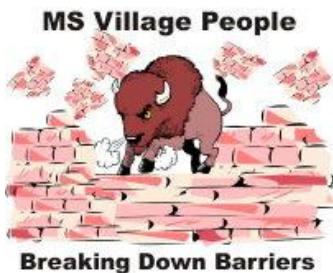


MS Walk: The Villages 2019

March 23, 2019

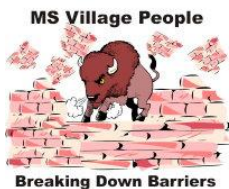
Registration: 8 AM, Walk 10-11, Please Pre-register

Preparation Discussion January 15, 2019



MS Walk: The Villages 2019

- Key Items (Why Individuals Donate)
 - Awareness
 - Relationships
 - Belief In The Mission
 - Being Asked
- \$1B Breakthrough MS Campaign
- NMSS Strategic Plan 2019-2011
 - Karen Daniels – “In-A-Nutshell”



MS Walk: The Villages 2019

- Awareness
 - The Villages / Community Wide Messaging
 - Individual Messaging (Awareness Through Relationships)
- Relationships
 - Fundraising depends on established relationships
 - Relationships are best developed and maintained over time – more than single point contact



MS Walk: The Villages 2019

- Belief In The Mission
 - Communicate Our Mission – Written and Verbal
 - Individual Messaging (Through Both Awareness and Relationships)
- Being Asked
 - Studies show that up to 3 requests are required
 - Make good use of the available online tools



MS Walk: The Villages 2019

- Online Tools

- MSVP Website: www.mssupportgroup.org
- Link to Facebook – Process working – see website
- E-Mail tools
- Please Take A Look & Register
 - Yourself
 - Friends
 - No registration fee



MS Walk: The Villages 2019

- Process
 - Create Your Own Page (Your Message)
 - Create a team page
 - Build your E-Mail List
 - Create E-Mails Using Modified Templates
 - Prepare Your Social Media Messages
 - Start Communicating
- The Walk Committee Is Available To Help



MS Walk: The Villages 2019

- Pancake Breakfast - Gator's Dockside-Brownwood – March 16th 8-10:30
 - Tickets available today after meeting
 - \$7 each – pay after tickets sold or return tickets
- Volunteers urgently needed!
 - Host/Hostesses, raffle & 50/50 ticket sellers, 2 plate builders, servers, table clean-up
 - Please sign-up by calling or E-Mailing Jeff or use the website
 - walkms@charter.net, 952-820-5091 (new E-Mail)



MS Walk: The Villages 2019

- MS Walk Volunteers– March 23rd
 - 8-10 people needed for guest registration, volunteer registration and T-shirt distribution
- Volunteers also needed for food set-up and clean-up
 - Tony Bifucio

