

## Thank you for your registration!



In 2011, we will celebrate the **20<sup>th</sup> anniversary of the MS WALK in Canada**. Thank you to our loyal WALKers and partners!

### In 2010:

- 25 MS WALKs in Quebec
- 6 549 participants
- \$1,547,000 raised
- 530 TeamMS

### In 2011:

- 25 MS WALKs in Quebec
- Form a TeamMS and walk towards a future without MS, because every dollar raised helps us to move forward faster!



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Dear WALKer,

Thank you very much for joining the 2011 MS WALK. In addition to spending an enjoyable day outdoors with your family, friends and/or colleagues, you will make a tangible contribution to finding the cause and a cure for multiple sclerosis (MS). You are making a real difference for the people who have MS and their families.

This handbook gives you information and references that will be a big help to you in preparing for your WALK, your fundraising and forming a TeamMS. Don't hesitate to contact the Quebec Division's website at any time: [mswalks.ca/qc](http://mswalks.ca/qc).

The Multiple Sclerosis Society of Canada and the 13,000 to 18,000 Quebecers with multiple sclerosis truly appreciate your support.

## The MS Society

The MS Society is a charitable organization that was founded in 1948 when a number of dedicated Montrealers, including Evelyn Opal, came into contact with the new MS association in the United States. The first Canadian research grant was made in 1949. The MS Society's mission is to be a leader in finding a cure for multiple sclerosis and enabling people affected by MS to enhance their quality of life.

## Multiple Sclerosis

**The most widespread neurological disease among young adults in Canada.**

- Every day, three more people are diagnosed with MS;
- Women are more than 3 times as likely to develop MS as men;
- From 2% to 5% of people affected by MS are children aged 16 and under.

**We will  
end MS**





## TeamMS TeamMS.ca

With a **TeamMS of 4 or more members**, your efforts to beat multiple sclerosis are even greater because a TeamMS is the easiest way to generate a major impact in the community. In addition, it's always more fun to WALK as a team and easier to collect pledges as a team, whether as a corporate team or a family team.



### Create a TeamMS:

- Invite your family, friends, colleagues, customers and suppliers to WALK with you.
- Find a representative, motivating team name and choose a TeamMS Captain.
- Set a financial objective and organize fundraising activities.
- Plan team meetings to motivate each other and exchange ideas (dinner, happy hour, etc).

The TeamMS Captain should register first so that other team members can sign up for the team. Each person must have a personal objective because pledges collected by several participants cannot be combined.

### TeamMS Weeks

- 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 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.



## Ghost WALKer

If you are unable to be present on the day of the WALK, **you can still collect pledges as a ghost WALKer.**

You will earn prizes from the prize structure and be eligible for the exclusive **\$500+ Club**, **\$1,000+ Club** and **\$5,000+ Club** prizes, depending on how much you hand in.

## Online Pledges

Sponsors can also make pledges online via the Web site.

Go to [mswalks.ca](http://mswalks.ca).

Choose **register . login . pledge >**

Then "Pledge a WALKer".

Tax receipts will be issued to all sponsors.

## Your Web page (You have to be register online)

Create your own Web page now!

Effective support for your approaches  
and reference for your potential sponsors.

Go to [mswalks.ca](http://mswalks.ca) and click on:



- Enter your user name and password;
- Click on Fundraising to change your parameters.

When registering, each person is automatically assigned a password.

If you do not know your password, call 514-849-7591 or 1-800-268-7582 and we will be happy to provide it.

In your personal Web page, you will find the following tabs:

### My Event Info

- Date and time of WALK
- Register other participants

### Fundraising

- Fundraising
- Send fundraising e-mails
- Download your pledge form
- Change your parameters
- Share your story
- Change your photo
- Post thanks on your bulletin board
- See an overview of your Web page

### TeamMS

- TeamMS handbooks
- Send e-mails to recruit members
- Send messages to your team

### My Account

- Change your personal information
- Change your Web access codes

### MS Society of Canada

- Learn more about the MS Society

### Get Help

- Need help? Ask us!

### Some Suggestions:

- It's easy, just write your story, reasons, objective, number of members in your TeamMS who are participating in the WALK, your log, etc. You can even add a picture.
- Need ideas for your story?
  - ⇒ Talk about the success of last year's event (total amount raised, number of WALKers, etc. All this information is on the Web site and in *Footnotes results – January 2011*). Also mention the challenge and pleasure awaiting you this year.
  - ⇒ Why are you participating? Sponsors like to know what motivates you. Does someone close to you have MS? Do you see this project as a physical or financial challenge (or both)? Give a personal reason and tell all your readers how they can help you achieve your objective (pledges of \$25, \$50, \$100 and \$200).
- Remember to update the content when there are changes.
- E-mail the link for your personalized Web page to the people you know.
- Send e-mails to your friends, family members and colleagues directly from the online registration site. They can check out your objective, reasons for participating in the WALK and sponsor you directly via your Web page.

# Prizes Structure

**ALL CATEGORIES: Official receipt for a donation of your prize.**

You can make a donation of your prize to the MS Society and receive an official receipt for 10% of the value of the raised pledges.

## \$5,000 + Club

Hand in \$5,000 or more in pledges and you will receive an exclusive "\$5,000 + Club" official prestige pin that you can wear on your "\$1,000 + Club" jacket, in addition to the great prizes.\*

## \$1,000 + Club\*



Hand in \$1,000 or more in pledges and you will receive an exclusive "\$1,000 + Club" fleece jacket (women and men sizes available), in addition to the great prizes.

## \$500 + Club\*



Hand in \$500 or more in pledges and you will receive an exclusive "\$500 + Club" insulated lunch bag in addition to the great prizes.

\*One per participant either the "\$500 + Club" or the "\$1,000 + Club".  
Participants that raised \$5,000+ can take both "\$1,000 + Club" and "\$5,000 + Club".

- Prizes will be awarded on the basis of pledges submitted by each participant, not the team total.
- To be eligible for prizes, all pledges must be received within one month after the event.
- The MS Society reserves the right to substitute prizes of equal or greater value.

### Choose one from the following gift certificate:

- HBC
- Cage aux sports
- Centre du Rasoir
- RONA

<b>\$10,000 +</b>
Participation to the 2012 Tour of Champions in New York <b>OR</b> possibility of choosing up to 10% of the amount pledged in gift-cards (available only in \$20 denomination) ☺
<b>\$5,000 +</b>
Invitation to <b>Fusion, a Tribute to the MS Elite AND</b> possibility of choosing up to 10% of the amount pledged in gift-cards (available only in \$20 denomination) ☺
<b>\$3,000 +</b>
Espresso Coffee Maker <b>OR</b> possibility of choosing up to 10% of the amount pledged in gift-cards (available only in \$20 denomination) ☺
<b>\$1,500 +</b>
Possibility of choosing up to 10% of the amount pledged in gift-cards (available only in \$20 denomination) ☺
<b>\$1,000+</b>
\$80 gift-card AND the \$1,000 + Club ☺ (SAQ or a choice from the list of the gift-cards)
<b>\$750 to \$999.99</b>
\$60 gift-card ☺
<b>\$500 to \$749.99</b>
\$40 gift-card AND the \$500 + Club ☺
<b>\$200 to \$499.99</b>
\$20 gift-card from Rôtisseries St-Hubert ☺
<b>\$125 and over</b>
Official T-shirt (one per participant)

☺ Plus the official T-shirt (one per participant). Pledges for two participants or more cannot be added together.

# Reminders



### Important documents:

- Pledge form\*
  - Pledge envelope\*
- \* One for each WALKer

### Resources:

- Web site: [mswalks.ca](http://mswalks.ca)
- The Quebec Division Web page: [mswalks.ca/qc](http://mswalks.ca/qc)
- MS Society Quebec Division, 514-849-7591 or 1-800-268-7582 (toll free)
- Your chapter
- *Footnotes results – January 2011*
- Brochure of your WALK.

### The day of the WALK:

- Wear proper shoes and socks to prevent injuries
- Bring a backpack to carry your personal effects
- Wear comfortable clothing suitable for the weather
- Bring sunscreen and a hat
- **Wear RED and have fun!**

### Precisions:

- Children under 10 do not need to register
- The WALK is held regardless of the weather
- Sponsors are not considered to be participants. Each participant must register and have his or her own pledge form
- Pledges for several participants cannot be combined
- Each TeamMS member is registered separately with their personal pledge form and must collect their own pledges.



It's easier to collect pledges when you are well informed!

## Where does the money go?

Visit the Web site at [mswalks.ca](http://mswalks.ca) for more information. On the Quebec Division page, click on the "Living with MS", "Research" and "Treatments" tabs.

Thanks to special events such as the MS WALK and many other fundraising activities, researchers in the MS Society's national research program are working strenuously to find the cause of MS and a cure for this disease, while developing new treatments for the people who are living with it now. While awaiting the discovery of a cure, the MS Society continues to develop programs for people with multiple sclerosis.

### Allocation of Funds

#### Services—MS Camp

The fourth edition of the MS Summer Camp for kids aged 8 to 14 who have a parent with MS was a huge success. In 2010, 30 young people had an opportunity to spend one week at Camp Richelieu (Saint-Côme, in Lanaudière) where they took part in numerous sports, as well as activities on MS, which gave them a chance to talk about their daily experiences and gain a better understanding of what it means to live with MS.

#### Research and Treatments

Researchers have discovered five treatments that slow down the progress of multiple sclerosis. Thanks to financial support from the activities organized by the Multiple Sclerosis Society of Canada, several new studies have been launched in the last ten years.

#### CCSVI and MS

In November 2009, the findings of a preliminary study conducted by Italian researcher Dr. Paolo Zamboni were published on chronic cerebrospinal venous insufficiency (CCSVI). It is stated that CCSVI is related to narrowing of small venous structures in the neck, chest and spine. The hypothesis goes on to suggest that because these compensatory blood vessels don't have the same wall integrity as larger veins, they tend to leak blood into the adjacent tissue, depositing iron there which triggers an immune response. Dr. Zamboni has opened a door for the community, and now we need to proceed with a balance of hopefulness and scientific rigour.

In November 2009, the Multiple Sclerosis Society of Canada (the MS Society), together with its American counterpart, launched an operating grants competition to study the link between CCSVI and MS. To do this, it set up an international review committee for CCSVI and MS, which selected seven research protocols which are now under way. The Quebec Division of the MS Society also sent the following requests to the Quebec Department of Health and Social Services: Earmark funds for CCSVI as soon as we have enough data from the studies under way and provide medical follow-up care for people who have the operation abroad.



## Fundraising

When you approach people, tell them:

- What is multiple sclerosis
- What the Multiple Sclerosis Society of Canada (MSSC) is and what it does
- What advances have been made in research
- What services and treatments are available to people with MS. (pages 6 and 9)
- Where the money goes.
- Who you are
- Why you are WALKing
- What your objective is
- If you are WALKing alone or in a team
- What pledge amount you want from the person you have approached
- What benefits there are for the people you approach (official receipt, support for a good cause philanthropy, exchange of services with you, etc).

The Quebec Division's 2009-2010 Annual Report is available at [mssociety.ca/qc](http://mssociety.ca/qc)  
Click on "New!" and "New Publications".

### Three Fundraising Approaches:

The section below will help you develop an effective approach for collecting funds from potential donors and/or sponsors. Use the approach that suits you best or combine the three approaches.

"Thanks to research, I'm able to cope better with my daily life."

Hana Salaheddine, mother of two children and person with MS

#### 1. In person



- ⇒ Fundraising is generally more successful when you talk to a person face-to-face.
- ⇒ Remember that you are not just collecting pledges for yourself, but on behalf of the 13,000 to 18,000 people with MS in Quebec. Don't hesitate to ask for a donation.
- ⇒ Educate your future sponsors about the cause so that they will be likely to make a contribution. Give them the information reflected in the above list.
- ⇒ Treat your request like a normal conversation. Don't hesitate to share your story about what motivates you to be involved in the MS WALK.

## 2. By Phone



- ⇒ Make a list. Decide which people on your list should be contacted by phone.
- ⇒ Know what you will say before you phone. Call people and make your request without pressure, just like you would wish to be approached for a pledge. Some people may not be able to contribute as much as you would like, but listen to them and they will tell you what support level they can manage.
- ⇒ Go for it! Explain what you are doing and to what extent you are involved in helping to fight multiple sclerosis by participating in the MS WALK. A moment of silence does not mean NO.
- ⇒ Thank them. Whether the response is positive or negative, be sure to thank them for their time.
- ⇒ Follow up on your request with a thank-you note. Personally thank them using the person's name and the pledge amount they promised over the telephone. See page 11 for a sample thank you letter.
- ⇒ Have fun! Your enthusiasm for the MS WALK should show in the conversation. Conviction and enthusiasm are contagious!

## 3. By letter or e-mail



- ⇒ A letter may be a very effective way to obtain pledges.
- ⇒ Always include a self-addressed envelope (your own address) with your letter so that your sponsor can send you a contribution easily.
- ⇒ Personalize each person's letter. Remember to state your pledge objective.
- ⇒ If you receive a donation from a person, remember to send a thank you note.
- ⇒ Begin your mailing campaign early. You will have time to send a follow-up letter or follow up by telephone if you do not receive any answer.
- ⇒ In your letter, give examples of research projects and services funded by the Multiple Sclerosis Society of Canada (page 9) to give the people you approach actual examples of the investments made by the MS Society .

\*If you get a negative response, don't give up! Ask these people to help you in another way. For example, they may be able to help you if you organize a fundraising activity.



## Sample letters

### FUNDRAISING MEMO

Date:  
 To: All (company/ organization name) Employees  
 From: (WALKer Name)  
 Re: The 2011 MS WALK

I hope you will join us on (date of WALK) for the **2011 MS WALK**. Our efforts depend on the energy, time and commitment of our colleagues, families and friends who will join us in the fight against multiple sclerosis.

During this day of fun and fitness, we will follow a beautiful route through (City). Rest stops are located along the route, with plenty of snacks to refuel. Everyone will finish with a lively celebration, including lunch at the start/finish line.

Our contributions will support the work of the **Multiple Sclerosis Society of Canada**. Through research, the **MS Society of Canada** is leading the nation's search for a cure for this neurological disease which strikes young adults in the prime of their lives. It is also dedicated to providing services that are vital to improving the lives of everyone who must confront multiple sclerosis on a daily basis - including the families and friends of people with MS.

(Contact Name) is the **2011 MS WALK** contact and will help you to register as a member. If you have any questions about the **2011 MS WALK**, feel free to call (him / her) at (Phone Number).

We look forward to welcoming you to our team. If you cannot join us, please sponsor our team by pledging a donation or volunteering at the WALK. Many thanks for helping our team participate in the fight to end MS.

Committed to a cure,

(signature)

### FRIENDS, NEIGHBOURGS/GREETING CARD LIST

Dear Friend,

This spring I will be walking with more than 6,500 fellow WALKers in the **2011 MS WALK** to raise money for the Multiple Sclerosis Society of Canada.

I will be gathering pledges and walking to help put an end to multiple sclerosis.

I am asking for your help in my endeavour. By making a pledge on my behalf, you will be helping the Quebec Division of the Multiple Sclerosis Society of Canada provide services and programs to between 13,000 and 18,000 people with MS and their families.

Multiple sclerosis is a chronic, often disabling disease, of the central nervous system. Symptoms may be mild, such as numbness in the limbs, or severe—paralysis or loss of vision. Most people with MS are diagnosed between the ages of 15 and 40 but the unpredictable physical and emotional effects can be last lifelong. The progress, severity, and specific symptoms of MS in any one person cannot yet be predicted, but advances in research and treatment are giving hope to those affected by the disease.

I believe that my participation in the **2011 MS WALK** can and will make a difference. The **2011 MS WALK** is one of the MS Society's biggest fundraisers. With the help of people like you, the Quebec Division can raise over **\$1,500,000** in the fight against MS.

My goal is to beat the national average pledge of \$227 by raising at least \$(GOAL). Please help me reach my goal by sponsoring me for the **2011 MS WALK**. Make your contribution payable to the MS Society of Canada. Please mail your contribution to me at (your address).

Yours truly,

(signature)

## E-MAIL

Dear Colleagues:

My name is (name), and I work in the (name of the office) of (company). I'm taking part in the **2011 MS WALK** to support the Quebec Division of the Multiple Sclerosis Society of Canada. I will be joining more than 6,500 participants on (date of WALK) to support the Society's mission to end multiple sclerosis. MS is a disease that randomly attacks your central nervous system, gradually taking away the control you have over your body.

If you want more information about joining our team or would like to sponsor me, please notify me to let me know that you will be participating or making a pledge at (e-mail address) or send your tax- deductible donations, payable to the MS Society of Canada to me at (mailing address). You can even register for the WALK or sponsor me online by visiting the website at [mswalks.ca](http://mswalks.ca). I want to thank you for any help and support you can provide. Together, we can make a difference.

Committed to a cure,

(signature)

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## BUSINESS ASSOCIATES/ROLODEX FILES

Dear (Name of Potential Donor):

On (date of WALK), I will be joining thousands of other people at (LOCATION) to participate in the **2011 MS WALK** to support the Quebec Division of the Multiple Sclerosis Society of Canada. By making a pledge on my behalf, you will be supporting the Multiple Sclerosis Society of Canada's research effort while helping fund the Quebec Division's local programs and services.

My goal is to raise at least \$ (GOAL). Please help me reach that goal with your pledge. Your donation is tax deductible. You can make your cheque payable to the MS Society of Canada. Or, if you would like to make a credit card donation, please visit the **MS WALK** website at [mswalks.ca](http://mswalks.ca).

The MS Society of Canada helps people by funding research to find the cause of and a cure for this disabling disease and by offering services to those affected by MS. Multiple sclerosis is the most common neurological disease in young adults, and is typically diagnosed between the ages of 15 and 40. You can help me help them by sponsoring me in the WALK.

Feel free to contact me if you have any questions about the **2011 MS WALK**. I appreciate your support for this worthy cause. Together, we can make a difference and end MS.

Sincerely,

(signature)

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## THANK YOU LETTER

Dear (Generous Sponsor),

Thank you so much for sponsoring me in the **2011 MS WALK**. The WALK was a wonderful adventure and we had a fun-filled and rewarding time. Because of your generosity and support, the Multiple Sclerosis Society of Canada is a step closer to finding the cause and hopefully the cure for this disabling disease.

Approximately (number) participants took part in the WALK and they raised \$\_\_\_\_\_. The money that was raised by the **2011 MS WALK** will support the vital programs and services that the Quebec Division offers to between 13,000 and 18,000 people living with MS and their families.

Thanks again for your help and support. Together, we are making a difference.

Sincerely,

(signature)

# THANK YOU TO OUR SPONSORS!



## NATIONAL SPONSORS




## PREMIER PROVINCIAL SPONSOR



## 25 MS WALKs sites in 2011

### April 17, 2011

Chaudière-Appalaches  
 Drummondville  
 Eastern Montreal  
 Gatineau  
 Granby  
 Lanaudière  
 Laval  
 Montérégie  
 Montreal  
 Montreal West Island  
 Mont-Tremblant  
 Port-Cartier  
 Saint-Hyacinthe  
 Saint-Jérôme  
 Sept-Îles  
 Thérèse-De Blainville/Lower-Laurentians  
 Trois-Rivières

### June 5, 2011

Alma  
 Baie-Comeau  
 Bas-Saint-Laurent  
 Saguenay  
 Sainte-Félicité (**New WALK**)

### September 11, 2011

Quebec City  
 Sherbrooke  
 Sorel-Tracy