



Today I am **YOU**
thankful for

As 2013 comes to a close, we look back at the past months and celebrate the successes of our teams and participants, the advances made in research, and recognize those who helped make it all possible. We are truly thankful and blessed for all the support you gave to our Chapter and Walk MS.

Together *we* made a difference.

“We must find time to
STOP & THANK
the *people who make*
a difference
in our lives”

—John F. Kennedy

A Holiday Recipe

We all have our favorite recipes we like to cook up for the holidays: scrumptious turkey, colorful veggies, buttery rolls and mouth-watering desserts. But did you know that the holidays are also a great time for you to jumpstart your fundraising or team member recruitment for Walk MS 2014?



RECIPE for SUCCESS

- One table filled with family and friends equals...a team! Recruit your family and friends to walk with you; it only takes four to be official.
- When sending out holiday cards or letters, let the reader know you are participating in Walk MS and why. Ask them to support your efforts by either joining you at the walk or by sending a donation.
- Ask for a donation to support your fundraising in lieu of a gift.

So as you are munching on that drumstick, do not forget to reach out to those around you and ask them to join you walk day and get ready to **Be Inspired. Get Connected. Walk MS.**

Use social media to fundraise, grow a team and to increase awareness.

Facebook

www.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 Walk faster and easier than ever before!

Twitter

www.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) about anything you want to anyone “following” you. Tweet about.

YouTube

www.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 Walk 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 a Walk 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.



TEAM CAPTAIN SPOTLIGHT

Evan formed a Walk MS team in 2013 comprised of all 40 members of the Saint Michael's rugby team. Inspired by the turnout and their fundraising success, some \$7,000, Evan is working to recruit 100 student athletes from Saint Michael's College by visiting all the athletic groups on campus and sharing his story...that he has MS. Evan's ultimate goal is to have the entire student body of 1,899 participate in Burlington's Walk MS!



NEW for 2014!

WALKMS Team Clubs

Get moving and you can join a prestigious Walk MS Team Club. The pride you and your team will feel, knowing what a difference your efforts make in the lives of people with MS will amaze you. The more money your team raises the more perks you receive!

Teams must be comprised of at least 4 members including the team captain. Our club levels include:

Platinum Pacers	\$20,000+
Golden Soles	\$10,000 to \$19,999
Silver Stepper	\$5,000 to \$9,999
Elite Feet	\$2,500 to \$4,999

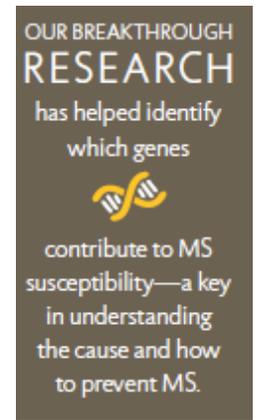
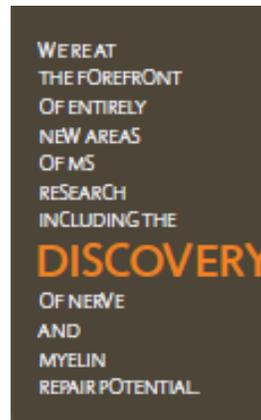
Some of the perks include:

- Top fundraising Friends and Family, and Corporate teams will receive invitations to attend Shining Stars in November and receive an award.
- Team Meeting area to connect with your team members and check in your team and /or breakfast items or special breakfast locations
- No standing in lines! Get your members to turn in their team donations to you before the event and we will come to you for onsite check-in.
- Walk MS T-shirts delivered to you during onsite check-in.
- Route Marker with Team Name
- Team Photo for members of your team.
- Team Captain wearable given in November at goal setting meeting
- Your team will be recognized during opening ceremonies.

To learn more, check out the Participant & Team Captain Guide or visit us online at www.walkMSgne.org

You can count on us.

There is still much to be done to remove MS from the equation, but we've already seen some immense successes thus far. Generous funding, extensive collaboration and our commitment to research speak for themselves when it comes to results.



Commonly Asked Question

- Do I need to raise money?
- Isn't my attendance enough support?

Walk MS is a fundraiser. Money raised supports people with MS and their families throughout Greater New England. All walkers 12 years of age and older are asked to raise a minimum of \$25. If you need help meeting your fundraising minimum prior to walk day, please contact the Chapter at walkMSgne@nmss.org or 1-800-FIGHT-MS.

