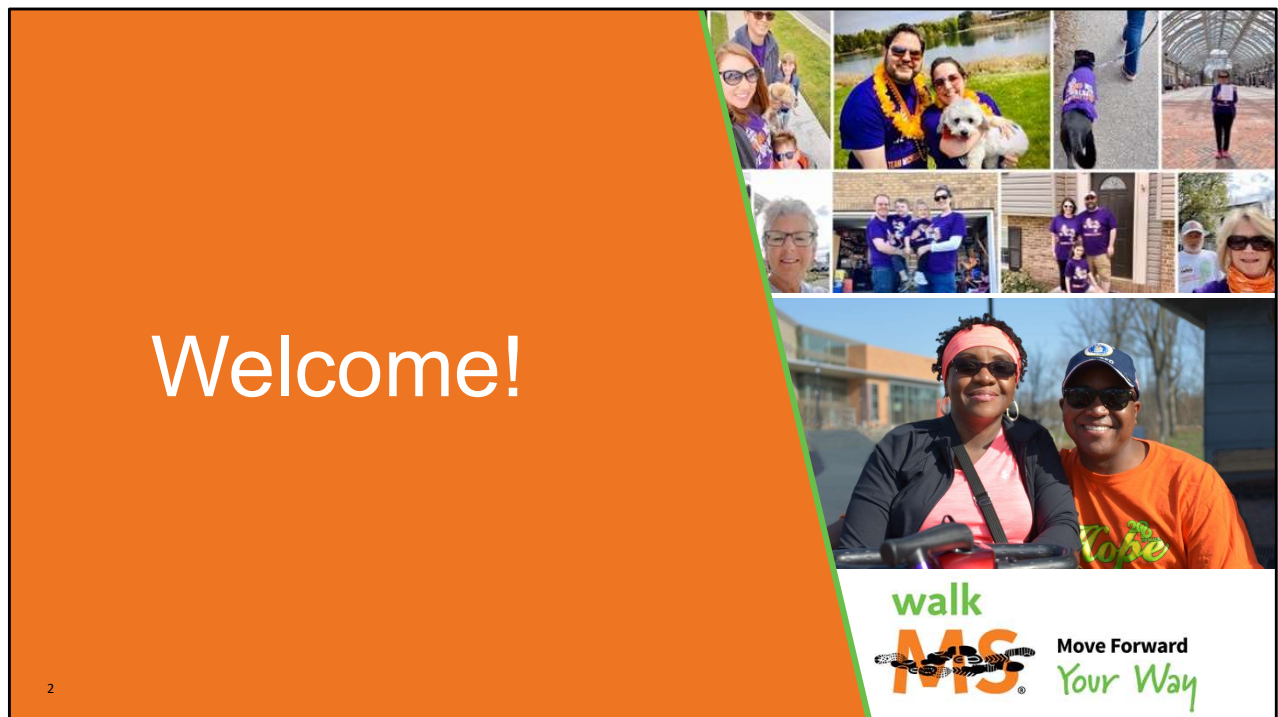




**Move Forward** *Your Way*

walk  
**MS**<sup>®</sup>



Welcome, everyone! We're thrilled to spend time with you today for our 2021 Team Captain Meet Up! This huddle is taking place across the country with our MVPs – our most valuable partners – YOU, our Walk MS Team Captains. You drive our mission like no one else.

Today's meetup will last about 60 minutes or so, and we'll give you lots of exciting details about our 2021 event experience. We hope you're able to stay with us, but please feel free to jump off if you need to. We will follow up with an email covering today's topics as well.

As a reminder, we are NOT meeting in person for Walk MS 2021, and while this means we won't get to celebrate face-to-face, we have crafted a variety of ways to connect throughout the year. Our goal to end MS forever remains the same, but we encourage you to MOVE FORWARD YOUR WAY.

My name is Courtney Buchman the Walk MS Manager for Florida and sitting in our Jacksonville office. My favorite part about Walk MS is seeing and hearing about all

of the creative ways you guys fundraise, and celebrating your successes along the way!

I'd also like to introduce Antonella Fegan our Walk MS Specialist in the Fort Lauderdale office. Her favorite thing about Walk MS is getting to know all of you and why you participate in Walk MS!

In order to make today's team huddle the best for everyone, please remember the following:

- Everyone is on mute BUT, if you have something you'd like to share, look for the mute icon (the little microphone) on your screen to unmute yourself and share your thoughts or questions! If you can't find the mute icon drop a message in the chat box or give me a wave and we will unmute you
- Be on camera ... it adds to the quality of our conversation. Come on camera and stay on camera!
- And if you like, interact in the chat box – we'll be watching the chat so feel free to ask any questions or give shout outs and we'll keep the fun going in text form too

# Thank you to our national sponsors

**Premier National Sponsor**

SANOFI GENZYME 

**National Sponsors**

 **Biogen**

**EMD  
SERONO**

**Genentech**  
*A Member of the Roche Group*

**Move Forward** *Your Way*

walk  
**MS** 

# Thank you to our local sponsors

## Presenting Sponsors



Trusted since 1901™



SOLAR STIK™

## Gold Sponsors



## Silver Sponsors



## Bronze Sponsors



4

Move Forward *Your Way*



# Today's Agenda

5



As noted earlier, today's meetup is designed to provide helpful information and hear from you.

Here's what we have planned to cover:

- There will be an overview of what Walk MS 2021: Moving Forward Your Way means
- As MVPs and Team Captains, you are crucial teammates for us, and we want to be sure you're the FIRST to hear key information
- With that said, we'll cover some brand-new, snazzy and exciting elements for 2021 (psst... if you like rewards, you'll love what we have to say here!)
- We'll want to hear from you about how you're engaging with your team members or how you are planning to engage others ... and better yet, what we can do to assist you every step of the way
- And lastly, you'll find out what you can expect next as you MOVE FORWARD YOUR WAY

## Walk MS 2020 Results

- \$20.6 Million Raised
- 81,395 Registered Participants, 34,707 Fundraisers
- 14,415 Registered Teams
- \$1,438,411 Raised in Florida
- Everyone Completed Walk MS Their Way

## Walk MS 2021 Goals

- \$22.5 Million
- 85,000 Registered Participants
- 14,450 Registered Teams
- \$1,550,000 Raised in Florida
- Everyone Moves Forward Their Way

7

Move Forward *Your Way*





MOVE  
FORWARD  
YOUR WAY

WALK MS  
2021



8

The **safety and well-being of our participants** is our absolute utmost priority. Period.

We made the decision to not meet in person, and instead reimagined what our 352 Walk MS events would look like.

As 2021 begins, we continue to navigate this uncharted world together – and we’re doing everything imaginable to ensure that Walk MS 2021 is an inspiring, memorable experience for you and your teams.

What you all taught us in 2020 is how wonderfully creative you are when it comes to Walk MS. You adjusted to meet the need to fuel progress for a cure. You inspired us. And we are confident we will succeed again with you as our partners.

For example, last year Team MJ in St. Augustine still invited their neighbors to “Walk” with them and had a DJ set up in the front yard and each family had pool noodles so they knew

they were 6 feet apart from each other.

Although it's not what we imagined, this year will still be special because **Walk MS is tailored for you**. You have endless flexibility to personalize the experience and make it your own – you have freedom to decide what your Walk MS 2021 experience will be. There are no borders or boundaries to what is possible! Walk where you are, whether that's in your neighborhood, around your community, in a parks and trails or even your own background. There are many “routes” to choose from.

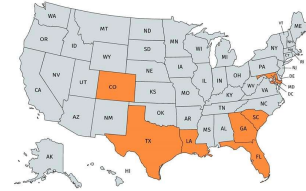
So, what does that look like in 2021? Very simply – there is **no in-person component** where we all come together. Instead, while we continue to register and fundraise using online resources, we each get to create our own roadmap on how we walk this year. Today, tomorrow, next week or on event day, it's your call how AND when you celebrate this year's Walk MS.

Even though not seeing each other in person is tough, what we learned last year is that teams discovered that doing **MOVING FORWARD YOUR WAY** has some **advantages**:

- There are no barriers to someone taking part; No restrictions on who can join a team or register and of course, there are no registration fees.
- You and your team can MOVE FORWARD YOUR WAY whenever you would like, however you would like. Like to Walk? Go for a Walk! Like to have a social-distanced picnic? Sounds great! Do you or your kids have a knack for crafting or arts? Think about selling some handmade bracelets (or something else) that can go towards your Walk team. Kids make GREAT fundraisers! There are no limits to what you and your team can do, just as long as you stay safe and smart.
- This year, a few Team Captains told us they recruit friends and family from across the country to join their team. One captain's goal is to someday get one participant from each state. How cool is that?! No state lines when moving forward, your way!
- If you're looking for a simple way to engage with folks you haven't had support you in the past, ask for \$21! It's an easy way to commemorate this new year of 2021 in a positive way and adds up fast!

## #MoveForwardYourWay Examples

- Natalie Acoff in Tallahassee creates a theme for her team each year and this year she is tying that theme “Globetrotting for MS” into her fundraising by asking her donors and teammates to help get her a donation from all 50 states!
- Ilyssa Suarez in Boca Raton has gotten creative with this year’s fundraisers including a candy fundraiser for Valentine’s Day, a yoga class, and a cooking class taught by an 8-year-old chef!



9

Move Forward Your Way



As Antonella mentioned, you all have taught us exactly how you wanted to experience Walk MS your way. Here are some examples from your fellow TCs in Florida!

- ***IN ADDITON TO THE SLIDE, PLEASE SEE ATTACHED LIST OF IDEAS FROM ILYSSA SUAREZ IN BOCA RATON!***

Remember to share your stories and photos with the Society. And of course, post them on social media, too, with the hashtag: **#WalkMS**. Since we can't gather in person, Social Media is even more important as you let your legion of followers (and the world) now what is happening with your Walk MS this year.

Now that we've started **moving forward**, your way, we'd like to hear from you. Have any of your already made plans for your Walk MS date OR have any ideas in mind? If yes, would you please share with the group?

MOVE  
FORWARD  
YOUR WAY

WALK MS  
2021



10

Thank you for sharing some great ways to stay connected in our social-distancing world ... and to do Walk MS YOUR WAY. Another quick question: We are here to help and support however we can and want to encourage you every step of the way. Last year, we heard that it was challenging to register others in this virtual world – are you seeing or feeling anything like that so far this year?

Outside of registration, is there anything the Society can do or provide to support your work as a Team Captains this year? Since we have to move along and you do have a question or a need, place it in the chat box and we'll go through the chat box a little later.

**ADDITIONAL FUNDRAISING IDEAS SHARED:**

Andrea – super bowl and Facebook fundraiser

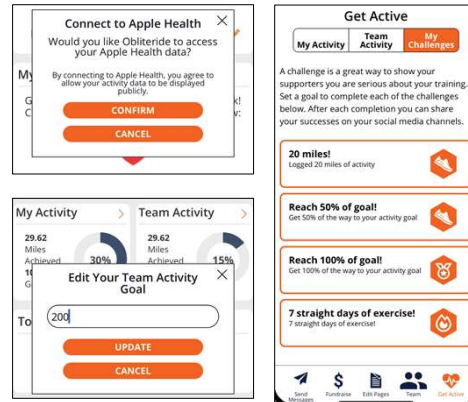
Ruth – said she enjoyed using the app, easy to deposit checks

Stacey – super bowl fundraiser & fb fundraiser, raffle with MS sneakers

## What's New in 2021

### Walk MS App features

- Check capture
- App users are better fundraisers
- Step tracking and challenges
- Don't have the app? Get it now!



11

Move Forward Your Way



Now that you've learned all about what Moving Forward Your Way looks like, let's dive into some exciting new facets we're rolling out for Walk MS. Since you're our most valued partners, we're relaying some exclusive information to you first about what's ahead – more details to come, but here's a **sneak peak just for you:**

First up is the **Walk MS App** – if you haven't downloaded the app to your mobile device (phone or tablet) yet at this point, do it after this meeting! Research has shown that **fundraising is 10xs** higher for people who use the app vs. those that don't. A newer App feature that has made life a lot easier for man is check capture. This awesome component was added at the end of last year's Walk season, so you may not have seen it yet... but it can **revolutionize your fundraising.**

Just like snapping a picture on your phone for your banking app, it's the same for Walk MS. Through the app you can upload checks right to your fundraising center - PRESTO, it's that easy! Plus, we have some **brand-spankin' new features:** You can track your steps AND earn badges for streaks and challenges using the Walk MS App. So maybe a little challenge

between you and your teammates – who can take the most steps to beat MS?! Show of hands if you have the app already.

if you have a smart device and haven't downloaded the Walk MS app, do it after tonight's meetup. I can get you set-up for success with the app too!

## What's New in 2021

### Walk MS Rewards

- Earn points for fundraising
- Earn extra points for actions
- Redeem when you decide



12

Next, who doesn't like to be rewarded? You now can earn points as part of the **NEW Walk MS Rewards**.

You should have received an email already but with Walk MS Rewards, you earn a point for every dollar you fundraise and along with chances for more points along the way – like downloading the Walk MS App that we just told you about! You can **redeem your points whenever you wish** for Walk MS merchandise at our Walk MS Rewards Store which is now open.

The coolest part? **You can not only decide when to redeem your points**, but you can also decide for what. For instance, when you reach 1,000 points you can redeem all 1,000 points for one prize – or select the 750-point prize and the 250-point prize or even redeem for two 500-point prizes. Whatever combination works for you! You can start redeeming once you hit 250 points which we know is not too tough for all of you fundraising dynamos!

You also have the flexibility to bank your points for future years if you want... you have total control.

## What's New in 2021

### Official Walk MS T-Shirt

- Mail to \$100+ fundraisers
- T-shirts mailed pre- and post-event
- More details to come



13

Speaking of prizes, something really neat we are still working on is Walk MS t-shirt delivery. We know how much you love your Walk MS t-shirts! Of course, after last year, we learned A LOT and how best to get shirts to you in a timely manner. I am happy to say that for 2021, we are mailing all shirts directly to you and your teammates. Since we are still working out all details, so we won't go into too much but we are looking at multiple options to get you your t-shirts for your event day. More to come on this and we'll say the word when we have more to share!

Additionally, I would like to acknowledge that some of you are still waiting on your 2020 Top Fundraising shirts and we are working hard to get the last batch of those shirts out to all of you!



## What's New in 2021

### Walk MS Online

- Walk MS event day features
- Society and event information
- Visit sponsors, earn prizes
- More details to come

14



Next, is something **really cool**. This year since we won't have a Walk site for the day of event we will have the familiar and fun Walk MS experience that you love coming to life via your computer! Most of the things you see on Walk day will be included: Main Stage, a Living with MS Area and a whole lot more. You'll even be able to earn prizes by visiting Walk MS online! Walk MS online will be a place where you and your teammates can visit to experience the feeling of community that is at the core of Walk MS. And you can visit it again and again - Recordings of the 2021 online gathering will be located within Walk MS Online so you won't miss a thing! Walk MS online will be a place where you and your teammates can visit to experience the feeling of community that is at the core of Walk MS.

## What's New in 2021

### Community Comes Together

- Pep Rally
- Award Ceremony
- End-of-Year Celebration
- Online Bibs



15

Lastly, since Walk MS centers around YOU, the Walk MS community, and we all crave that community more than ever, you'll get multiple opportunities to connect with other participants through engaging online with a Walk MS Kick-off (delete this if after Feb 25), Wrap-up, Pep Rallies, Award Ceremonies and Post-Event Celebrations. You'll also get the chance to peruse an online bib gallery to share why Walk MS means so much to you. And of course, you'll still get some shout-outs for being fundraising superstars on the day of your event.

And that's your sneak peak! I hope you're excited about what we have the opportunity to do together this year. If you have more specific questions or suggestions, let us know at the end of our time together tonight, or feel free to set up some time to connect with me/us later!

## National MS Society Resources

- <https://www.nationalmssociety.org/coronavirus-covid-19-information>
- Ask an Expert
- Social Media (Instagram and Facebook)
- MS Navigator
- National MS Society Community in Facebook
- Walk MS Team Captain Group in Facebook

16

Move Forward *Your Way*



### ***LINK TO TEAM CAPTAIN FACEBOOK GROUP:***

***<https://www.facebook.com/groups/walkMSteamcaptains>***

Thanks so much Antonella and Courtney for the inside scoop and wow, these are some incredible updates for what is sure to be an amazing year! We sincerely hope you will enjoy what's new this year for Walk MS, but as change can be challenging, it can take some time to fully understand the updates and inform everyone – lean on us to help you with explaining and educating your teammates and networks. Let us know how best we can help you do that.

But the support doesn't stop there, because the safety and well-being of people with MS is our highest priority. I want to make sure you're aware that the Society has posted – and will continue to post - continual updates and information about COVID-19 at our website: NATIONAL MS SOCIETY DOT ORG. This is THE place to go for the many questions you may have about living your best life, in a pandemic, with MS

We are all navigating the pandemic and our evolving world as best we can. Please know we are here to help however we possibly can and talk to you at any time. Along with our

website, we have a toolkit of other quality resources for you listed here (READ SLIDE ON SCREEN). Be sure to follow the Society's Social Media channels as well – in January (or earlier this month for Jan 27-28 Meetups) information and details about living with MS and the COVID vaccines that are or may be available were posted to Instagram and Facebook.

This one should not be new to many of us, but we have the MS Navigator program – skilled professionals who can connect you via phone, email or chat groups to the information, support, and resources you need. There will be more information about our MS Navigators in the follow-up email, too.

The [National Multiple Sclerosis Society Community](#) in Facebook provides an opportunity for all those affected by MS to participate in self-paced learning units within a social setting. In addition to learning about health and wellness, symptom management and other MS-specific topics, community members can share and comment, connecting to other group members for advice and support.

And lastly, while you are Facebook, be sure to join the Walk MS Team Captain group – there you can keep the conversation going with all of your fellow MVPs.

## What's Next

- Register Teammates
- Fundraise
- Pep Rally – February 10 and March 3
- Sponsor Leads/Ideas
- Download Walk MS App



17

Before we wrap things up, there is something we'd like you to do. Please ask your family, friends, and team members to register. Registration is open for all Walk MS sites, and will continue to remain open through September 30 – you have a lot of time this year to come up with a personalized Walk experience that you and your teammates will love.

Right now, it's a simple step everyone can take. Despite the challenges our world has thrown at us, we can demonstrate that our MS movement is still big and powerful. Think of registering for Walk MS as standing up for the cause. Despite everything, we can still show strength in numbers.

So, if your team members haven't registered yet, ask them to do so now. And because we're not gathering in person, remember you can recruit participants from anywhere – it's a great opportunity to grow your team. We've got tools and ideas to help, so let us know what you need. Let's see how much bigger we can grow our Walk MS family!

Please commit to fundraising, too. People with MS need the Society's resources and support, now more than ever. Remember, you cannot decide for someone else, so it never hurts to ask for support – the worst anyone can say is no – but no is never permanent. Let

someone decide for themselves if they can donate, or not.

In fact, one team captain last year was so nervous to ask for donations, that to start, she opted not to. As the world changed and she communicated more with her network, she decided that yes, she was going to ask, but was going to wait. She ended up having a great fundraising year b/c she was in-tune with her supporters – and they thanked her for that by stepping up their support. All because...she asked! And remember, you'll also earn points for every dollar you raise.

The last insider info for you – make plans to join us on February 10<sup>th</sup> or March 3<sup>rd</sup> for our first-ever **Walk MS Pep Rally!** You and your entire team are invited to join others around Florida for a night of connection inspiration and excitement. This is the ideal opportunity for you to kick-off your team's efforts this year while engaging with others who are after the same goal as you – to find a cure for MS. We may not have a powder puff football game or our mascot roaming around the gymnasium floor like in high school – but we know we all have spirit, so bring that spirit to the Walk MS Pep Rally on February 10<sup>th</sup> and March 3<sup>rd</sup>!

And don't forget – if you have any ideas or leads for potential Walk MS Sponsors, let us know ASAP!

# Thank You!

