



Welcome to TeamMS

**TeamMS is the best team you'll ever be on!
Here's why...**

- **TeamMS** Provides inspiration and competition for other participants
- Team energy is contagious
- It's more fun than fundraising and participating alone
- Getting fit and fundraising are easier as a Team
- The more, the merrier!

**You will raise more money in the
fight to end MS!**





Make Fundraising Easy Fundraise ONLINE!

**Register yourself! Recruit and register Teammates!
Fundraise now!**

Here are some of the functions available to online fundraisers:

- Donate to yourself.
- Recruit, motivate, and communicate with Team Members through email.
- Ask for pledges online.
- Be automatically entered into prize draws for every \$250 you earn online.
- Set your Team and personal fundraising goals.
- Track your fundraising success.
- Express register Team Members
- Customize your personal fundraising page with message and photo.
- Allow people to search for you and your Team Members to instantly donate.
- Download valuable resources including recruitment and motivational tips, a recruitment poster, and a Team Captain's activity checklist.

Getting started is Easy!

Register or login today...

www.mswalks.ca

www.msbiketours.com



Use the Tools! You will raise more money!

Personal Fundraising Page...

Can be set up in minutes and will help you fundraise for days, weeks, months!

I'm a walker. I'm an end to MS. **MS. WALK** EVERY STEP MATTERS.

Multiple Sclerosis Society of Canada

Claudette Villena
Ajax-Pickering MS Walk 2009
Cylon Dynamis
April 19, 2009
My Fundraising Goal: \$0.00

[pledge me online](#)
[pledge me by mail or fax](#)

fundraising progress

Donor Honour Roll

Take a step closer to a cure.

According to a 2005 Leger Marketing survey, 1 in 2 Canadians know someone with MS. That means someone in your church group, sports team or work place - perhaps even you - knows someone with MS.

Researchers are optimistic about finding the cure for this unpredictable disease. Events like the Super Cities WALK for MS help fund research initiatives that are of great importance in the global fight against multiple sclerosis.

Team Fundraising Page...

Get your Team Members involved!
Your energy will be contagious!

RONA MS Bike Tour

Gear up for fun, for a challenge, for a cure. **help end MS.**

Multiple Sclerosis Society of Canada

The Over The Hill Gang
RONA MS Bike Tour - Brampton To Waterloo 2009
August 15, 2009 - August 16, 2009
Team Goal: \$ - \$1,000.00

[pledge my team online](#)
[pledge me by mail or fax](#)

fundraising progress

Gear up for the challenge!

A recent national survey showed that two out of three Canadians correctly identified that the MS Society is primarily self-funded. Over 90% of MS Society revenue is generated through fundraising.

"The challenge of riding in a bike tour of up to 150km is significant," says Alistair M. Fraser, past president and chief executive of the MS Society of Canada. "Participants are rewarded, knowing that funds raised support ground-breaking research programs as well as services for people impacted by MS."

There is a lot of research taking place around the world that is looking to improve the life of people with MS and eliminate the disease for future generations. Your

register . login . pledge >

Go to www.mssociety.ca and log-in today!



Create a Successful Team

- Set recruitment and fundraising goals for your Team - the more the merrier!
- Build a network. Ask your friends, family, neighbours and co-workers to join the Team. Ask each team member to recruit at least 3 other Team Members. If they say no, odds are they'll give you a donation.
- Send a recruitment e-mail to everyone in your address book. Make sure you include a link to your personal Team online fundraising page.
- Invite individual participants to join your Team.
- Utilize the online fundraising features available to you and your Team.
- Share your story; tell people why you are participating in the event.
- Keep your Team informed. Pass on our newsletters and emails to keep Team Members motivated and inspire them to recruit others.
- Create a fun atmosphere for your Team before and after the event.
- Wear Team hats or shirts to identify your Team!

Team Goals

No. Team Members: _____

Team Fundraising: \$ _____



Fundraising Tips!

- Go to www.mssociety.ca and log-in now to use the online fundraising tools available to you and your Team! New online features make fundraising easier and less time consuming.
- Pledge yourself first and others will follow.
- Organize Team fundraising projects to support your Team goal. Events such as sport tournaments, bake sales, BBQ's, raffles and garage sales work well.
- Place a link to your fundraising page below your e-signature to encourage every person you email to sponsor you.
- Top fundraisers have found letter writing campaigns very successful. Write letters to friends, family and local businesses to let them know what you're doing and ask them to pledge you. Don't forget to follow up your letter with a phone call.

Team Fundraising Activities

At work:

At home:

TeamMS Activ

Team Captain:

Event:

Weeks Out	Activity
-16 to -12	Getting Started <ul style="list-style-type: none">• Register yourself as a Team Captain and create a unique team name.• Announce your participation to the world & recruit Team members!• Organize Team meeting: determine Team goals & develop an overall plan<ul style="list-style-type: none">- Brainstorm! Determine special fundraising and social event activities I.e. Kick-off- Appoint Team co-captain(s) and volunteers- Identify roles and responsibilities such as; Coordinator for special events, Coordinator for Team identifier (shirts, hats, jerseys etc), Media/PR/Website or other new media• Set time lines
-12 to -8	Implement the plan <ul style="list-style-type: none">• Initiate Team member recruitment activities• Announce recruitment, fundraising, social and other special event activities• Seek workplace support<ul style="list-style-type: none">- Disseminate and display TeamMS posters, flyers, brochures, etc.- Check for corporate matching gift opportunities- Organize "Kick-off" event- Utilize company intranet/newsletter/website• Order team identifier (shirts, hats, jerseys etc)
-10 to -2	Taking action and Pulling it together <ul style="list-style-type: none">• Initiate personal and team fundraising activities, implement special event(s)• Ongoing recruitment and fundraising updates and tips• Review timelines; tie-up loose ends
-2 to -1	The Final Push <ul style="list-style-type: none">• Communicate final fundraising push• Finalize Team identifier production and delivery• Communicate event day info and final plans. I.e. meeting time and place
0	Event Day <ul style="list-style-type: none">• Hand out team identifier• Coordinate team photo & Have Fun!
+1 to +2	Post Event <ul style="list-style-type: none">• Send thank you announcing totals, prize winners, social, etc.• Wrap up party - invite Team members, donors, sponsors, everyone!



Recruiting at Work

- Make it personal: Ask someone affected by MS to talk to your Team about the effects of multiple sclerosis and why fighting for a cure is so important.
- Ask your company to provide hats, T-shirts, or jerseys to those who join your Team.
- Keep your company informed. Ask to speak at company departmental meetings about your Team.
- Look beyond your workplace. Ask vendors, suppliers, family and friends to help represent the company!

Why involve your workplace? Because **TeamMS** will...

- Increase your visibility and image in the community for little cost.
- Promote Teamwork, bring together fellow employees or members, and increase morale within your company.
- Excite employees or members by sparking friendly competition between managers and departments or committees as they vie to outperform each other.
- Provide a vehicle for recognizing and rewarding individual leadership and team accomplishments.
- Promote health & fitness amongst employees.

Raise more money to support finding a cure for MS.



Fundraising at Work

- Ask “the boss” to publicly announce his or her support of you and your Team Members.
- MS staff are available to facilitate a “Kick-off” session. We will customize a presentation to fit your needs; we can bring videos, information packages, and sign up everyone interested in joining your Team.
- Be creative!
 - Hold a raffle.
 - Have a dress down day.
 - Plan and advertise a pizza day with proceeds directed to your fundraising goal, let the pizza restaurant know it’s a fundraiser and see if they’ll provide the food at a discount!





Create a Team Atmosphere!

Keep your Team motivated, informed and having fun!

- **Celebrate accomplishments!** Highlight Team Members' accomplishments and share their ideas in emails and postings. Remember, people like to see their name "in lights".
- **Share stories!** Encourage your Team Members to share stories of why they are involved. Are they supporting a loved one with MS?
- **Keep them informed!** Call or email your Team Members to let them know about check-in times and locations and directions to the start/finish line.
- **Get them looking good!** Ask your company or a local business to provide T-shirts or hats for your Team to wear or better yet, design your own!
- **Win an award!** Awards are presented on event day to the Largest Team, Best Dressed Team, Most Spirited Team and Best Team Name.

Ideas for creating a fun atmosphere:



It's all about WHY we do it!

- TeamMS provides inspiration and competition for other participants.
- Team Members say they have more fun.
- Teams raise more per member than if they had participated solo.
- The energy that comes from participating on a Team is contagious.
- Teams provide visibility for MS.
- Team Captains inspire their Team and help them develop a connection to the mission.
- For corporations or organizations, TeamMS will provide a cost-effective vehicle to promote fun, teamwork, and community involvement amongst staff.

**With your Team fundraising,
we will End MS!**



TEAM CAPTAIN'S LOG

Team Name: _____

Team Member Recruitment Goal: # _____

Team Fundraising Goal: \$ _____

	Name	Phone Number	Email Address	\$Goal	\$ Raised
①					
②					
③					
④					
⑤					
⑥					
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