

# TEAM CAPTAIN'S GUIDE

## 2011 MS WALK

TeamMS.ca



1

### INSPIRATION

TeamMS provides inspiration and competition for other participants—raising even more money to find an end to MS.

2

### COMMUNITY

Being part of a team is a great way to get together and make a difference in your community with co-workers, friends and family.

3

### CURE

Teams raise more per member in the fight to end MS than if they'd participated solo.



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Dear TeamMS Captain,

Thank you so much for your commitment to form a team to end multiple sclerosis (MS) and to the many team captains who support us year after year, we also extend our most sincere appreciation! In 2010, over **66% of our WALKers** were members of a team!

We hope that this guide will give you all the information you need to create your team, as well as tips for motivating your team and recruiting new team members.

For more information about the TeamMS Program, please contact:

- 514-849-7591 or 1-800-268-7582 (toll-free)
- Visit our Web site at [TeamMS.ca](http://TeamMS.ca)
- Visit our Web site at [www.mswalks.ca/qc](http://www.mswalks.ca/qc)

## HOW TO RECRUIT A TEAM?

- **Talk** to your friends, family members, neighbours and co-workers and ask them to join your team.
- **Ask your boss to support you** by inviting the company employees to join you.
- **Circulate the flyer** and put up **posters** in strategic places.
- **Write an article in the company bulletin** and include your contact information.
- **Organize a meeting with a MS Society representative** who can make a brief presentation to your future team members.
- **Send an e-mail** to all your “contacts”.
- **Give a brief presentation** to potential team members.



West Island Roadrunners  
Montreal West Island

## BUILD A WINNING TEAM!

- **Set a recruiting objective:** the more people you recruit, the more money will be invested in the search for a cure for multiple sclerosis.
- **Make sure that all your team members are listed as being on your team** and that they have received their personalized pledge forms for fundraising.
- **Set a team fundraising objective** and motivate your team to achieve it. Organize a friendly competition among your teammates.
- **Share your stories:** encourage your team, share your story so that your teammates feel involved.
- **Talk up the successes:** share your teammates' successes to give ideas to other team members. Remember that everyone likes to be congratulated for their good work!
- **Keep your teammates informed:** provide them with up-to-date information by e-mail or telephone on current results, the start location and the time to meet for the WALK.



Les Hamsters contre-attaquent  
Montreal

**We will  
end MS**



Les Joyeux Marcheurs  
Alma

# CORPORATE TEAMS

## Recruiting and Fundraising

- Ask your employer to **sign a memo** inviting your co-workers to join your team.
- **Post information** in strategic places (elevators, lunchroom, etc.) and display posters and flyers.
- Use your company's **internal bulletin, intranet and bulletin board** to invite people to join your team or sponsor you with pledges (remember to tell people how they can contact you).
- Ask your company to donate a **prize to encourage employee participation** (for example: each new person who joins the team becomes eligible for a draw).
- Ask your employer if there is a **donation matching program**. It may even double your pledges.



Ericsson Elite  
Montreal



Montreal Microsoft Super Partners  
Montreal

### Why? 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.

## COLLECT PLEDGES WITH YOUR TEAM!

- **Challenge your teammates!** Set an objective and help us increase the \$227 Quebec average amount raised per WALKer.
- **Recommend** that your teammates **carry a pledge form with them at all times.**
- **Ask** your sponsors **to give you their donation when they accept to support you.** This way, you will not have to bother them a second time.
- **Stay in regular contact with your team members.** Acknowledge their successes!
- **Post the list of your teammates who have already registered** and update it regularly.
- **Organize an event with your team and divide the proceeds between your teammates:** a barbecue, bake sale, bowl-a-thon, wine and cheese party, etc. The possibilities are endless!
- **Use the online pledge system** that is available to you.

**Remember to thank** your donors and all the members of your team (e-mail, thank-you letter, telephone, etc).

## TeamMS Week

- April's WALKs: January 31<sup>th</sup> to February 4<sup>th</sup>, 2011
- June's WALKs: March 14<sup>th</sup> to March 18<sup>th</sup>, 2011
- September's WALKs: June 13<sup>th</sup> to June 17<sup>th</sup>, 2011

Register as a TeamMS (1 team captain and at least 3 members) during the week scheduled for your WALK. Each complete team will receive a \$20 gift certificate of Tim Hortons.  
One gift per TeamMS week.

# RECRUITMENT AND MOTIVATION TOOLS

# SUPPORT OUR TEAM

## THE FIGHT TO END MULTIPLE SCLEROSIS

There is strength in numbers. Every year thousands join together to take the TeamMS challenge and participate in many great events on behalf of the MS Society of Canada. By supporting us in this challenge, you'll be helping further research to end MS and provide life-changing services for Canadians affected by this unpredictable disease. Please give generously.



Team name:

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Team captain:

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Fundraising Goal \$

Contact information:

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Make a secure donation online [www.teamms.ca](http://www.teamms.ca)

*"The most rapid growth in our understanding of the disease and how to treat it has taken place during the past ten years." — MS Society of Canada*



1.800.268.7582  
[www.msociety.ca](http://www.msociety.ca)



# TEAM CAPTAIN'S LOG

Team Name: \_\_\_\_\_

Team Member Recruitment Goal: \_\_\_\_\_ Team Fundraising Goal: \$ \_\_\_\_\_

#	Name	Phone Number	E-mail Address	\$ Goal	\$ Raised
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
<b>TOTALS</b>				<b>\$</b>	<b>\$</b>

## Recruitment Letter

Date:  
To: All Employees  
From: (Team Captain Name & Team Name)  
Re: 2011 MS WALK

Please join the (team name) on (date of WALK) as we participate in the MS WALK. There will be lots of fun, food and great entertainment that you and your family won't want to miss! You're asked to raise pledges from family, friends, colleagues and local supporters. Our team's fundraising goal is (\$\$) in 2011. This money will be used to support research to end the devastating effects of multiple sclerosis and to provide client services that help enhance the quality of life of people who have this disease.

For those who don't know what MS is, it is an unpredictable disease of the central nervous system. Symptoms can range from blurred vision and numbness to complete blindness and paralysis. Most cases of MS are diagnosed between the ages of 15 and 40. Tragically, even children as young as 3 years old are now being diagnosed.

To be part of our team, stop by (location) and pick up a registration brochure, call (Team Captain name) at (number) to sign up or visit the MS Society's website at [mswalks.ca](http://mswalks.ca) and fill out the online registration form (be sure to register under our team name).

I'm looking forward to working with you in the fight against MS!

Committed to a cure, your team captain,  
(signature)

## Pledge Reminder Letter

Date:  
To: (Team Member Name)  
From: (Team Captain Name)  
Re: 2011 MS WALK

Thank you again for joining (Team Name) in the fight against MS! Did you know that last year the average amount raised per MS WALKer was \$227? We know our team is above average, so I'm challenging each one of us to raise \$500 or more! Imagine, if our (Number) team members collected \$X each, we could raise (\$amount) for the fight against MS!

Check out the fundraising tips on the MS Society's website, or call me to brainstorm – I've got a few tricks up my sleeve! Remember, you are eligible for prizes and awards based on the amount of pledges.

Let's start now and aim to be ranked as a 2011 MS WALK Elite Team! Excitement is contagious, so be sure to have fun while asking for your pledges!

If you have any questions, please feel free to call me at (number) or the MS Society office 1-800-268-7582. Thank you for your support. I look forward to your participation in this very important event!

Committed to a cure, your team captain,  
(signature)