

walk



ZWANGER-PESIRI  
RADIOLOGY

Long Island  
2014

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WALK MS: LONG ISLAND 2014  
PRESENTED BY  
ZWANGER-PESIRI RADIOLOGY  
PARTICIPANT & TEAM CAPTAIN GUIDE

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WALK TO CREATE A WORLD FREE OF MS

[www.nMSSli.org](http://www.nMSSli.org) or 631.864.8337



Evelyn, diagnosed in 2008



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# TABLE OF CONTENTS

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## BE INSPIRED. GET CONNECTED. WALK MS.

Welcome to Walk MS: Long Island 2014.....	2
A World Free of Multiple Sclerosis.....	3
Where Does the Money Go?.....	4
Why We Participate in Walk MS.....	5
Join the Movement® & Team Up.....	5
Moving Together: Three Simple Steps to Starting a Team.....	6
Celebrate Success at the Top Fundraiser Tent.....	6
Goal Setting: Who has the Most Team Spirit.....	7
Walk MS Fundraising Clubs.....	8
Team Awards.....	9
Prizes.....	9
Top Walk MS 2013: Teams & Individuals.....	10
Online Tools: Making Fundraising Fast & Simple.....	11
Fundraising Tips & Ideas.....	12
Social Media.....	13
Commonly Asked Questions.....	14

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# WELCOME TO WALK MS: LONG ISLAND 2014 PRESENTED BY ZWANGER-PESIRI RADIOLOGY

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AS A WALK MS PARTICIPANT OR TEAM CAPTAIN, YOU ARE JOINING HUNDREDS OF THOUSANDS OF PEOPLE ACROSS THE COUNTRY.

It is an experience like no other. This guide will provide some great tips for fundraising, help you stay motivated, and get your team organized.

## Walk MS: Long Island 2014 presented by Zwanger-Pesiri Radiology

Sunday, May 4, 2014- Belmont Lake State Park

Saturday, May 17, 2014- Jones Beach, Field 5

Registration/Check-in opens at 8:30 a.m. | Walk MS begins at 10 a.m.

Pooch Parade begins at 10:30 a.m. at Belmont Lake State Park only.

## NEW THIS YEAR: 5K Fun Run at Jones Beach, Field 5.

Check-In begins at 7 a.m. ; Run begins at 8 a.m. Runners who raise a minimum of \$125 will receive a commemorative event T-shirt. Anyone who loves to run and is over the age of 12 on the day of the event can participate. Participants who are 12 to 18 must be accompanied by a parent or guardian. There is no registration fee.

### Please note the following:

o Dogs are welcome to take part in the Pooch Parade at Belmont Lake State Park only. No pets are permitted at Jones Beach.

o New York State will charge a parking fee of \$8 at both Walk MS sites. \*Fee is subject to change without notice.

o We rely on the kindness of local businesses. Light snacks may be provided. Meals will not be served. We recommend eating a healthy breakfast prior to the event.

Directions to Belmont Lake State Park: Southern State Parkway to Exit 38. This exit will take you directly into the park. Follow the signs to registration

Directions to Jones Beach, Field 5: Meadowbrook Parkway South pass through the toll booths. Proceed through the Jones Beach needle. Bear right onto Bay Drive (sign will say Jones Beach Theater). Make first left and follow signs to Field 5. Drive towards the Jones Beach Theater. Make second right into Field 5.



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## A WORLD FREE OF MULTIPLE SCLEROSIS

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### ABOUT MS

Multiple sclerosis, an unpredictable, often disabling disease of the central nervous system, interrupts the flow of information within the brain, and between the brain and body. 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 at least two to three times more women than men being diagnosed with the disease. MS affects more than 2.3 million people worldwide.

### ABOUT THE NATIONAL MS SOCIETY

The National MS Society addresses the challenges of each person affected by MS. To fulfill this mission, the Society funds cutting-edge research, drives change through advocacy, facilitates professional education, collaborates with MS organizations around the world, and provides programs and services designed to help people with MS and their families move forward with their lives. In 2012 alone, the Society invested \$43 million to support 350 research projects around the world while providing programs and services that assisted more than one million people. The Society is dedicated to achieving a world free of MS. Join the movement at [www.nationalMSSociety.org](http://www.nationalMSSociety.org).

For more information, visit [www.walkMSlongisland.org](http://www.walkMSlongisland.org) or call 631.864.8337.

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# WHERE DOES THE MONEY GO?

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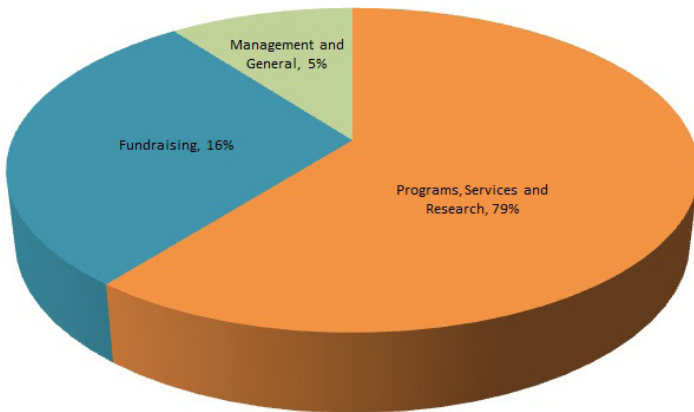
## ABOUT THE LONG ISLAND CHAPTER

The Long Island Chapter—headquartered in Melville, serves more than 42,000 people affected by MS throughout Nassau and Suffolk counties. Money raised is used to support not only research studies conducted by top-notch scientists around the world, but also a comprehensive menu of local quality of life programs and services. Offering more than 60 programs, the Long Island Chapter is empowering people with MS and their families to lead productive and fulfilling lives. Visit [www.nMSsli.org](http://www.nMSsli.org) for more information, or follow us on Facebook: [facebook.com/nmssli](https://facebook.com/nmssli)

## CHAPTER FINANCIAL INFORMATION

The National Multiple Sclerosis Society supports more research, offers more services for people with MS, provides more professional education programs, and furthers more MS advocacy efforts than any other MS organization in the world.

A percentage of the funds collected is dedicated to support MS research worldwide and specifically to research projects currently being conducted in the United States.



# WHY WE PARTICIPATE IN WALK MS

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“The most fun part of the event is being surrounded by my friends and family. Being able to see and feel their support.”

“The walk is a celebration for me every year. I celebrate what I can do physically but also for the community as a whole. I look forward to spending time with friends and family on this day and seeing my other friends with MS.”

“It is all about being with my friends, family and supporting a great cause. It is a chance for us to get together and do good as a family.”

“I just love being there and seeing all the love and support from everyone! It’s a good feeling to see that people really do care, and that with their help, we will find a cure!”

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## JOIN THE MOVEMENT® & TEAM UP

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Nearly 75 percent of walkers in Walk MS participate as part of a team

### WHY FORM A TEAM?

Because joining the movement is more fun with others around! Plus, you can earn some really great prizes. Ask others to join you and enjoy walking together. Share the experience of connecting with friends, family, co-workers, neighbors or anyone that wants to end MS forever.

Team Captains: Team captains serve as “inspirational leaders” for their team members. It’s a fact: People raise more money together than they do alone.

### FORMING A TEAM IS EASY

Designate a team captain, make up a fun team name, and when you register on-line for Walk MS, choose the option to “Create A New Team.” Already registered, and want to start a team? Contact Natale Raimo, Senior Development Manager at 631.864.8337, option 2 or e-mail [Natale.Raimo@nmss.org](mailto:Natale.Raimo@nmss.org).



Walk MS Team, Team Phoenix

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# MOVING TOGETHER: THREE SIMPLE STEPS TO STARTING A TEAM

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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 friends, family, co-workers, or neighbors – and they can all easily register as walkers online at [www.walkMSlongisland.org](http://www.walkMSlongisland.org). So, make sure you ask everyone you know to join you at Walk MS.

## RAISING MONEY

Fundraising comes more naturally when you make it personal. If your team is walking 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. You can double or triple your donation to the National MS Society, Long Island Chapter. Please check to see if your employer participates. Visit the link below, then enter your employer's name in the search field to find out if they have a matching gift program. Click on their name to learn how to take advantage.

[www.nationalmssociety.org/employermatch](http://www.nationalmssociety.org/employermatch)

## HAVE 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. Walk MS can be more than a fundraising event – it can be a joyous celebration of how far we've come together!

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## CELEBRATE SUCCESS AT THE TOP FUNDRAISER TENT

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Celebrate your fundraising success at the Top Fundraiser Tent exclusively for fundraisers who have raised over \$1,000 individually and teams that have raised over \$2,500. Top Fundraisers will enjoy a bagel breakfast.

\*Top Fundraiser Tent details may change without notice.





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## GOAL SETTING: WHO HAS THE MOST TEAM SPIRIT?

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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.

### KEEP THESE TIPS IN MIND:

- o **Goals should be realistic, but significant** – If it requires hard work to attain, it will be a source of more pride for your team.
- o **Set a goal with input from the team** – Having them believe in the goal from the start will make your job as team captain that much easier.
- o **Set both personal and team fundraising goals** – Lead by example. Share your personal fundraising goal with your team.
- o **Set a goal for team size as well as collective fundraising** – Recruiting more team members can mean more substantial fundraising!
- o **Share your goal!** Use e-mail, team pages, and even internal company intranets and newsletters to communicate goals – and how close your team is to attaining them.
- o 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 Natale Raimo, Senior Development Manager at 631.864.8337 ext. 53225 or [Natale.Raimo@nmss.org](mailto:Natale.Raimo@nmss.org).



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# WALK MS FUNDRAISING CLUBS

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

## PREMIER WALKERS CLUB- TOP FUNDRAISERS \$3,000 & UP

1. Name and ranking listed on the Walk MS: Long Island website
2. Admission for you and a guest to the Top Fundraiser Tent on the day of the event
3. Special Top Fundraiser T-shirt
4. Invitations to various special events throughout the year.
5. Once you hit the \$3,000 mark, you will be automatically entered to win challenges throughout the Walk MS season for terrific prizes including gift certificates, electronics and National MS Society branded swag.

## ELITE 200- TOP 200 WALK MS FUNDRAISERS

Benefits of the Elite 200 Club include:

1. Name and ranking listed on the Walk MS: Long Island website
2. Admission for you and a guest to the Top Fundraiser Tent on the day of the event
3. Special Top Fundraiser T-shirt

## MISSION FIRST CLUB

Many of our participants who earn prizes generously donate them back to further support our mission - to create a world free of multiple sclerosis. By donating the cost of your prize back to the Long Island Chapter, you are directly helping the National MS Society put more money toward making a difference in the lives of those affected by MS. The Mission First Club is set up to honor and recognize these individuals.

To be an eligible member of the Mission First Club, individuals must raise a minimum of \$250 and forgo his/her prize by August 16, 2014. Members will be highlighted on the Walk MS: Long Island website.

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# TEAM AWARDS

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A little friendly competition among teams can build camaraderie and increase results. The difference teams make in the lives of people living with MS is nothing short of amazing. So who has the most team spirit? Which team will be our Rookie Team of the Year? And, most importantly, who will make the biggest impact to create a world free of MS? Here are the top team titles up for grabs at Walk MS: Long Island 2014 presented by Zwanger-Pesiri Radiology.

## LONG ISLAND CHAPTER HONORS

1. # 1 Corporate Team
2. Top Fundraising Average
3. Rookie Team of the Year
4. #1 Friends & Family Team
5. Team Spirit Award- Try to win the most spirited award by dressing up on event day in costume or create a team jersey or T-shirt to distinguish your team.

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## PRIZES

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Prizes are based on per person donations turned in on or before June 20, 2014. All prize levels of \$125 or more include the official Walk MS T-shirt and Walk MS medal.

Only donations received by this date are eligible for prizes. Donations received after the deadline are credited to fundraising totals and will count in fundraising rankings.

\*One T-shirt per registered Walk MS participant. While supplies last.



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# TOP 2013 TEAMS & INDIVIDUAL FUNDRAISERS

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The National Multiple Sclerosis Society would not be able to fund cutting-edge research, provide services, host programs, or educate health care professionals and the public if it were not for the extraordinary fundraising efforts of those who support Walk MS. Once again, we'd like to thank the top fundraising teams and individuals of 2013.

## CONGRATULATIONS TO OUR TOP 2013 TEAMS AND TEAM CAPTAINS

1. Dee Kaplan Memorial Fund - \$31,624 - Gail Warrack
2. Team RoRoRo - \$27,287 - Ronit Birns
3. HopeDreaMS - \$21,538 - Lois Culmone & Gene Bellmund
4. Buchbinder & Wolinetz Team - \$19,574 - David Buchbinder
5. MSUCS - \$14,232 - Lisa Soldo & Andrea Johnson
6. Amy's Angels - \$11,886 - Amy Schmidt
7. Vishnick McGovern Milizio - \$11,635 - Josepeh Milizio
8. Gifted and Talented - \$10,739 - Mindy B. Alpert
9. Walking for Mary - \$10,235 - Leanne McGinley
10. UBS Long Island and Friends - \$10,000 - Herb Hoffman

## CONGRATULATIONS TO OUR 2013 TOP INDIVIDUAL FUNDRAISERS NOT AFFILIATED WITH A WALK MS TEAM

1. Jennifer Megliola - \$15,500
2. Gregory Wank - \$5,560
3. Danielle Kappel - \$4,875
4. Judy Kuber - \$4,844
5. Raina Konigsberg - \$4,115



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# ONLINE TOOLS: MAKING FUNDRAISING FAST & SIMPLE

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Everyone who registers for Walk MS gets a participant center, the online hub for managing online fundraising.

## HOW IT WORKS

From the Participant Center, you can edit your Personal Page, e-mail donors, manage your campaign and, for team captains, follow your team's progress. To access your Participant Center, visit [www.walkMSlongisland.org](http://www.walkMSlongisland.org) and enter your username and password. Click on your Walk MS event and you will be prompted to:

1. **Update your Personal Page** – It's easy to change the layout, story and upload pictures to your Personal Page. Make it about you and your friends and family will make generous donations! You can even keep a blog on your Personal Page.
2. **Manage your Team** – E-mail the 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.
3. **Send e-mails to friends and family asking for their support** – You can 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.
4. **Fundraise online** –
  - o Track your individual, ongoing fundraising progress.
  - o Update your fundraising goal.
  - o View reports on your team members' contributions.
  - o Send follow-up messages and thank-you e-mails to your supporters.
5. **Boundless Fundraising & Social Networking** – Fundraise with Facebook through the new boundless fundraising tool available on your personal page. Create a Facebook fanpage for your team. You can also post tweets on Twitter for your group and videos on YouTube.



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## FUNDRAISING TIPS & IDEAS

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Be creative! Be fun! Be enthusiastic...You are making a difference!

### GETTING STARTED

Here are a few ideas to get you started, but remember, there are hundreds of ways to raise money:

- o **Set up your personal web page and fundraise online** – It is free, easy and pays off. Online fundraisers raise double the money.
- o **Set a goal** – Make it lofty but attainable and then contribute yourself. This will help motivate your teammates and people who donate to you.
- o Download receipts, sample letters and find great fundraising tips online. Visit [www.walkMSlongisland.org](http://www.walkMSlongisland.org) and click on Fundraising Ideas and download all the resources.

**Remember: No one can say YES unless you ask!**

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# SOCIAL MEDIA

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

## 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 Walk faster and easier than ever before!

## LINKEDIN

**LinkedIn.com**

This place for professionals has the potential to expose your team to folks 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) about anything you want to anyone "following" you. Tweet about your Walk and 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 Walk experiences and invite others to join you or support you with a donation.

## YOUR PERSONAL FUNDRAISING WEB PAGE

**url varies by event**

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.



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# COMMONLY ASKED QUESTIONS

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## HOW DO I GET HELP AND SET UP MY PARTICIPANT CENTER?

We at the National MS Society are here to help you reach your fundraising goals. Please give us a call and we will gladly help you with fundraising and recruitment ideas. In addition, we can set up your Participant Center so you can raise funds online. Don't wait, call us at 631.864.8337, Option 2.

## WHAT DO I NEED TO BRING TO WALK MS?

Bring a completed and signed walker check-in envelope and contributions you've collected. Your check-in envelope is mailed to you if you register before April 23, 2014.

## DO I NEED TO RAISE MONEY? ISN'T MY ATTENDANCE ENOUGH SUPPORT?

While there is no fundraising minimum required, Walk MS is a fundraiser. Money raised supports people with MS and their families throughout Long Island. With the money raised last year, the Long Island Chapter was able to continue to provide 60 programs and services to more than 42,000 Long Islanders affected by MS and fund important research.

## HOW WILL THE MS SOCIETY KNOW HOW MUCH I HAVE IN ONLINE CONTRIBUTIONS?

Online contributions automatically are credited to your account. However, we will not have access to that information on the day of the event, so make sure to check your online total before the event and include the total on your walker check-in envelope.

## WHEN WILL I RECEIVE MY PRIZE(S)?

The official Walk MS T-shirt will be available at the event for participants who have raised \$125 or more. T-shirts are offered while supplies last. Prize forms will be sent six to eight weeks after the event. Prizes are based on money turned in on or before June 20, 2014.

## WHAT IF THERE IS INCLEMENT WEATHER?

Like the effects of MS go on, so do we – rain, snow or shine. Please dress accordingly.

## HOW DO I TURN IN CONTRIBUTIONS?

We recommend turning in contributions right away. The faster you turn in your contributions, the faster the Society can begin putting those contributions to good work. Don't hold on to checks. Mail them in with the donation form included in this packet or download the form online at [www.walkMSlongisland.org](http://www.walkMSlongisland.org). Use one donation form per mailing and send it to the National MS Society, Long Island Chapter/Walk MS, 40 Marcus Drive, Suite 100 Melville, NY 11747. Online contributions are automatically credited to your account. Include remaining contributions in your check-in envelope and bring it with you on the day of the event. This envelope also serves as your waiver. Prize redemption is only based on the total contributions turned in on or before June 20, 2014.

WALK TO CREATE A WORLD

FREE OF MS

www.walkMSlongisland.org or 631.864.8337

A special thank you to our 2014 sponsors:

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