



**WALK MS.** TOGETHER  
WE ARE STRONGER.



## FUNDRAISING CENTER GUIDE

Every day we come one step closer to our goal — a world free of MS. Every day we learn more about multiple sclerosis and push for new treatments and programs to help people living with MS. None of it would be possible without the vital funds raised through Walk MS®.

With this guide, we’ve made it easy for you to be a successful fundraiser! Follow these steps to learn how to set up your own website, share your reason for participating and email your contacts for their support. Templates, tracking tools and user-friendly instructions will streamline your fundraising campaign and have you reaching your goal in no time. The sooner you start, the sooner your efforts will be helping people affected by MS live their best lives.

Don’t hesitate to contact us with any questions you may have.

Call us at 1-855-372-1331 or email us at **FundraisingSupport@nmss.org**.

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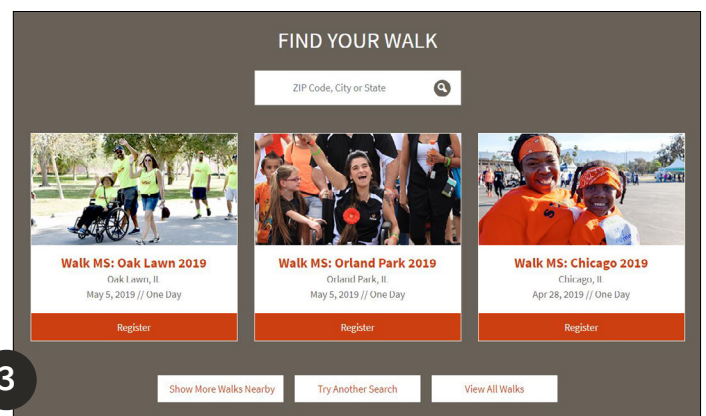
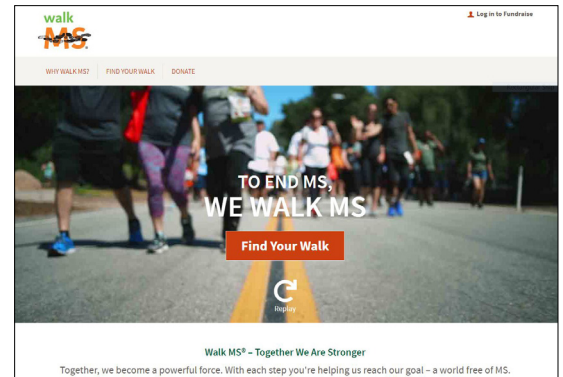
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## How to Find a Walk MS® Event

- 1 Go to **walkMS.org** for Walk MS.
- 2 Scroll down to search for an event by Zip code, city or state. Searching by zip code will return all events within 200 miles of that location and list the events by proximity.
- 3 Select the Walk MS event and click **REGISTER**  
or  
Click the event name to visit the main website for that event.
- 4 Select your participation type.

The screenshot shows the "REGISTER" modal form. It has a title "REGISTER" and a close button (X). There are two registration options: "Walker" and "Virtual Walker". Both options have a "\$0 fee | \$0 minimum" and a "Register" button. The "Walker" option includes the text "I want to participate in Walk MS!". The "Virtual Walker" option includes the text "I won't be at the event, but I'd like to fundraise for Walk MS.".



# How to Register for Your Event

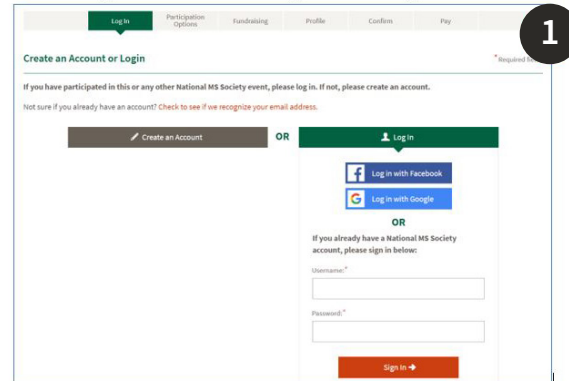
## 1 Select Create an Account or Log In

- If needed, select check to see if we recognize your email address to send a 'reset password' email to your account if the email you provide is already associated with an account
- You can also sign-in or create an account using Facebook or Google.

### Select Create an Account or Log In

If needed, select **check to see if we recognize your email address** to send a 'reset password' email to your account if the email you provide is already associated with an account..

You can also sign-in or create an account using Facebook or Google.

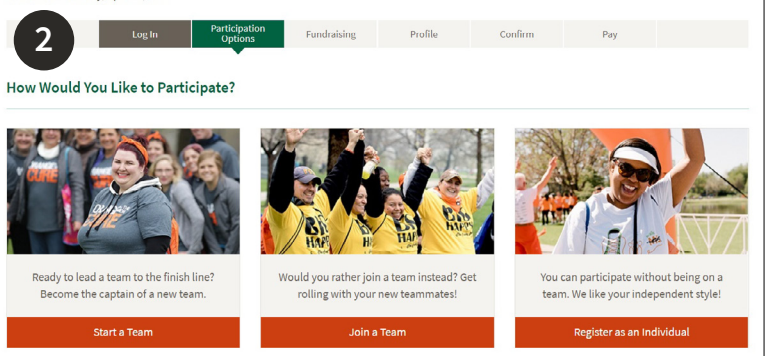


## 2 Choose how you will participate:

- **Start a New Team**  
Start a New Team requires a Team Name, Fundraising Goal, Team Type (Friends & Family, Corporate or Other)
- **Join a Team**  
Join a Team allows you to search by team name to join that team.
- **Join as an Individual**  
Register as an Individual is not associated with a team. Consider walking with a team for community, fundraising support and walk support. Contact fundraising support by email ([fundraisingsupport@nmss.org](mailto:fundraisingsupport@nmss.org)) or by phone at 855-372-1331 for more information.

### REGISTER

Event Date: Sunday, April 28, 2019



- **Bring Back a Past Team**

If you participated in this event the previous year on a team, and you are the first to register for this team, you have the option to click BRING BACK 'TEAM NAME'. You will not be assigned as the Team Captain unless you were last year. By clicking this option you have made this team active and other participants can also join this team. If you participated in this event the previous year on a team and the team has already been started, you'll be asked if you would like to rejoin your previous team by clicking REJOIN 'TEAM NAME'. If the former team captain is not returning and a new team captain needs to be assigned, contact fundraising support by email [fundraisingsupport@nmss.org](mailto:fundraisingsupport@nmss.org) or by phone at 855-372-1331 to inform them who will be the new team captain and they can assign that person as team captain once they have registered for the event.

## How to Register for Your Event

### 3 Start a New Team

Determine Team Name, Team Fundraising Goal and Team Type.

Click **Next Step** to proceed to finishing your registration.

### 4 Join a Team

Search for Team Name that you would like to join. Select **JOIN** to join that team.

Click **Next Step** to proceed to finishing your registration.

### 5 Register as an Individual is not associated with a team.

Consider walking with a team for community, fundraising support and walk support. Contact fundraising support by email ([fundraisingsupport@nmss.org](mailto:fundraisingsupport@nmss.org)) or by phone at 855-372-1331.

REGISTER

Event Date: Sunday, April 28, 2019

Log In Participation Options **Start a Team** Fundraising Profile Confirm Pay

3

**Set Up Your Team** \* Required fields

What would you like to name your team? \*

How much can your team raise? \*

REGISTER

Event Date: Saturday, May 4, 2019

Log In Participation Options **Join a Team** Fundraising Profile Confirm Pay

4

**Select Your Team**

Find your team in the list below or search by team or team captain.

**Search by Team**

Team Name

**Search by Team Captain**

First Name

Last Name

## How to Finish Your Registration

- 1 Update **Participation Options** with your personal fundraising goal. To qualify for an official Walk MS t-shirt you need to raise \$100, but you can push it further. Go for it! You'll earn bragging rights and our sincere gratitude!



- 2 Jump-start your fundraising goal by making a personal donation to demonstrate your commitment to help those living with MS.

Click **CREATE PROFILE** to continue.

- 3 Input or update all personal information.

### DID YOU KNOW ...

Participants who make a Personal Donation  
fundraise two times as much as those who don't.

- 4 Read and confirm waiver. Click **I agree to the waiver** to accept.

NOTE: you must scroll to the bottom of the waiver before you can click the agree box.

Click **CONFIRM REGISTRATION** to continue

- 5 Review registration summary, check off on agreement of waiver and click **NEXT STEP** to complete registration. This will take you to payment screen to finish your self-donation and complete registration. Once you've completed your registration, you can register a child if you'll be walking with your kids.

**Congratulations!** You are now registered. Your Personal Page will appear shortly—this is where you set up details to help you fundraise for your Walk MS® event.

**Fees** \* Required fields

You're registering as:

Walker: Registration Fee — \$0 \$0  
I want to participate in Walk MS!

**1** Your Personal Fundraising Goal: \*

As a Walker you are an important part of the MS movement. Although not required, you can raise money too! Go for it!

**Quick Tip:** Aim high; most Walk MS participants and volunteers go above and beyond \$100 to qualify for the T-Shirt. Check out our fundraising tips to help you reach your goal!

**2** Demonstrate your personal commitment to helping those who live with MS by making the first donation. You'll see how much easier it is to raise money when you give first.

\$35 \$50 \$100 \$200 \$500  
\$1,000 \$ Other No, Thanks

Personal Donation — \$0 \$0

**4** Waiver \*

WALK MS RELEASE AND WAIVER OF LIABILITY

In consideration of participation in the Walk MS, I waive and release the National Multiple Sclerosis Society ("NMSS"), its chapters, directors, officers, administrators, representatives, past and present employees, volunteers, agents, supervisors, participants, all city and state governments, assigns, all sponsors, their representatives and successors and other persons (collectively, the "Releasees"), from any and all claims, liabilities, or causes of action arising out of an injury to me (or my child) and from any and all claims, liabilities, or causes of action arising from my (or my child's) participation or attendance in this event.

Inherent and Potential Risks  
I understand that the Event involves strenuous physical activity. I understand that physical activity by its very nature carries with it certain inherent risks. I assume all risks.

**PLEASE READ THROUGH TO THE BOTTOM OF THE WAIVER BEFORE MAKING YOUR SELECTION**

☒ I agree to the waiver

**5** Confirm Registration Details

**Your Contact Information**

Jill Smith  
myemailaddress@email.com  
123 South J St  
Appleton, WI 54911  
[Edit](#)

**Your Registration and Fundraising Options**

Walker \$0  
[Edit](#)

The current total cost is: \$0

### DID YOU KNOW ...

Walk MS participants who used Personal Pages raised an average of \$453 vs. \$183!



## How to use the Fundraising Center

- 1 Your registration is complete! Now it is time to personalize your page to tell your story about why you are participating to create a world free of MS.

**Don't forget to download our Mobile App if you're on a phone or tablet.**  
**See page 15 for details.**

Your Fundraising Center Dashboard is an overview of your fundraising progress and a place to start when you want to set up your personal or team pages, share your story or ask for donations.

- 2 **What's New:** What's happened since you last logged in. Do you have donations? Is there new members of your team? Has new event information be posted.

- 3 **My Progress:** Show how you are doing in your fundraising, access your donations and edit your goal.

- 4 **What to do next:** What can you do to further your fundraising and recruiting progress to reach your goal.

### Reach Your Goal Faster with Facebook

1. Connect this fundraiser to Facebook.
2. Invite friends, share updates and collect donations on Facebook.
3. Keep track of your progress. The money you raise on Facebook will count toward your goal.

Connect Fundraiser to 

Not Now

### MY TOOLKIT



Update Your Page



Email Friends & Family



Get Social



Go Mobile

1

Fundraise from your phone or tablet!

Download the Walk MS App for your device and fundraise from your phone or tablet.



### MY WALK MS DASHBOARD

2

#### What's New

You joined HOM 2019 Walk MS: Hometown.

See More Notifications

#### What to do next?

Make another ask

It's almost time for Walk MS. Remind your network of your involvement and get more donations in the door.

See More Tips

4

#### Start Fundraising Today!

MY PROGRESS

GOAL

\$10,000

Edit Goal

0

DAYS TO GO

3

Together, we walk and raise funds to change the world for people with MS.

View Donations

## TEAM CAPTAINS:

Update your **Team Page** with your team fundraising goal, your team's story, customized URL, team photo, and customized content.



## Your Fundraising Panel – quick access to all your fundraising tools

Now that your registration is complete, you have tools to help you tell your story and fundraise for Walk MS®.

WALK LOGISTICS ▾

FUNDRAISING ▾

WHY WALK MS?

My Walk MS Fundraising

When you are logged in, you will have a “**My Walk MS**” button on every page of the website.

Clicking the My Walk MS button give you access to the fundraising panel that will slide out from the right edge of the screen. Here you can quickly access fundraising tools, learn what’s new, what to do next and where you stand.

Clicking **Dashboard** will take you to the Fundraising Center.

Clicking **My Page** (or My Pages for Team Captains), will take you straight to your personal page, where you can update photos, set your fundraising goal, tell your story and create a vanity URL to share your participation in Walk MS.

Clicking on **Email** will take you to the email tool where you can send emails, manage your contacts and see the progress of any emails you’ve sent.

Clicking on **Donations** will take you to a page listing all your donations.

Clicking on the **Facebook Fundraiser** button will allow you to create a Facebook fundraiser where your friends and family can see your story on Facebook and make donations to you directly on Facebook.

In the **Notifications** area, you will see a list of what’s new since the last time you logged in. Listed here will be any donations you’ve received, any new team members that have joined, and any news or event updates that have been posted since you last logged in.

In the **To Do** area, you will be given a suggested next step you can take to further your fundraising progress.

And in the **Progress** area, you will see where you are in relation to meeting your fundraising goal and your ranking among other participants, and teams.

Finally, **My Badges** section will show you all the badges you’ve earned for the activities you’ve completed as part of your fundraising efforts.

Now that your registration is complete, you have tools to help you tell your story and fundraise for Walk MS.

The screenshot shows the 'MY WALK MS' fundraising panel. At the top, there's a title bar with a close button. Below it are four main navigation buttons: 'Dashboard', 'My Page', 'Email', and 'Donations'. The 'My Page' button is highlighted. To the right of 'Email' is a 'Facebook Fundraiser' button. Below these buttons is a 'NOTIFICATIONS' section with a message: 'You joined HOM 2019 Walk MS: Hometown.' Below that is a 'TO DO' section with a message: 'Participants who personalize their fundraising page with their own story raise more money. Set yours up here.' and an 'Update Your Page' button. Below that is a 'PROGRESS' section with a shoe icon and a progress bar. The progress bar shows '\$0 RAISED' and '\$10,000 GOAL'. Below the progress bar is a 'MY BADGES' section.

CURRENT TOTALS	
\$0	RAISED
\$10,000	GOAL
DAYS TO GO	



## Your Fundraising Center Dashboard

Your Walk MS® Dashboard is your central location to the fundraising tools available to you, when you can check your progress, and find out what's new since you last logged in.

The **What's New** section will show what's new since the last time you logged in. Here you will see any donations you've received, any new team members that have joined, and any news or event updates that have been posted since you last logged in. And clicking **Show More** Notifications will give you a list of all the items since your last login.

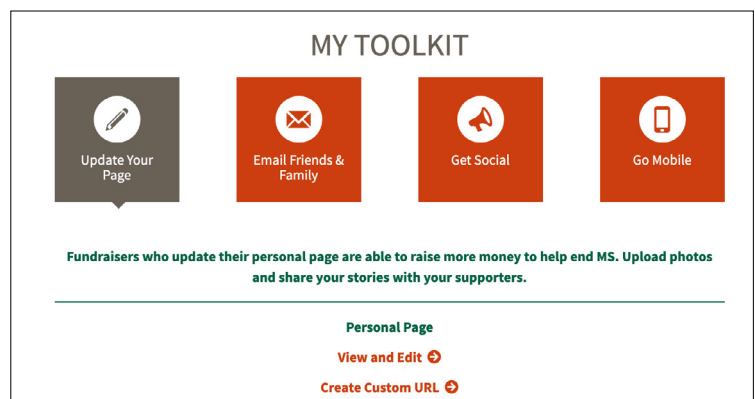
In the **What to do next?** area, you will be given a suggested next step you can take to further your fundraising progress. And clicking **See More Tips**, will give you a list of other activities you can do to raise more money and recruit more team members if you're a team captain.

And you'll also see progress: Where you are toward your fundraising goal and your ranking among other participants, and teams.

The **My Toolkit** section is where you'll find what you need to be a successful fundraiser.

Clicking on **Update Your Page** will give you a link to view and edit your personal page and create a personal URL for your page. Team Captains will also have access to update the team page and the team URL.

Clicking on **Email Friends & Family** will give you access to the email center where you can send emails, manage your contacts & see the progress of any emails you've sent.





## Your Fundraising Center Dashboard


Clicking on **Get Social** will let you tap into the fundraising power of your social networks. Here you can create a Facebook Fundraiser, share your story on social networks, schedule posts for Twitter and LinkedIn, and get images and videos for sharing and raising awareness.


Clicking on **Go Mobile** will show you links to our mobile & tablet apps for iPhones and Android phones. Update your story, track your progress, manage social media posts for Twitter and LinkedIn, and send messages by email, text or on Social Media, while you're on the go.

### MY TOOLKIT

  
Update Your Page



  
Email Friends & Family

  
Get Social


  
Go Mobile


**Fundraise from your phone or tablet!**


Download the Walk MS App for your device and fundraise from your phone or tablet.




### MY TOOLKIT

  
Update Your Page

  
Email Friends & Family


  
Get Social


  
Go Mobile


**Fundraisers who update their personal page are able to raise more money to help end MS. Upload photos and share your stories with your supporters.**


**Personal Page**  
[View and Edit](#)

### MY TOOLKIT


  
Update Your Page

  
Email Friends & Family

  
Get Social


  
Go Mobile

**Tap into the fundraising power of your social network.**




#### Connect your Fundraiser to Facebook

Raise more money by connecting your page as a Fundraiser on Facebook that shows your progress and a Donate button right in your post.



#### Go Social

Boost your fundraising and go social by sending messages via Facebook, Twitter, LinkedIn, and more. Get started now!



#### Want More?

Check out our [Fundraising with Social Media page](#) for images, videos, email signatures and more!

## How to Easily Fundraise with Ready-to-Go Tools

Now that your Personal Page is ready, it is time to fundraise! There are three primary ways to fundraise: Email, Facebook, Mobile App!

### 1 Email

Click on the Email tab and select from the below options. All emails come with a standard template, but you are encouraged to personalize the messages with additional text that is meaningful to your participation experience and event — especially the solicitation emails.

- **Thank You**  
Thank your contacts for donating to your event.
- **Recruiting**  
Send emails to your contacts to invite them to join you or your team.
- **Solicitation**  
Email contacts to invite them to donate to your fundraising goal.
- **Other**  
Create a customized email based on your needs.

The screenshot shows the 'EMAIL' interface. At the top, it says 'EMAIL' and has a help icon. Below that, a note states: 'Email is one of the most effective ways to ask for donations and recruit team members. Start by importing your contacts and then use our Templates below. You can also use the "Copy" button to send the messages from your own email tool.' There are two tabs: 'Compose' (active) and 'Manage Contacts'. On the left, there's a sidebar with 'Drafts (1)', 'Sent Messages (0)', and 'Add Contacts' (with a plus icon). Under 'Add Contacts', there are links for 'All Contacts (9)', 'Never Emailed (9)', 'Non-Donors (9)', and 'Non-Teammates (9)'. The main area has fields for 'To:' (with a note to separate multiple addresses with a comma), 'Choose Template:' (a dropdown menu), and 'Subject:'. There's a checkbox for 'Include personalized greeting'. Below these is a 'Message:' field with a rich text editor toolbar (bold, italic, link, unlink, image, video, quote, undo, redo). A 'Copy Message' button is on the right. At the bottom, there are three buttons: 'Save as Draft', 'Save as Template', and 'Preview & Send'.

### 2 Facebook

Click the **Home** tab and scroll down to **Fundraise with Facebook**. Click the Fundraise with Facebook icon to get started. Fundraising with Facebook is a great way to let your friends and family know that you're participating in this event!

### 3 Go Mobile

Our mobile apps make it easy to access your Fundraising Center when you're on the go!

The screenshot shows the 'MY TOOLKIT' interface. At the top, it says 'MY TOOLKIT'. Below that, there are four icons: 'Update Your Page' (pencil icon), 'Email Friends & Family' (envelope icon), 'Get Social' (megaphone icon), and 'Go Mobile' (mobile phone icon). Below these icons, it says 'Tap into the fundraising power of your social network.' There are three sections: 'Connect your Fundraiser to Facebook' (with a Facebook icon), 'Go Social' (with a social media icon), and 'Want More?' (with a download icon). Each section has a brief description of how to use the tool.

The screenshot shows a progress bar for fundraising. It says 'Start Fundraising Today!' with a green circular icon containing a white '1'. To the right, it says 'MY PROGRESS' and shows a goal of '\$10,000' with a red circular icon containing a white '1'. Below the goal, it says 'GOAL' and 'Edit Goal' with a red circular icon containing a white '1'. At the bottom, it says '0 DAYS TO GO'.

The screenshot shows a graphic with the text 'I WALK FOR: All those affected by MS'. At the bottom, it says 'walk MS TOGETHER WE ARE STRONGER.' with a green circular icon containing a white '1'.



## How to Fundraise with Fundraising Center Email

Easy to manage multiple audiences, by creating different groups for different messages.

- ✓ Emails automatically include hyperlinks to your Personal Page and your team's page.
- ✓ Emails are designed to highlight the event you're participating in and provide information to learn more about the National Multiple Sclerosis Society.
- ✓ Solicitation emails include details about the impact donations have for those living with MS.
- ✓ Create email groups, making it easier to select a preferred audience.
- ✓ Easily keep track of who's read your emails, who's donated to you, who you have thanked for donating.

**1** Click the **Email** tab to begin.

**2** Click **Contacts** and then **Import Contacts**. If you are a returning participant, your contacts from prior years will appear. You will have the option to remove duplicate email addresses from prior years.

Follow the instructions to connect to your email account.

You'll then be able to import all or some of your contacts from your email account into your Fundraising Center Address Book.

**3** Select **Compose Message** and choose the type of message you would like to send. The templates provide verbiage you can use and will include a link to your Personal Page and team page.

Click **NEXT**.

EMAIL

Email is one of the most effective ways to ask for donations and recruit team members. Start by **importing your contacts** and then use our Templates below. You can also use the "Copy" button to send the messages from your own email tool.

Compose Manage Contacts Help ?

Drafts 1 Sent Messages 0 Add Contacts +

To: Separate multiple email addresses with a comma

Choose Template: Select a Template (optional)

Subject:

☒ Include personalized greeting

Message: Copy Message

Save as Draft Save as Template Preview & Send

EMAIL

Email is one of the most effective ways to ask for donations and recruit team members. Start by **importing your contacts** and then use our Templates below. You can also use the "Copy" button to send the messages from your own email tool.

Compose Manage Contacts Help ?

Import Contacts Add One Contact

Email Selected Add Selected to Group Delete Selected

Filter Contacts:

- All Contacts (9)
- Never Emailed (9)
- Needs follow-up (0)
- Unthanked Donors (0)
- Donors (0)
- Non-Donors (0)
- Past Donors (0)
- Past Donors Who Have Not Donated This Time (0)
- Teammates (0)
- Non-Teammates (0)
- Past Teammates (0)
- Past Teammates Not Registered for This

Select All Email Donations Sent Opened Page Visits Details

No contacts to display.



4 Edit or make changes to your message in the **Compose** box. You can add, change, or edit any of the provided text — we encourage you to personalize your message.

Click **NEXT**.

5 Select the recipients from your contacts by checking the box next to their name. If you'd like to send to a group, you may change "contacts" to "groups" by using the drop down menu.

Click **NEXT**.

**NOTE:** If you want to save the email you've written for future use, you can click 'Save as Template' to keep a copy for future use.

6 Preview your message, including your personalized additions. Any changes can be made in the Compose box and the recipients selected will not be lost.

Click **SEND**.

The screenshot shows the 'Compose' email interface for Walk MS. At the top, a green 'Compose' button is highlighted with a circled '4'. Below it, a 'Choose Template:' dropdown menu is set to 'Donation Request', with a circled '5' next to it. The 'Subject:' field contains the text 'I'm walking to end MS—please support me.' Below the subject field, there is a checkbox labeled 'Include personalized greeting' which is checked, with a circled '6' next to it. The main body of the email is visible, starting with 'Dear Friends and Family,' followed by a paragraph about multiple sclerosis and a call to action to visit the website and make a donation. The interface includes standard email composition elements like a 'To:' field, a 'Cc:' field, and a 'Bcc:' field, as well as a 'Send' button at the bottom right.

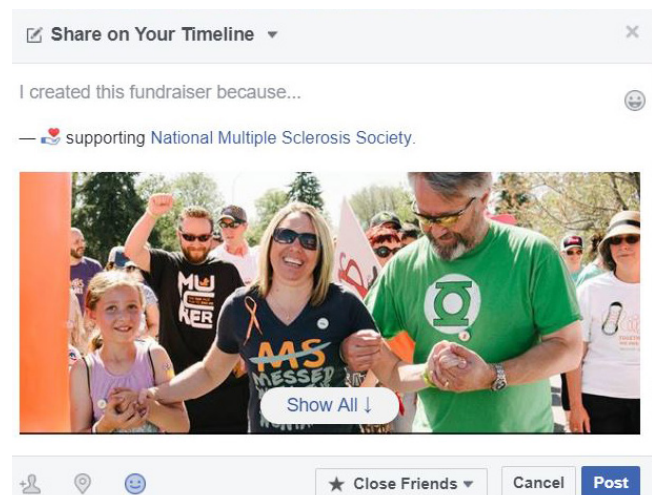
## EMAIL & FUNDRAISING TIPS

- ✓ Send Thank You emails to those who have donated to your fundraising efforts.
- ✓ Follow up and send additional emails to solicit donations.
- ✓ Monitor your fundraising progress – receive email notifications when someone has donated to your fundraising efforts.
- ✓ Update your fundraising goal.

## How to Fundraise with Facebook Fundraisers

Here at the National MS Society, we're excited to offer you additional ways to fundraise for Walk MS®! With Facebook fundraisers, any Walk MS participant with a Facebook account can now extend their fundraising efforts to their social network on Facebook. You can raise funds on the go from your smartphone or other mobile device!

- 1 Connect your Facebook account by clicking
- 2 Enter your Facebook Username and Password
- 3 Click share to post on your wall.



## How to Fundraise with a Mobile or Tablet App

Your Walk MS® event fundraising can be done from the palm of your hand! Simply download our mobile app to update your Personal Page, send emails, and post social media updates — anytime, any place!

**1** Log into your Fundraising Center or open an email you received upon registering for your event.

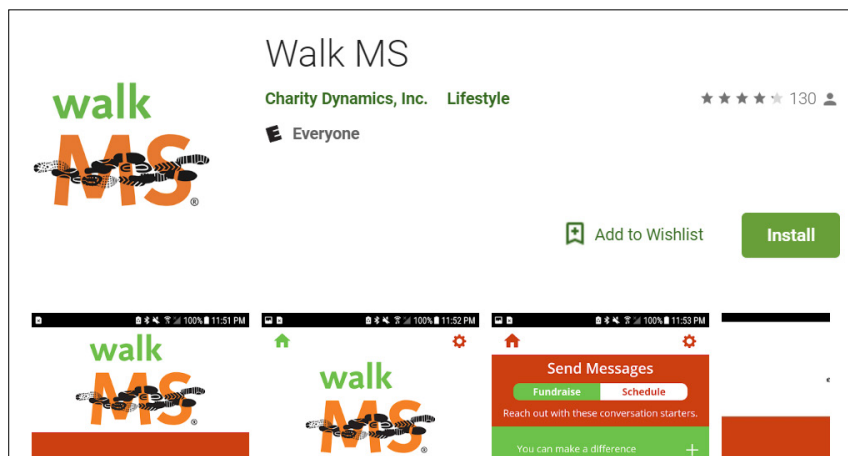
**2** Locate the icons for the iTunes App Store or the Google Play store. Click on the desired store based on the device on which you wish to install the app. This will take you directly to the fundraising app where you can continue the downloading process based on your device.



**3** You can also search for our apps directly in the app stores by searching for “Bike MS,” “Walk MS” or “Challenge Walk MS.”

**4** With the mobile or tablet app, you can:

- View your fundraising progress and access your event webpage directly from the app.
- Post/send messages to solicit donations through Facebook, Twitter, SMS, LinkedIn, text, and email. All messages are accompanied by a link to your donation or Personal Page.
- View and thank your donors through Facebook, Twitter, SMS, LinkedIn, and email.
- Edit content and upload an image to your Personal Page, as well as view and share it on Facebook.
- View news about the National MS Society and share certain posts on Facebook.
- Get help using the app.

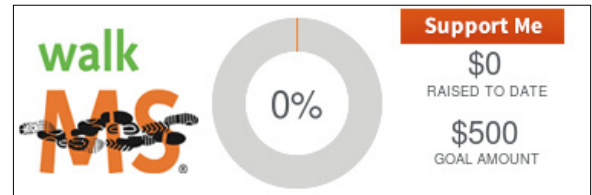


## How to Install an Email Signature Line

Spread the word of your Walk MS® involvement and fundraising progress in your fundraising efforts by adding a badge to your work and/or personal emails. The email signature can't be added to emails being sent from the Fundraising Center. It is designed to be used with your personal or work email accounts (Outlook, Gmail, etc.).

### Fundraising with the email badge

- Once you have installed the email badge to your signature, simply begin sending emails and the badge will be included.
- The badge will display your fundraising goal and automatically update with your progress and how much you've raised.
- Recipients of emails that include this badge can also click on the badge to be directed to your donation page or Personal Page.



### Installing the email badge

The process to install the email badge varies depending on the email client you are using as well as whether you are using a PC or a Mac. Please see the list of detailed instructions found here:

- Windows (PC):  
[http://www2.charitydynamics.com/site/PageServer?pagename=Boundless\\_Email\\_Client](http://www2.charitydynamics.com/site/PageServer?pagename=Boundless_Email_Client)
- Mac:  
[http://www2.charitydynamics.com/site/PageServer?pagename=Boundless\\_Email\\_Client\\_Mac](http://www2.charitydynamics.com/site/PageServer?pagename=Boundless_Email_Client_Mac)





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