CONGRATULATIONS AND WELCOME!

Over the past 22 years, more than 1,100 MS Leaders Challenge participants (formerly MS Corporate Achievers) have raised over $3.5 million to help create a world free of MS.

It is truly an exciting and hopeful time for people affected by MS, and the National Multiple Sclerosis Society is at the forefront of this progress not only in the United States but across the world. People living with MS now have more treatments and solutions for living their best lives than ever before.

The National MS Society’s goal is to continue this momentum by further accelerating breakthroughs that will change the world for people with MS. The Society is focused on both research breakthroughs – those that fuel the treatments and solutions that will stop MS in its tracks, restore what has been lost and end MS forever; and life-changing breakthroughs – those that translate research advancements into action by removing barriers to optimal healthcare, and provide what is needed to navigate the challenges of MS.

These breakthroughs are crucial for each person to live their best lives. We are excited to have you become part of the MS Leaders Challenge tradition. Your contributions in both your professional and personal lives have made you an ideal addition to the successful ranks of past honorees. We appreciate that you are taking time to join the movement to end multiple sclerosis.

Over the next two months you will have the opportunity to change lives with the funds you raise. At the same time, you will establish a network of new colleagues through our special events, including a Fireside Chat at Third Degree Glass Factory with leaders in St. Louis business and other exciting and unique opportunities.

Thank you for being a leader in our community. Together we will breakthrough MS.

Sincerely,

Jon Franko
Thinker & Founder
Gorilla76

Shelly Cordum
VP of Nursing & Chief Nursing Officer
SSM DePaul Hospital
2018 Advisory Council Co-Chairs

Shelly Cordum | VP of Nursing and Chief Nursing Officer | SSM Health DePaul Hospital
John Franko | Founder | Gorilla 76: Industrial Marketing Agency

Tim Brown | Financial Services Representative | Western and Southern Life
Natasha Das | Attorney | Stinson Leonard Street LLP
Nick Hernandez | Director of Plant Operations | The Rehabilitation Institute of St. Louis
Nancy Kadlec | Vice President of Nursing and Chief Nursing Officer | BJC HealthCare
Michael Kelley | Attorney | Mandel & Mandel LLP
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Rachel Mary Milazzo, Esq | Partner | Dentons US LLP
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Jeff Wiktorski | Senior Vice President | Fifth Third Bank
Patrick Wittenbrink | Attorney | Carmody MacDonald P.C.

NATIONAL MS SOCIETY – GATEWAY MARKET | MEET THE BOARD OF TRUSTEES

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Vicki Wheeler | Vice President and General Manager | Accredo Operations
Patrick Wittenbrink | Associate | Carmody MacDonald P.C.
Welcome! The MS Leaders Challenge is a fundraising competition among aspiring and seasoned leaders to working raise funds for the National Multiple Sclerosis Society, give back to a great cause, and change the world for everyone affected by MS.

Beginning March 8, 2018, all registered Challenge members will receive weekly updates with fundraising tips, Society facts to drive your fundraising efforts and how you stack up against the competition!

**BENEFITS**

- Challenge participants raising $1,000 or more will receive two tickets to the 2018 Celebration Party.
- Challenge participants raising $2,018 or more will be included in the St. Louis Business Journal Giving Guide (November).
- The top Challenger, Legacy Challenger, and Challenge Team will receive photo recognition in the St. Louis Business Journal Giving Guide.
- All Challenge participants will benefit from networking opportunities with likeminded business and community leaders.

**HOW**

Joining the Challenge is simple—follow these proven steps to success in partnership with your National MS Society staff:

- Join by contacting Abigail Rosenkoetter at Abby.Rosenkoetter@nmss.org or 314.446.4171.
- Attend the Kick-Off on March 8th from 6PM to 8PM at the Washington University Office of Technology Management at the CIC.
- Register online and set a fundraising goal! Launch your effort by making a personal contribution. [www.MSLeadersChallengeStLouis.org](http://www.MSLeadersChallengeStLouis.org)
- Reach out to your network to solicit donations from your clients, customers, vendors and personal contacts. In this busy world reminders are always appreciated, so ask more than once to get a response!

**FUNDRAISING DEADLINE**

All Challengers should plan to have their fundraising completed online or turned in to the National MS Society by **May 8th, 2018**. Any funds sent to the Gateway Area office should be put to the attention of Abby Rosenkoetter.

JOIN THE CHALLENGE
WHAT YOUR FUNDRAISING SUPPORTS

The funds you raise as a participant in the MS Leaders Challenge will fuel breakthroughs that help people with MS live their best lives today and someday end MS forever. Your fundraising will:

- Drive research breakthroughs that continue to fuel the treatments and solutions that will stop the disease in its tracks, restore what has been lost, and end MS forever.
- Support Society advocacy initiatives: Throughout 2016, MS activists helped pass 56 bills in state legislatures across the country—leading to increased MS research, access to quality care, disability rights, long-term care supports and services, and more.
- Fuel life-changing breakthroughs that ensure people have what they need to navigate the challenges of living with MS, so they can live their best lives every day.

IMPORTANT DATES

**March 8, 2018 | 6-8PM**
**Kick-off Celebration**
Washington University Office of Technology Management
*Speaker: Dr. Emily Evans**
*MS Fellow and Neurology Specialist*

**March 28, 2018 | 6-8PM**
**Fireside Chat**
Third Degree Glass Factory
*Speaker: Announcement coming soon!*

**April 19, 2018 | 6-8PM**
**Networking Dinner**
Acero | Maplewood
*Speaker: Steve Gymer**
*MS Navigator*

**May 8, 2018**
**Fundraising Deadline**
Please have all funds in to Gateway Area Office
*Attention: Abby Rosenkoetter*

**May 23, 2018 | 6-8PM**
**2018 Celebration Party**
Hosted at Osborn Barr
*Speaker: Suzan Noel Knese**
*Chief Operating Officer Osborn Barr*
ALL FUNDRAISING for the MS Leaders Challenge campaign is tracked through an online system. Even if you are planning to collect funds at an event, please still register through our website to ensure funds are attributed to your personal and/or team fundraising page!

HOW TO REGISTER

- Please visit www.MSLeadersChallengeStLouis.org
- Returning Legacy Challengers will be prompted to “Sign In”. If you do not remember your password or need to reset your password, please send Abby a quick email!
- New Challengers will need to create an account with our organization. It is a simple process and once established you will be able to use it across all MS fundraising platforms.

HOW TO VIDEOS:

http://main.nationalmssociety.org/site/TR?fr_id=29833&pg=informational&sid=13255&s_fr_tm_opt=new&s_ptype=64183

FOR ASSISTANCE REGISTERING:

Please feel free to reach Abby Rosenkoetter by phone 314.446.4171 or email abby.rosenkoetter@nmss.org
What can I do with my online participant center?

GO SOLO OR FORM A TEAM

The website will allow you to fundraise on your own or form/join a team. Each Challenger will be required to reach their individual goal, but it might be a little easier to get there with the help of your colleagues!

- Nominate someone to be your team captain!
- The team captain should register first, so that team members can join with ease.
- Money collected at team events or donated directly to the team can be split between team members.
- The top team will be featured in the STL Business Journal Giving Guide with the top Challenger and Legacy Challenger.

CUSTOMIZE YOUR PAGE

This fundraising platform is fully customizable, including thank-you notes that you can personalize and send directly from your site! Share a picture, tell a story, and put the FUN in fundraising!

- Upload a photo! It can be of you, the team, a loved one that lives with MS.
- Customize your URL to share it with friends and family.
- Use the website to upload the details of your fundraising event and track “ticket” purchases to your events.
- Write a personal thank you note that will automatically send to each of your donors.

GET SOCIAL

You won’t know if you don’t ask! Fundraising doesn’t have to be scary. Try posting a fun blitz challenge on social media by asking each of your friends to donate $10. You can up the stakes by promising to [insert embarrassing thing or activity] if you reach your goal!

- Use Facebook, Twitter, and LinkedIn to share your custom URL with your network.
- Upload email contacts from Outlook, Yahoo, Gmail and other email accounts.
- Receive donor notifications and send thank you notes.

MAKE A PERSONAL DONATION TO YOUR OWN PAGE

Lead by example! Our metrics show that individuals who donate to their own page (where friends and family can see), will generate a higher overall fundraising total!

- Walk MS participants that donate to their campaign raise $300-$500 more overall.
What are some ways to creatively and effectively fundraise?

SNAIL MAIL

Don’t underestimate the power of a thoughtful letter! One of our most successful fundraisers sent a heartfelt letter (and a donation form) to everyone on his holiday greeting card list!

SOCIAL MEDIA

Selfie-Time! Here is a step by step guide for customizing and sharing your link:

- Go to your Participant Center
- Click on Personal Page tab
- Click on “Personalize” next to “Here’s your URL”
- In the white box, without using any spaces, enter your first and last name and the year (e.g. kimpandzic2016) and click save.
- The link should now appear with your name and year at the end of it
- Copy and paste the entire link into emails, Facebook posts, LinkedIn, Twitter etc.
- Share away!

PLAN A FUNDRAISING EVENT

The options are limitless!

- Bake Sale
- Jeans/Casual Day
- Mouse Races
- Trivia Night
- Beer/Wine Tasting
- Fishing Tournament
- Golf Tournament
- Poker Run or Tournament

Your NMSS staff contact will be able to help you brainstorm ideas and develop a plan for execution! Also, use your Advisory Council as a resource. Many of them have been planning successful events for several years running!
How can my company get involved with MS Leaders Challenge?

MATCHING GIFTS

Company matching gifts can double the impact of your gift. The following companies participate in matching gift programs. If your company is not listed, please check with your employer to see if it participates in a matching gift program!

Matching gift companies are listed here:

How to complete the Matching Gift Process:

- Obtain a Matching Gift Form from your employer or complete a form online.
- Complete the “Donor Section” on the form, identifying the National MS Society as the recipient.
2018 STRATEGIC PARTNERSHIP OPPORTUNITIES

The National Multiple Sclerosis Society invites your company to be a proud sponsor of the MS Leaders Challenge. This is a unique opportunity for your organization to gain exposure and be associated with a nationally recognized non-profit organization. By contributing millions of dollars annually in cash and in-kind support, our corporate partners enable the Society to raise needed funds, cost effectively underwrite critical research, and expand programs serving the MS community.

- Utilize the 2018 MS Leaders Challenge to increase visibility among event attendees and corporate supporters.
- Network with community leaders and corporate supporters, allowing for in-person interactions to meet marketing objectives.
- Demonstrate philanthropic commitment to the community and to people affected by multiple sclerosis through a partnership with the National MS Society.

$10,000 – 2018 Presenting Sponsor (1 available)
- Name inclusion in the event title (in all printed and spoken mentions of the event) - 2018 MS Leaders Challenge presented by [Your Company]
- Logo engraved on all 2018 Challenger Awards
- Podium recognition and logo recognition at the Kick-off Reception, Fireside Chat and Celebration Party
- Prominent logo recognition in the St. Louis Business Journal ad
- Logo included on digital event invitations to Celebration Party
- Logo and company link included on the MS Leaders Challenge Website

$5,000 – Leader Sponsors
- Podium recognition at the Kickoff Reception and Celebration Party
- Logo recognition in the St. Louis Business Journal ad
- Logo recognition at the Celebration Party and inclusion on the digital event invitations
- Logo and company link included on the MS Leaders Challenge Website

$2,500 – Celebration Sponsors
- Logo recognition in the St. Louis Business Journal ad
- Logo recognition at the Celebration Party
- Logo included on the MS Leaders Challenge Website

Custom Sponsorship Opportunities | Phone: 314.446.4171 | Email: abby.rosenkoetter@nmss.org
The brass tacks and frequently asked questions:

OFFLINE GIFTS

- Please make checks payable to The National MS Society or “NMSS” and include the following information:
  - “2018 MS Leaders Challenge”
  - Team or Challenger name
  - If and how the money needs to be split between your teammates
- Gifts made via check or cash will take 7-10 business days to process after physical receipt of funds (there is a high volume of money being processed during the spring months).
- If you are collecting credit card information at your event with a paper carbon copy form, you will need to arrange to have those slips picked-up or delivered to the Gateway Office the next day. Please make sure Abby knows when this is occurring!
- Please communicate with Abby when you are planning to give her a large sum of cash, so that she can plan accordingly.

ONLINE GIFTS

- All gifts made via the participant center will generate an automatic receipt for the donor that will be sent via email.
- Donations made online process immediately!
- A donor can choose to make their donations private or anonymous, but you will still see the total amount reflected on your page.

ACKNOWLEDGMENTS

- Online gifts, checks made directly to our organization, and cash with attached donor information (including name, address, and cash amount) will receive an acknowledgment letter in the mail.
- All donation amounts will receive a letter (not just $250+).
- If you produce an event where there is a cash donation to enter or participate, I recommend the following:
  - Place a sheet out for cash donors who want an acknowledgement letter, and collect their First Name, Last Name, Address, City, State, Zip, Amount
  - Post-event, upload data into a spreadsheet and send it to Abby.
MOVING MONEY

- Is someone on your team struggling to meet their fundraising minimum? You can share the love! Just send an email to Abby and indicate how much of your or your team’s funds will need to be moved over to your teammate.
- Did you just turn in a large amount of money that needs to be divided up between your teammates? Here’s the best way to do it:
  - Turn it in and indicate who will receive how much (easiest).
  - Turn it in under the team name with no participant designation and split it at the end (not as easy, but definitely doable).

IN-KIND DONATIONS

- I have forms to provide our in-kind donors. If you have someone who is donating food, beverage, space, or items to your event... Please have them fill out an In-Kind donation form so we can acknowledge them for their generosity!

REIMBURSMENT

- The National MS Society is NOT able to reimburse any expenses incurred during event planning for non-budgeted events. Events produced by participants to benefit the MS Leaders Challenge campaign are conducted in a “Do-it-Yourself” fashion. Should you wish to cover the cost of your expenses with money raised at one of your events, you may do so BEFORE turning your funds into the NMSS.

ACCESSIBILITY

- The National MS Society is committed to producing events that are ADA compliant. We strongly encourage individuals who are planning events that benefit or represent the National MS Society to follow suit.
WE ARE PEOPLE WHO WANT TO DO SOMETHING ABOUT MS NOW.

About the National MS Society

The Society mobilizes people and resources so that everyone affected by multiple sclerosis can live their best lives as we stop MS in its tracks, restore what has been lost and end MS forever. Last year alone, through our comprehensive nationwide network of services, the Society devoted more than $100 million to connect approximately one million people affected by MS to the connections, information and resources they need. To move closer to a world free of MS, the Society also invested $42 million to support more than 380 new and ongoing research projects around the world. We are united in our collective power to do something about MS now and end this disease forever. Learn more at nationalMSsociety.org.

About Multiple Sclerosis

Multiple sclerosis is an unpredictable, often disabling disease of the central nervous system that disrupts the flow of information within the brain, and between the brain and body. Symptoms range from numbness and tingling to blindness and paralysis. The progress, severity and specific symptoms of MS in any one person cannot yet be predicted, but advances in research and treatment are leading to better understanding and moving us closer to a world free of MS. Most people with MS are diagnosed between the ages of 20 and 50, with at least two to three times more women than men being diagnosed with the disease. MS affects more than 2.3 million worldwide.