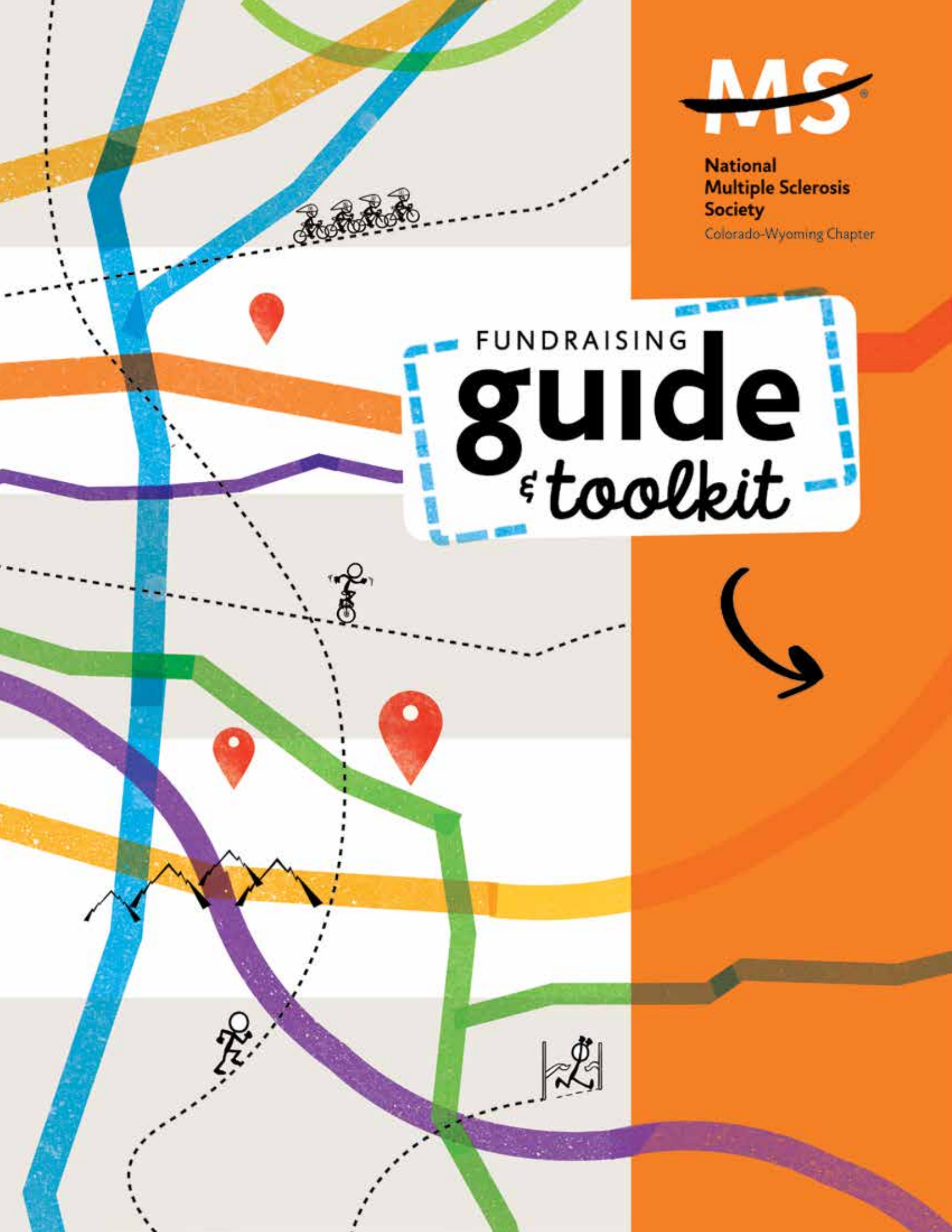






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OUR fundraising Events



Walk

Share a remarkable achievement with over 250,000 walkers in more than 600 cities across the U.S. But most importantly, you are raising essential funds for MS research and services.



Bike

A two-day inspirational ride covering 150 miles through rolling hills and captivating scenery. The sense of accomplishment you feel as you cross the finish line can only be matched by the difference you make in the lives of people affected by MS.



muckfestMS.com

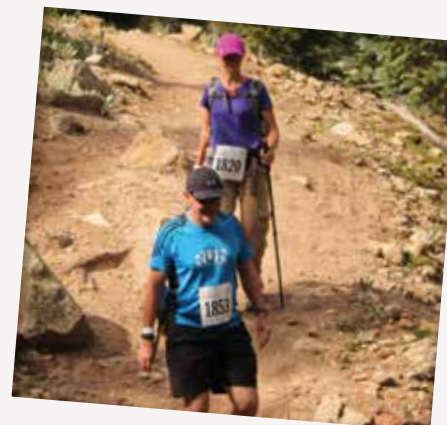
MuckFest

An unforgettable challenge course through miles of mud and muck! An inspiring experience whether you participate, volunteer or watch! It will test your mettle with physical fitness, teamwork and, of course, FUN!



Hike

Taking fun and fundraising to new heights! Enjoy beautiful mountain scenery while making great strides towards a cure. Hike routes are designed for all skill levels—so gather friends and family to explore new territory.



YOU should know:



The Mission

The National MS Society is a collective of passionate individuals who are moving together towards a world free of multiple sclerosis.

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 and often disabling disease of the central nervous system. Symptoms range from numbness and tingling to blindness and paralysis. Most people with MS are diagnosed between the ages of 20 and 50, with more than twice as many women as men being diagnosed.

MS stops people from moving. We exist to make sure it doesn't.

Founded in 1946, the National Multiple Sclerosis Society supports MS research, offers services for people with MS, provides educational programs and furthers MS advocacy efforts all over the world. The Society's mission is to mobilize people and resources to drive research for a cure and to address the challenges of everyone affected by MS.

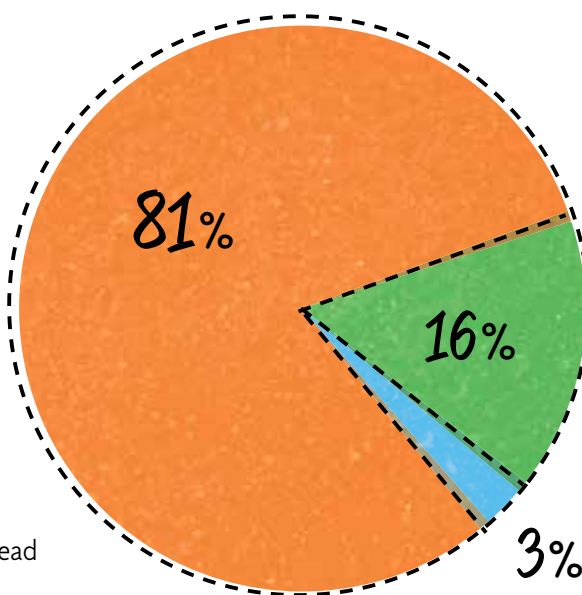
The Colorado-Wyoming Chapter serves over 100,000 people each year affected by MS in Colorado and Wyoming. Some of the programs and services provided to those affected include: self help groups, care management, financial assistance, fitness classes, education classes, advocacy services and a national call center that is staffed by master's level personnel.

There is Hope

MS research is progressing at a remarkable rate, with more potential therapies in the pipeline now than at any other time in history. The National Multiple Sclerosis Society is a driving force of MS research, supporting and stimulating world-class discovery and trials to prevent, better treat and cure this unpredictable disease of the brain and spinal cord. Thanks to your support, our investment in new drug therapies and promising research offers hope to people living with MS and their loved ones.

Where the money you raise goes

- PROGRAMS & RESEARCH
- FUNDRAISING
- ADMINISTRATION



Why Participate?

It's a chance to do something good in your community, be inspired and meet people as committed to ending MS as you are! During our events and through your fundraising you are supporting research, helping to spread MS awareness and supporting our advocacy efforts.



Did you know? \$250 pays for one month of peer counseling for 75 people living with MS.

JOIN THE MOVEMENT[®]



fundraising 101

EASY AS 123! Set a goal. Keep it Simple. Tell Everyone!

Set a fundraising goal that's realistic but also takes some work to attain. Establishing a goal gets you motivated and gives you a benchmark for success. Don't be afraid to go back and increase your goal if you exceed it and don't forget to celebrate your milestones when you reach them!

Make your goal public; use email, Facebook and word of mouth to communicate your fundraising goal and share fundraising milestones along the way. Sharing your goals will inspire people to give.

ASK, ASK, ASK! If You Don't Ask, They Can't Say Yes!

Every year millions of people give billions of dollars to charitable organizations and participate in some form of walk, run or ride here in the U.S. When people are asked to support someone or to join a fundraising team, they are not surprised or annoyed, especially when they know the person who is asking! Chances are they've done this before and they will most likely give to you too! Relax, the worst thing they can say is no!

IT'S ALL ABOUT WHO YOU KNOW. Contacts are Key!

Make a list of everyone you think you should reach out to in order to accomplish your fundraising goal. Think of family, friends and co-workers that could financially support you (big or small) and who would be inclined to give to you and your cause. *This list should be at least 30 people depending on how much you are trying to fundraise. It's a numbers game—the more people you ask, the more donations you'll receive!*

SHOW YOUR COMMITMENT. Give to Yourself First!

This is a no-brainer. If you won't sponsor yourself, then why should someone else support you? Giving to yourself first shows people that you are committed to your cause and helps you to understand the process in case one of your donor has questions or needs help making a donation. It doesn't matter how much you give, but if a potential donor sees that you gave \$25, \$50, \$100, etc. to your own efforts, they will be more inclined to match that amount. (And, don't make your donation anonymous – that defeats the purpose stated above!)

MAKE IT PERSONAL. They Want to Hear Your Story!

When asking someone for a donation personalize your request. Whether it is a face to face meeting, email communication, or through a letter, share your story and then draw them to your cause. We do have sample text available on our website BUT *nothing is more powerful than your own story in your own words.*

START NOW. There is No Time Like the Present!

Start your fundraising efforts today! Make it easier on yourself and do a little each day. Draft an ask letter and send a test email to yourself to make sure it works and is formatted how you like. Next take a co-worker to coffee and ask them to make a donation. Then send four or five personal emails to friends and family. If you make your fundraising a daily effort you won't feel overwhelmed and are more likely to enjoy the process, especially when the donations start rolling in and you realize *YOU ROCK!*

GET ONLINE! Be a Social Media Butterfly!

The internet is an incredible tool for fundraising! Take advantage of the online opportunities to market your efforts and tell your story!

Customize your fundraising page on our website, it's easy, we promise! It allows you to easily keep track of your fundraising and gives people a place to go to make online donations to you. It even has a nifty thermometer that tracks your donations!

Use Facebook, LinkedIn and Twitter to spread the word about an upcoming fundraising event that you are hosting or post a link to your personal fundraising page on your profile and ask people to share it to their own walls or profiles. You use these social sites every day, so why not maximize your fundraising efforts and share your story and your goal with a large network of people?!

GENTLE REMINDERS. No Nagging!

If you've connected with someone to make a donation, give it some time before reaching out to them again. People are busy and get distracted just like you do. After a while give them a soft reminder with an update on where you are in relation to your fundraising goal and what discoveries are being made in MS research. This simple gesture will remind them that they still need to donate.

Don't forget to send out one last donation request 48 hours before your event to make sure you remind those people who wait until the last minute (most of us!).

THINK OUTSIDE YOUR COMPUTER. Make it Fun!

Host a silent auction, a bake sale or a poker night. Hosting events and adding some flare to your fundraising efforts allows donors to connect to your cause and makes it more interesting for.

Think about having a competition for your donors: enter the first ten people who donate to your fundraising page into a contest to win a prize. This encourages donors to give and creates a little healthy competition among family and friends.

SAY THANK YOU! Just Like Mama Taught You to!

Follow-up is important. Say thank you to the people who gave their time and money to support you. Send a short report on how the event went and where your fundraising campaign ended. Include photos so that the donor feels connected and can understand what they were supporting (pictures speak a thousand words). Saying thank you completes the process of fundraising and also sets you up to reconnect with your donors again the following year.



*PAT YOURSELF ON
THE BACK!* Job Well-Done!



ANATOMY OF A *Fundraising* LETTER

When you can't meet in person with a potential donor a brief fundraising letter is another great way to ask for support. You can also use this letter as a follow up after a face-to-face meeting. Let the anatomy described here get your letter in perfect shape!

Head TELL IT LIKE IT IS

First make your letter personal by using your donor's first name. Then open with a straight forward message of two sentences describing what you are trying to accomplish.

Heart WHERE IT'S AT

Explain your personal reasons for participating and your connection to the cause. Use stories to engage your audience and to explain why this is important to you. You can get lots of useful information on our website at cureMSco-wy.org

Hands USE A HANDS-ON APPROACH

State your fundraising goal again and ask for a specific donation amount based on your knowledge of the person you are sending the letter to. Then direct them to our personal fundraising page on the NMSS website so that it is easy and convenient for them to donate. If your reader donated last year, be sure to thank them again for their past contributions and let them know that they're appreciated.

Eyes HEY GOOD LOOKIN'

Don't underestimate the power of a picture! Use a photo from a past event or just a headshot of yourself to break up the text and make the email more fun and personalized!

Legs GO THE DISTANCE

Sign off by thanking your reader for partnering with you in this great endeavor. Sign the letter with your relation to the reader i.e. "Your Friend", "Your Neighbor", "Your Husband"... you get the idea.





Stuck? HERE'S SIX **great ideas**

All great, fun ideas listed from least to most effort required. FYI the effort you put in is often reflected in how much you raise.

- 1. INCORPORATE MS INTO YOUR SPECIAL EVENT:** Have a birthday or anniversary coming up? Host a party and ask that guests provide a donation to the MS Society in lieu of gifts.
- 2. MATCHING GIFTS:** Your company may have a matching gifts program that can double your total donations! Many large companies offer matching grants as long as you fill out an application. You can also ask your donors if their own companies will match the gift that they gave to you.
- 3. RESTAURANT NIGHT:** Ask your favorite restaurants to donate a percentage of their sales for one day or one meal to your fundraising efforts. Host a party at their place of business and invite friends, family and co-workers to support your efforts and the restaurant.
- 4. COOK OFF:** Get a group of people together for a chili, sliders, or cookie-baking cook off! People love a good competition, especially when it comes to food! Charge an entry fee and have attendees vote for their favorite dish! Have winners for various categories like best tasting, best looking and most creative recipe.
- 5. GAME/POKER NIGHT:** Invite friends to a game night that benefits your fundraising! Charge an entrance fee to raise money, you can also designate another fee to buy back into the game. Give the winner a prize that has been donated from one of your favorite stores or a gift certificate from a local restaurant or bar.
- 6. SILENT AUCTION:** Get your favorite restaurants, bars and stores to donate items to your auction, then host an event and invite family and friends to come eat, drink and bid on all of the awesome items that were donated to you!

➔ *Now that's easy money!*



YOUR Participant page



YOUR HUB FOR MANAGING ONLINE FUNDRAISING

Everyone who registers for an event gets an online participant page where you keep your contacts, communicate with team members and donors and track your fundraising success!



FUN AND EASY FUNDRAISING

HOW IT WORKS:

From the Participant Center, you can edit your Personal Page, e-mail donors, and manage your campaign. Team captains, you can follow your team's progress.

GETTING THERE:

Login to your account with your username and password and click on Participant Center where you will be prompted to update your Personal Page. It's easy to change the layout, story and upload pictures. Make it about you to help friends and family connect and make generous donations! You can even keep a blog on your Personal Page.

WHAT YOU CAN DO THERE:

Manage your team: Email your entire team at once, track their progress, set your team goal so everyone can see and support it, download your team roster, encourage team members to use their online personal page and create incentives for them to fundraise online.

Send emails to friends and family: Easily import contacts into your Address Book from other e-mail applications such as Microsoft Outlook, AOL or Yahoo or add them manually. In just a few clicks select and send an appeal for support or a thank-you. Use a pre-written e-mail or write your own.

Fundraise online: Track your individual, on-going fundraising progress. Update your fundraising goal. View reports on your team members' contributions. Send follow-up messages and thank-you emails to your supporters.

NMSS COLORADO-WYOMING *Fundraising Experts:*

- Teams or Fundraising Questions?

E-mail: co-wyteams@nmss.org

Phone: 303-698-5420

- IT or Donation Support Questions?

E-mail: cocdatarequests@nmss.org

- Matching Gift Support Questions?

E-mail: cocmatchinggifts@nmss.org

SOCIAL **media tools:**



FACEBOOK: FACEBOOK.COM

Facebook is the most popular social network in the world, helping people connect and communicate with people they know, and encouraging easy sharing of important news, events and pictures. Share the word about your upcoming event faster and easier than ever before!



LINKEDIN: LINKEDIN.COM

This place for professionals has the potential to expose your team to a broader audience who are capable of making donations. LinkedIn Groups can help you to connect with others of similar passions and interests who could potentially create or join a team.



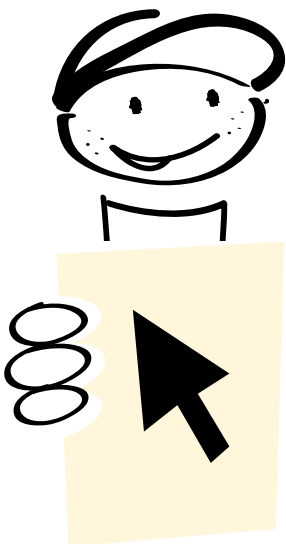
TWITTER: TWITTER.COM

Twitter is one of the fastest growing social networks. It is a micro-blogging platform that allows you to send a 140-character (or less) message about anything you want to anyone "following" you. Tweet about your team often!



YOUTUBE: YOUTUBE.COM

YouTube brings your cause to life by giving friends, family and fans a place to view footage of events, inspirational videos and slideshows. Share your event experiences and invite others to join you or support you with a donation.



YOUR PERSONAL FUNDRAISING WEB PAGE:

Create and customize your personal fundraising webpage after you register for an event. You can accept donations online, send "thank you" emails, share your progress, and invite your friends to join your cause. The Society makes it quick and easy to get started with a simple login.

You can also create and purchase your own domain name by searching the internet for "domain name registration" and finding a company to host your simple web address. You can have your custom domain (Ex: www.walkforsally.com) either redirect to your fundraising page or to a custom website that connects with your fundraising page. Many web hosting companies have user friendly tools for creating your own website. The benefit is you can create a web address that is concise and easy for people to remember.



Did you know?

\$50 a month pays for 20 people living with MS to attend an aqua therapy class.



WHO IS THE TEAM CAPTAIN?:

The team captain is the recruiter, coach, parent, trainer, fundraiser, nurse, organizer, communicator, cheerleader and friend! You signed up for this role, so run with it and have fun! The sky is the limit and with your guidance and encouragement, your team will flourish!

SET A TEAM GOAL:

A goal to strive for maintains motivation in your team and gives you a good benchmark for success. Make your goal realistic and significant; it should require some hard work but also be attainable. Set a goal for team size as well as collective fundraising; recruiting more team members will mean more fundraising! Get input from your team, having them believe in the goal from the start will make your job as team captain that much easier. Also, make everyone on your team aware of the goal from the beginning so they know the expectation. Sending frequent updates on where your team is in reaching your goal will also help to motivate members and drive fundraising.

BUILD YOUR TEAM:

Make a list of potential team members and invite everyone to check out your team page. Direct them to your online participant center where they can see why you are participating and how they can get involved. Ask them to register and join you in helping find a cure for MS. After you have a significant number of people on your team, host a kickoff party! This allows your team members to get to know each other, talk fundraising strategies and gives you the chance to get your team pumped up and excited about the upcoming event!

CORPORATE TEAM BUILDING TIPS:

Recruit a co-captain for every ten team members on your team. Choose a co-captain from a different department or floor within your company to maximize participation. Also, securing top management or an executive champion's support is important. A public endorsement of your company's participation in an MS event will assist you in recruiting team members and raising funds. If you are part of a large corporate team, have departments set their own goals to create some fun internal competition.

BE PERSONAL:

Make (but don't take) everything personally: Mass emails rarely get people's attention, so if you want someone to do something for you ie: join your team or donate to your fundraising page – you must do it personally. Whether you add a personal touch to an email, call someone or meet with them face to face, you're definitely more likely to have a positive reaction when you personalize your request. In the same breath remember never to take "no" personally. Just thank the person and move on to the next!

USE YOUR TEAM PAGE:

Customize your team page and use it to keep your team organized and excited about the progress you're making! Use the online system to track donations, email team members and enter cash and check donations. All the resources you need are there, so use them to your advantage!

STAY IN TOUCH:

Send your team a short email or update every week or two. This helps keep your team connected and makes information readily available to all. Some ideas to include in these communications are: current team fundraising totals, new team members and their information, a highlight of a team member who had a good fundraising week, future events, get-togethers and information pertaining to the actual event day.

BUILD THE EXCITEMENT:

Get your team excited about the event! Change your Facebook profile picture to the event logo or a picture of your team. Tweet about how awesome your team members are! Get t-shirts made so that you are all dressed alike on event day. Host a dinner the week before the event to remind everyone of the cause and to talk about why each of you are participating, or training together for the day. If you build some buzz around the event, people will get excited and that excitement will pay off in your fundraising total and the level of fun during the event!

GET TO KNOW EACH OTHER:

Make it your goal to get together before the day of the event. Train together, grab coffee, eat dinner or host a fundraiser – the more time you all spend together, the more connected everyone will feel to each other and to the mission of the National MS Society.

LEAD BY EXAMPLE:

As team captain, you are the leader and people follow your example. If you expect your team members to raise a certain amount of funds, you need to set the expectations and exceed that amount! Start by donating to yourself, this shows your team members that you are serious about this cause and about fundraising. When your team sees you putting yourself out there and finding creative ways to ask people for money, they will do the same. Make sure you document all of your fundraising accomplishments on your team page to increase momentum and drive positive competition.



Did you know?

With \$150 a month, you could pay for one year of transportation for 6 people living with MS.



TEAM CAPTAIN **guide:**

*Event Day
& Beyond*



CHECK YOUR TEAM IN:

Make sure that your team members know when and where to meet on event day. Set an arrival time and a specific location, then get there early in case any of your team members are early birds as well. Provide your team with a list of things that they need like money, forms, t-shirts, water bottles etc. Set a time that you will all start the event together, even if you're going different distances. As team captain, your main goal is to keep people connected and cared for. Make sure everyone knows the schedule and is prepared before beginning your event!

SHARE YOUR CONTACT INFORMATION:

The day of the event can sometimes be a little crazy, so it is important to give all of your team members your cell phone number in case of confusion or emergency.

TAKE A TEAM PHOTO:

Getting a picture of your entire team is extremely useful in thanking donors and your team, and recruiting more members the next year. If you are feeling extra-motivated and inspired, print a photo for your team members and frame it with a hand written thank you note. They will have it as a reminder of the event forever and it will mean more to them than you realize.

STAY UNTIL THE LAST TEAM MEMBER FINISHES:

After all of the fundraising and hard work that each of your team members puts in to reaching the goal, participating in the event and supporting the National MS Society, it is important to give them your support and encouragement as they finish. Gather your team and cross the finish line together, or cheer each other to the finish. This promotes camaraderie and will keep your team connected until the very end. Support is what teams are for!

CELEBRATE:

Host a post-event celebration! Hand out awards, incentives, and certificates to team members. Thank and celebrate all of those people who had a hand in helping you to reach your team goal. This is a good time to present team members with the team photo from the event, to reflect on special moments and talk about some of your goals for next year!



DIVISIONS, BASED ON TEAM SIZE:

- Division I: 50+ team members
- Division II: 16-49 team members
- Division III: 4-15 team members

DIVISION AWARDS, EACH DIVISION HAS THE FOLLOWING AWARDS:

- Corporate Teams: 1st, 2nd and 3rd Highest Fundraising Amount
- Friends and Family Teams: 1st, 2nd and 3rd Highest Fundraising Amount

OVERALL AWARDS:

- Team best promoting the Society's Mission
- Most Improved Corporate Team (based on percentage of increased team members and fundraising averages)
- Most Improved Friends and Family Team (based on percentage of increased team members and fundraising averages)
- Team Showing the Most Spirit
- Team with the Highest Fundraising Average per Participant
- Top Rookie Teams of the Year

DAY OF EVENT AWARDS:

- Best Decorated Corporate Team Tent
- Best Decorated Friends and Family Team Tent



*Awards vary by event and location.
Awards are given at the annual Closer
to a Cure Celebration in the fall.*



**National
Multiple Sclerosis
Society**

Colorado-Wyoming Chapter

Broadway Station
900 S. Broadway, Suite. 250
Denver, CO 80209

Connect
With Us

Online: cureMSco-wy.org

Phone: 1-800-FIGHT-MS
(1-800-344-4867)



facebook.com/NMSSco.wy



twitter.com/NMSScowy



follow us on Instagram @NMSScowy



youtube.com/NMSScoloradowyoming

