

# TEAM CAPTAIN MANUAL

1. RECRUIT • 2. FUNDRAISE • 3. MOTIVATE • 4. ORGANIZE • 5. CELEBRATE



challenge  
walk



Southern  
California 2015



[myMSchallenge.com](http://myMSchallenge.com)

San Diego

Individual Minimum Pledge: \$2,500

CONTACT THE TEAM COACHES:

teamMS@MSpacific.org • (800) 486-6762, press 2

MAIL CHECKS TO:

National Multiple Sclerosis Society Challenge Walk Headquarters  
12121 Scripps Summit Dr, Suite 190, San Diego, CA 92131 • (800) 486-6762 • fax: (760) 804-9266

# 1. Recruit

## FORM A TEAM COMMITTEE

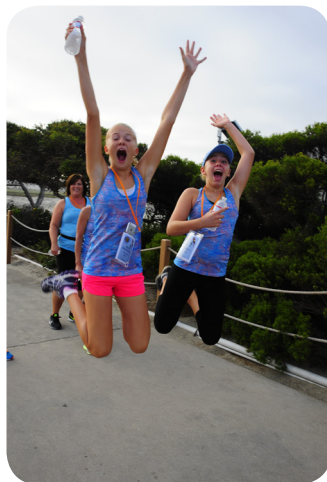
Delegation is the key to success! Assign a co-captain and recruit a team committee to motivate your team. Committee members are great for mentoring new team members, planning fundraising events, leading training walks, following up with fundraising goals and lots of other fun stuff.

## PUBLICIZE YOUR TEAM

Your job is to tell everyone you know about your team and ask them to join you in creating a world free of MS! Use your team website to send an email to everyone you know and invite them to be on your team or donate to your team. If you don't have internet access, call them! Put up Challenge Walk MS posters or brochures throughout your company and neighborhood and announce your team in a company or organization newsletter. Be sure to include your name and contact information on all team recruitment materials. Some other information you will want to include is: your team name, how to register and information about Challenge Walk MS. Also, use our "letter to the editor" template found at [myMSchallenge.com](http://myMSchallenge.com) to let your community know what you're doing.

## KICK OFF YOUR RECRUITMENT IN STYLE

Invite current and potential teammates to join you for an informational meeting at work, your home, happy hour or other special event. This will give you and your teammates a chance to share all of your wonderful Challenge Walk experiences and invite potential members to join you. Encourage your team members, new and old, to invite potential Walkers. If this is your first time as a Team Captain, this is a great opportunity to brainstorm with friends and family on recruitment and fundraising ideas.



**EVERY HOUR OF EVERY DAY,  
SOMEONE IS DIAGNOSED  
WITH MS.**

## RECRUITMENT CARDS

Vistaprint.com provides 250 free\* personalized business cards. Using their basic template, print all of your team information on one card and hand out to everyone you interact with. Pass out cards to everyone on your team and have them do the same. Order yours today! [www.vistaprint.com](http://www.vistaprint.com) \*Shipping fees apply

## SUPER CREW

We want you to be able to include everyone you know on your team, even if they don't want to participate as a Walker. If you know anyone who would like to be a volunteer at Challenge Walk MS, they can participate as a Super Crew member while enjoying all the benefits of being a Walker, such as hotel accommodations and banquet meals. Our Super Crew members work all three days of the event.

*\* Super Crew members must meet the individual minimum pledge amount of \$2,500. Registration Fee: \$65*

## CREW

Friends and family want to support you through this amazing journey. Perhaps they do not want to participate as a Walker or Super Crew but want to be a part of this awesome event. They can become a Crew member! Crew members work all three days, receive entry into the banquet dinners as well as a discount on their hotel accommodation and become part of your three-day experience. *Registration Fee: \$65, increases to \$75 on July 1st.*

*\* Team size includes Crew & Super Crew members. Keep this in mind during team fundraising competitions. Your team size includes ALL team members and will place you in the respective division (see Page 5 for Division levels), regardless of who on the team (i.e. Crew) is raising money.*



## RECRUITMENT CHECKLIST

- I have set my team recruitment goal (if I am a returning Team Captain, my goal is at least 10% higher than my previous year's team size).
- I have selected a co-captain and a team committee to assist me in organizing and motivating my team.
- If I am a corporate team, I have secured support from my company's top executives.
- I have set a date for our recruitment event and asked the chapter to send a representative to my event.
- I have publicized my team through posters, newsletters and word of mouth.
- I have personalized my email signature to let others know I am walking and recruiting team members.
- I have made a list of possible team members and personally asked each individual to join my team. (Don't forget to ask potential Super Crew or Crew members to be on your team.)
- I have ordered my recruitment cards from [vistaprint.com](http://vistaprint.com) to use as a recruitment tool to acquire new team members for my team.
- I have encouraged every team member to recruit at least one new team member to join our team.

# 2. Fundraise

## SET YOUR TEAM GOAL & GO FOR IT!

Teams that achieve the fundraising levels below by the fundraising deadline will be recognized at the Challenge Walk MS Banquet Dinner.

OUR TEAM GOAL



### FUNDRAISING REQUIREMENT

Out of fairness to all Walkers, in honor of participant commitments and to preserve the Society's financial responsibility, no one will be permitted to walk who has not raised the minimum pledge prior to the deadline.

IN THE BEST INTEREST OF THE EVENT, THE FOLLOWING POLICIES HAVE BEEN IMPLEMENTED FOR TEAMS:

1. **There is no transferring of money after a donation has been processed.**
2. **Team Fundraising Levels:**
  - Mission Possible - \$75,000+
  - Gold Award - \$50,000 - \$74,999
  - Silver Award - \$25,000 - \$49,999
  - Bronze Award - \$10,000 - \$24,999
3. **Team Fundraising Divisions:**
  - Division 1: 20+ members
  - Division 2: 10-19 members
  - Division 3: 6-9 members
  - Division 4: 2-5 members



The winner of each team division\* will receive a special team start with a song of their choosing, VIP lunch on Saturday along the route, as well as reserved tables at the banquet dinners.

\* Based on money received by fundraising deadline.





## PLAN A TEAM FUNDRAISING EVENT

Fundraising events are a popular way for individuals and teams to raise money toward their fundraising goals. These events allow people to contribute in other ways than just writing a check.

Fundraising events may include wine and cheese parties, silent auctions, arts and crafts sales, garage sales and other house parties (AVON, Pampered Chef, Cookie Lee Jewelry and Tupperware all offer fundraising opportunities).

Many local restaurants will contribute a percentage of their sales from a specific night to your fundraising efforts. All they ask is that you invite all of your friends and family to dine at their establishment and mention the chapter when they pay their bill. Some Southern California restaurants that provide this type of opportunity are El Torito, La Salsa, Ruby's, Souplantation and Carl's Jr. Contact your favorite restaurant to find out more about their policies.

Visit [myMSChallenge.com](http://myMSChallenge.com) for additional ideas and resources.

IT COSTS FOUR HUNDRED MILLION DOLLARS  
TO CREATE **ONE** MEDICATION FOR MS.

# 2. Fundraise (continued)

## FUNDRAISING PRODUCTS



Challenge Walk Headquarters has several fundraising products available for you to increase your fundraising dollars. Challenge

Walk MS Bears ([www.plushland.com/fundraising/nmss.html](http://www.plushland.com/fundraising/nmss.html)) are a popular way to raise money.

We are proud to continue the sale of the Band of Hope. These orange bracelets have JOIN THE MOVEMENT® imprinted on one side and our [nationalMSSociety.org](http://nationalMSSociety.org) on the other.

Challenge Walk MS Bears and Bands of Hope are available for purchase and can be given to donors for any donation amount you choose.

For bracelets and other National MS Society merchandise you can order, visit our national store at [msstore.org](http://msstore.org).



## JULY IS FUNDRAISING MONTH

During Fundraising Month, we will email you a fundraising challenge on a weekly basis. Do your best to win the challenge because each weekly challenge winner will win gift certificates or other great prizes! Fundraising month emails will also include tips your team can use to boost your team total. The teams that raise the most money during Fundraising Month, within their respective divisions, will win reserved tables at the banquet dinner each night of the Challenge Walk.

Keep an eye on your email for more information about Team Week and Fundraising Month! Be sure to add [MSchallenge@MSpacific.org](mailto:MSchallenge@MSpacific.org) to your address book to be sure you don't miss out on these fun activities.

# FUNDRAISING AWARDS

## TOP CORPORATE TEAM AWARD

The Top Corporate Team Award is the “Symbol of Unity between the National MS Society and the Southern California Corporate Community.” Since its introduction, the award has been a source of competition for our enthusiastic corporate teams.

## FRIENDS & FAMILY TEAM AWARD

Our top fundraising friends and family team will be honored with a special award to commemorate their amazing accomplishments. The competition for this award is very tough, so rally your friends and family to bring home this wonderful award.

## TOP FUNDRAISING AVERAGE TEAM AWARD

You don’t need 20 team members to win a trophy at this year’s Challenge Walk. Specially designed for smaller teams, this award goes to the team with the highest per-walker fundraising average. For example, if your team of two members raises \$10,000, each member’s average is \$5,000.

*The winners of the top fundraising awards will be determined based upon the total amount of money received by the fundraising deadline. Awards will be given at the banquet dinner.*



## FUNDRAISING CHECKLIST

- I have set a team goal and have informed all of my team members of our team fundraising goal.
- I have asked my company or organization to make a donation to our team.
- I have asked my team members and donors if their companies have a matching gift program. If so, I have encouraged them to ask their co-workers to donate to them and request matching funds.
- I have ordered MS fundraising products to give to potential donors to raise money for my team.
- I have planned at least one fundraising event for my team.
- I have told everyone on my team the date of our fundraising event and delegated responsibilities to them.
- I have informed the chapter of our fundraising event.
- I have marked my calendar with special blitz days and team weeks (found on [myMSChallenge.com](http://myMSChallenge.com)).
- I have personalized my personal and team webpage with a picture and short story of why we walk.
- I have familiarized myself with the fundraising resources available on [myMSChallenge.com](http://myMSChallenge.com).



# 3. Motivate

## BE GOAL ORIENTED

Set a team goal and remind your team members about it all the time. Use the team progress chart as a visual reminder of your goals!

## PERSONALIZE THE CAUSE

Are you participating in honor of someone with MS? Personalizing the cause, or putting a face to the disease is a great way to motivate people to support your team. Donors are more willing to give to a person than a cause. Make the person you walk for feel as much a part of your team as your team members! Many of our Walkers ask that those for whom they are walking join them at the Sunday closing ceremony to celebrate their 50-mile accomplishment. It also provides an opportunity to thank Walkers for raising money to find a cure.

## HOST A FUNDRAISING CLINIC

Invite a representative from the chapter to help your team sharpen their fundraising techniques. We have a number of resources available to you and your team. We will teach your team the “art of asking.” (If you don’t ask for a donation, you won’t receive one.) We will also provide the tools for a great letter writing or email campaign. To schedule a fundraising clinic for your team, contact Jennifer Gaylord at [jennifer.gaylord@nmss.org](mailto:jennifer.gaylord@nmss.org) or (760) 440-8413.

## ENCOURAGE A LITTLE FRIENDLY COMPETITION

Have contests within your team! Who can raise the most money in a week or month? Who gets the largest donation one month or overall? Who meets their top fundraiser goal first? Reward your team members with prizes donated by local businesses.

## SACRIFICE YOURSELF FOR YOUR TEAM

If your team raises a selected goal within a selected timeline, as the Team Captain, you can offer to shave your head, dress up as the opposite sex, give up your favorite food or some other crazy stunt! Just keep reminding yourself it is for a good cause!



**WOMEN ARE  
DIAGNOSED WITH  
MS TWO TO THREE  
TIMES AS OFTEN  
AS MEN.**



# 4. Organize

## CHALLENGE TRAINING

We are serious about our training...to avoid blisters and develop friendships. We all need to train for the big weekend, so why not make it fun and do it together? The more people we have, the better! Visit our training section on [myMSchallenge.com](http://myMSchallenge.com) for more information.

## COMMUNICATING WITH YOUR TEAM

Communication is the key to success! Each week, you will receive an eNewsletter. Each eNewsletter will include team management tips, Challenge Walk updates, information about why we are walking and lots of other important information. Be sure to share important updates with your team members! Also, add [mschallenge@mspacific.org](mailto:mschallenge@mspacific.org) to your address book so you don't miss out on these eNewsletters.

## ORDER YOUR TEAM GEAR!

Special team gear such as shirts, hats, banners, etc. are a great way to show off your team spirit and to make your team stand out from the rest. Remember you can place your orders early. Contact the chapter if you would like information on vendors who can produce gear/banners for your team. Remember to place your order early! Ask local businesses to sponsor your team gear or to donate prizes to celebrate your team members' fundraising successes.

## EARLY TEAM REGISTRATION EVENT

We will be hosting early registration on the Thursday prior to Challenge Walk MS at the Del Mar Marriott, where you and your team members can turn in last minute donations, pick up swag bags and get other important "day of" Challenge Walk information.

## TEAM PHOTOS

Be sure to gather your team together at the start line so you can take your official team photo. We'll send you a link to the photos online so you can purchase more copies. Say cheese!



# 5. Celebrate

## START CELEBRATING TODAY!

By signing up as a Team Captain for Challenge Walk MS you have already made a difference in the lives of thousands of people who have MS. Thank you! From now until after the Challenge, celebrate your team successes as they happen!

- Celebrate when you reach your recruitment goal!
- Celebrate when you are half way to your goal!
- Celebrate when you surpass your goal (and then raise that goal)!

Participating in the Challenge Walk should be a celebration from beginning to end!

## ENJOY A LITTLE FRIENDLY COMPETITION

### SPIRIT STICK

We've got spirit, yes we do!  
We got spirit, HOW 'BOUT YOU? You'll have to show us your spirit if your team wants to win the Spirit Stick! Each day, we'll be on the lookout for the most spirited team. The traveling Spirit Stick will be awarded to the most spirited team at the end of each day.

### BEST TEAM SHIRT

We know you're creative and we know you've got style, so let's see it! Coordinate with your team members to create the best team shirt and participate in the Friday night catwalk to win an unforgettable prize. Winners will be chosen by our elite panel of judges.





## **FUNDRAISING MONTH WINNERS!**

The teams who raise the most money by division in the month of July will earn reserved tables at the banquet dinners. Enjoy the evenings with your team without having to rush to grab a seat!

## **TEAM DIVISION WINNERS!**

Winners of each team division will receive a special VIP lunch on Saturday along the route (based on money received by the fundraising deadline). Bask in the glory of your win and celebrate with lunch in style! Division winners will also earn reserved tables at the banquet dinners and enjoy their own team start with a song of their choosing.

## **PRIVATE TEAM TENTS**

Teams that raise a minimum of \$25,000 by the fundraising deadline will receive their very own exclusive team tent at Embarcadero Park North (pre-finish). In the designated area, teams will have tables, chairs, shade and special treats provided by the chapter. Use this moment to celebrate what you've achieved and the finish line you're about to cross! Teams that raise a minimum of \$75,000 by the FR deadline will also receive a team tent at the START line! What a great meeting place to kick off a memorable weekend. Don't miss out on these great opportunities, so set your goals high and work extra hard to reach them.





**National  
Multiple Sclerosis  
Society**

#### **ABOUT MULTIPLE SCLEROSIS**

Multiple sclerosis interrupts the flow of information within the brain and between the body and stops people from moving. Every hour in the United States, someone is newly diagnosed with MS, an unpredictable, often disabling disease of the central nervous system. 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 more at least two to three times more women than men being diagnosed with the disease. MS affects more than 2.1 million worldwide.

## **WE ARE PEOPLE WHO WANT TO DO SOMETHING ABOUT MS NOW.**

#### **ABOUT THE NATIONAL MS SOCIETY**

MS stops people from moving. The National MS Society exists to make sure it doesn't. We help each person address the challenges of living with MS. Last year alone, we devoted over \$136 million to programs that enhanced more than one million lives. The Society also invested over \$50 million to support 440 research projects around the world. Locally, the Pacific South Coast and Southern California chapters provide programs and services designed to help people affected by MS in southern and central California and the Hawaiian Islands move their lives forward. To move us closer to a world free of MS, the Nearly \$3 million is spent on MS research in our area annually. Join the movement at [www.nationalMSSociety.org](http://www.nationalMSSociety.org).

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.nationalMSSociety.org](http://www.nationalMSSociety.org) or 1-800-344-4867 (1-800-FIGHT-MS).

