



# 2016 CAMPAIGN SUCCESS KIT

Congratulations and welcome to the MS Corporate Achievers Class of 2016. In the past 20 years, more than 1,000 MS Corporate Achievers have raised over \$3.5 million to help create a world free of MS. All of that fundraising has paid off.

Society efforts have led to faster, more accurate means to diagnose MS. Our funding has created and facilitated collaborative MS research in more than 20 countries around the world. More than 800 scientists have had their MS research careers launched through society funding. We are currently funding more than 350 individual research projects worldwide, fueling more potential MS therapies in development than at any other time in history. Right now there is no cure, but with your efforts we are moving towards finding one.

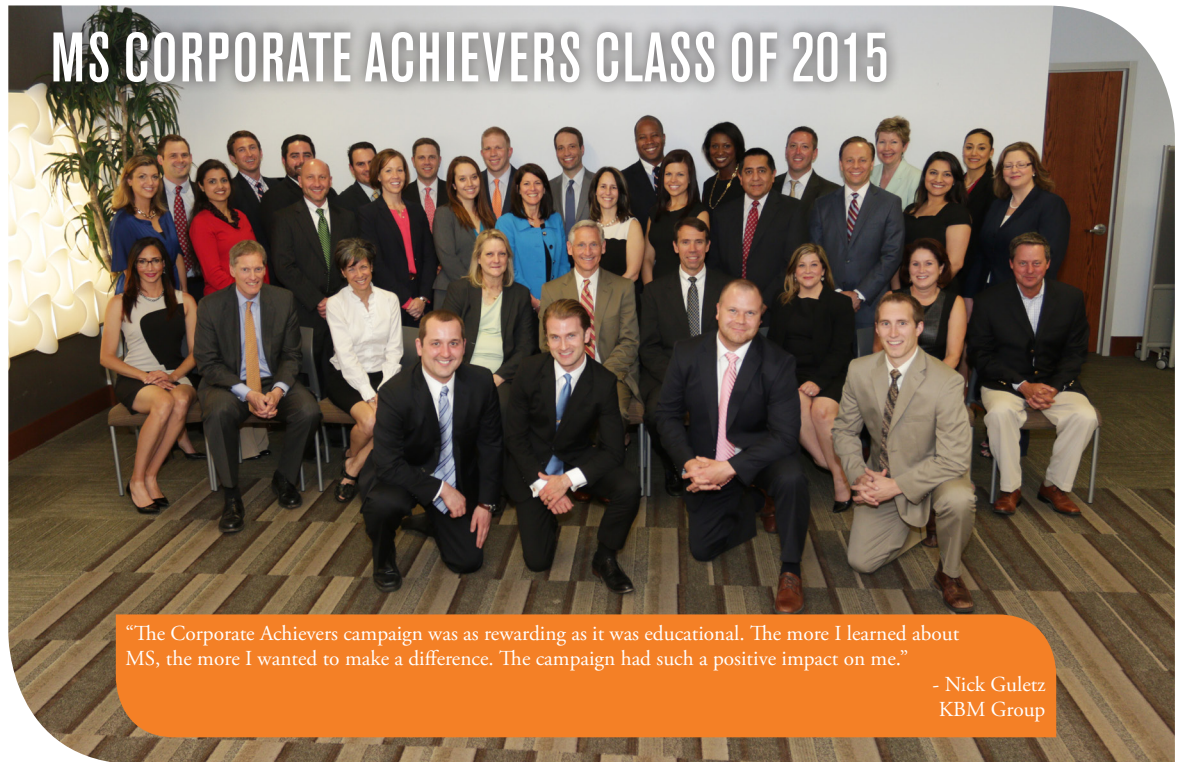
We are excited to have you become part of the MS Corporate Achievers tradition. Your contributions in both your professional and personal lives have made you an ideal addition to the successful ranks of past honorees. We appreciate that you are taking time to join the movement to end multiple sclerosis.

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 Bellerive Country Club with leaders in St. Louis business and other exciting and unique opportunities.

Thank you for being a leader in our community and joining the movement to end MS.

Sincerely,

Daniel J. Rothery  
President  
BJC Home Care and Community Services  
Chair, MS Corporate Achievers Campaign



## MS CORPORATE ACHIEVERS 2016

# DATES TO REMEMBER

- Fireside Chat.....March 31, 6-8 p.m.  
With Keynote Speaker Rich McClure  
Co-chair, The Ferguson Commission  
Bellerive Country Club  
12925 Ladue Road
- Biographical Sketches Due.....April 1
- Networking Event.....April 21
- Campaign Concludes .....April 30
- Fundraising Deadline.....May 5
- Graduation Ceremony .....May 18  
BJC Learning Institute  
Headshots photographed by Joel Marion Photography
- St. Louis Business Journal Insert .....June 10  
Fastest Growing Companies Issue

## MS CORPORATE ACHIEVERS 2016

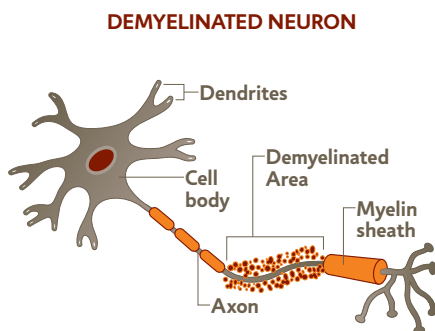
# ABOUT MULTIPLE SCLEROSIS

## What is MS?

Movement is all around us, our bodies and minds in constant motion, connecting with and expressing ourselves to the world. It is so much of who we are, it's easy to take movement for granted. Multiple sclerosis stops people from moving.

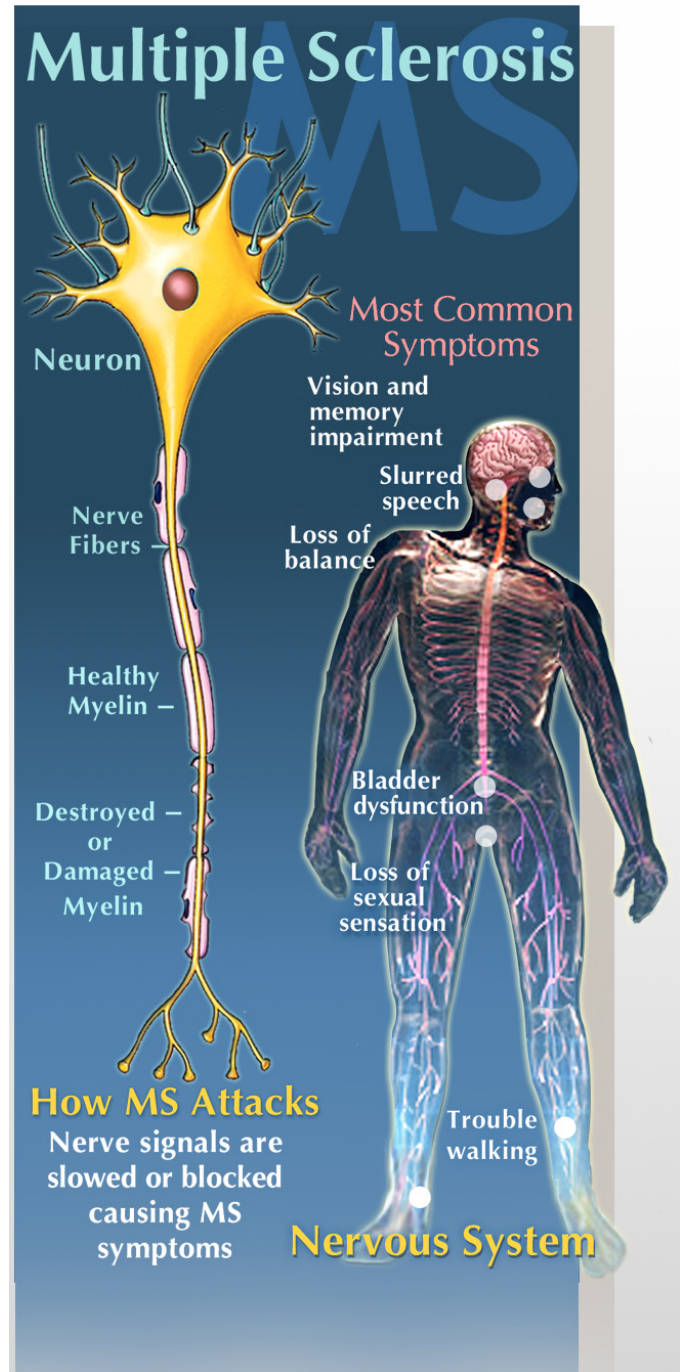
MS is a chronic, often disabling disease that attacks the central nervous system (brain and spinal cord).

MS is thought to be an autoimmune disease. The body's own defense system attacks myelin, the fatty substance that surrounds and protects the nerve fibers of the brain, optic nerves, and spinal cord. When any part of the myelin sheath or nerve fiber is damaged or destroyed, nerve impulses traveling to and from the brain are distorted or interrupted, causing a wide range of symptoms.



MS is an unpredictable disease. Symptoms vary greatly from person to person and vary over time in the same person. Symptoms may be mild, such as numbness in the limbs, or severe, such as paralysis or loss of vision. Some people experience muscle weakness, poor balance, poor coordination, muscle tightness, spasticity or tremors. Problems with bladder, bowel or sexual function are common and fatigue is a major concern for many.

While a cure for MS has not yet been discovered, advances in research have yielded treatments.



## MS CORPORATE ACHIEVERS 2016

# ABOUT THE NATIONAL MS SOCIETY

Founded in 1946, the National Multiple Sclerosis Society has a 50-state network of chapters.

The Society is guided by this mission:

We mobilize people and resources to drive research for a cure and to address the challenges of everyone affected by MS.

The Gateway Area Chapter, established in 1955, contributes to funding for the Society's research program and provides services to the more than

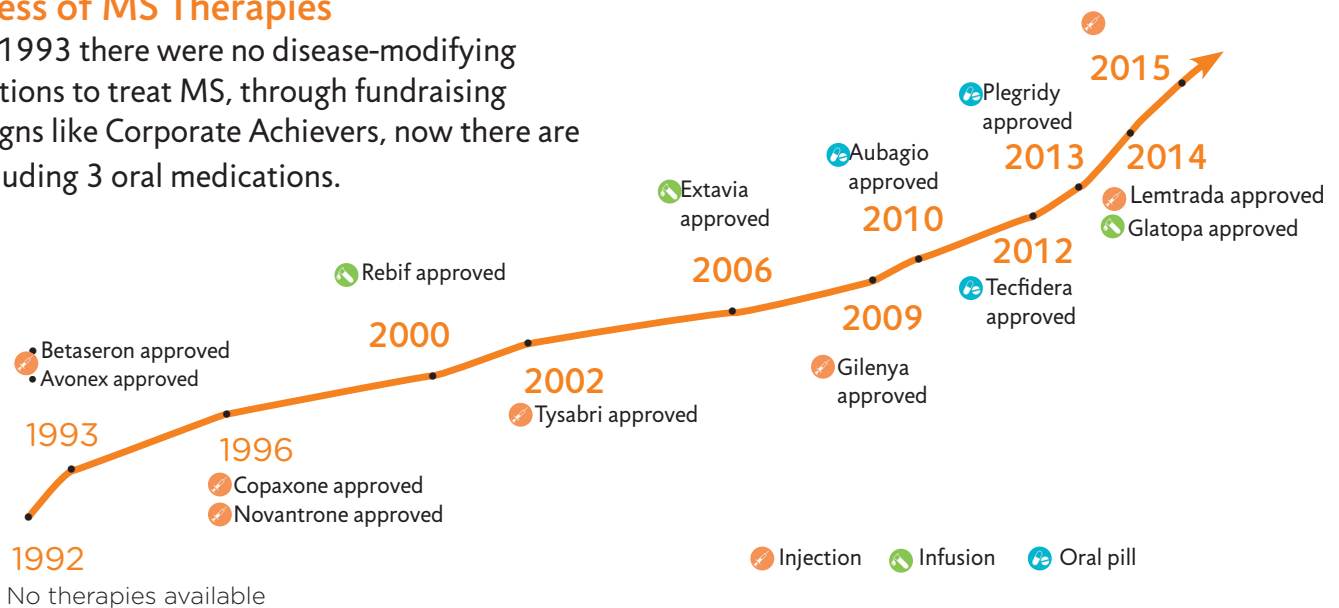
7,500 people living with MS and their families in a 90-county service area covering the eastern half of Missouri and the southern third of Illinois.

The Chapter provides a wide range of programs to help people living with MS and their families connect with others in our community, access resources and assistance, stay active, and learn about MS. Funds raised not only make these programs and services possible, but also advance research to stop the progression of MS, restore lost function and end the disease forever.

## SEE HOW YOUR FUNDRAISING MAKES A DIFFERENCE

### Progress of MS Therapies

Before 1993 there were no disease-modifying medications to treat MS, through fundraising campaigns like Corporate Achievers, now there are 13, including 3 oral medications.



## MS CORPORATE ACHIEVERS 2016 ADVISORY COUNCIL

Jamie Britt  
Account Executive  
MetLife

Tim Brown  
Financial Services Representative  
Waddell Reed

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Chief Executive Officer  
The Rehabilitation Institute of St. Louis

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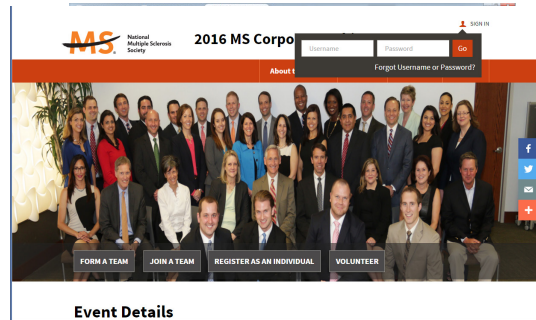
*If you would like further contact information for a fellow class member please contact Abby Rosenkoetter at 314.446.4171 or [abby.rosenkoetter@nmss.org](mailto:abby.rosenkoetter@nmss.org)*

# MS CORPORATE ACHIEVERS 2016 ONLINE FUNDRAISING

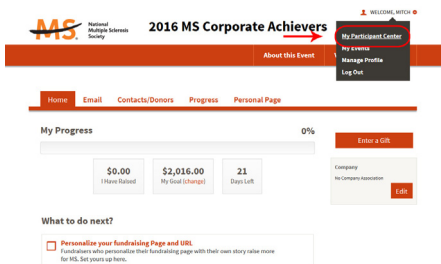
With our online fundraising tools, having a successful campaign is a click away!



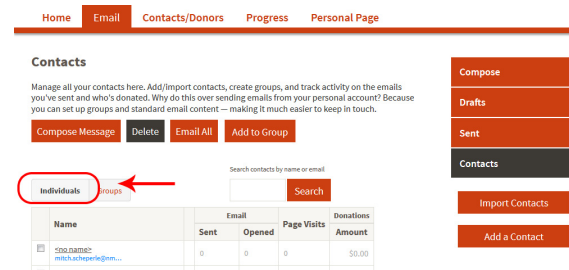
MS Corporate Achievers® Home Page  
www.gatewaymscorporatachievers.org  
Log in here.



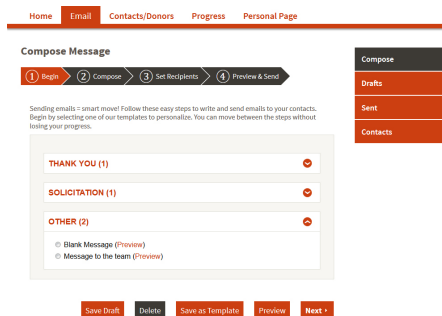
Enter your username and  
password here.



Set your fundraising goal.  
The minimum is \$2016.  
Utilize Facebook to fundraise.



Upload e-mail contacts from  
Outlook, Yahoo and others.



Compose a personalized message.

# MS CORPORATE ACHIEVERS 2016 FUNDRAISING OPTIONS

## UTILIZE YOUR PARTICIPANT CENTER

It's easier than ever to raise money with our online fundraising tools. Start by setting up your personal page by logging in at [mscorporateachievers.org](http://mscorporateachievers.org).

Use your personal page to:

- Share your story, upload photos and video, and display your progress toward your fundraising goals.
- Set a goal and aim high!
- Import your contact list into your Participant Center address book.
- Send emails to ask for donations (contacts remain confidential).
- Turn on your “honor roll” to acknowledge those who have contributed.
- Send thank you emails or letters to your friends, family and other supporters.

## FUNDRAISING TIPS AND IDEAS

- Make a personal contribution to your campaign.
- Get creative! Hold a casual day at your office, raffle off an item, or host a dinner with a suggested donation at the door.
- Utilize Boundless Fundraising on Facebook.
- Make it personal. If you have a connection to MS, tell your story.
- Look for videos and links in your weekly update emails to use.

## HOST YOUR OWN EVENT

Honorees host a variety of events to go above and beyond their fundraising minimum. Some great ideas include:

- Wine Tasting
- Beer Tasting
- Golf Tournament
- Casual Days at Work (staff donate to dress casually)
- Bake Sales (everyone loves a sweet treat during the day)
- Online Auctions and / or Raffles

## FUNDRAISE WITH FACEBOOK

Use Facebook to make your fundraising easier. Log into your participant center and click on the “Fundraise with Facebook” tab to get started. BoundlessFundraising™ is an application that enables you to extend fundraising efforts beyond your Participant Center. Once you have added the Boundless Fundraising™ application to Facebook, you can send a quick update to your newsfeed using the Get the Word Out feature. Many features are available to personalize your fundraising page.

Update your Facebook profile picture with an MS logo by using the Donate Your Profile Picture feature to view your real-time fundraising status on your badge.

Use the Share Your Story community portal to share your personal story with other participants and Facebook friends.



## MS CORPORATE ACHIEVERS 2016

# SAMPLE MESSAGES

## Email/Letter Writing Campaign

Most participants start by raising money online. Set up your personal fundraising page at [www.gatewaymscorporatachievers.org](http://www.gatewaymscorporatachievers.org) — click My Account, and create an account or log in to get started.

Keep your messages short and personal. Tell the reader why you are participating and your fundraising goal. Here are some sample messages you can use.

### Sample Message - Financial Assistance

I am raising money to help the 7,100 people in our area affected by MS. People like James.



WITH SOME FINANCIAL ASSISTANCE FROM THE CHAPTER JAMES DEAN IS ABLE TO MAINTAIN HIS INDEPENDENCE.

James lives with MS and started using a cane for stability in 2002, but his condition got worse. He went from a cane to a walker and then to a power chair in just a handful of months. He adapted, but simple things like accessing the shower and bathroom in his home became dangerous.

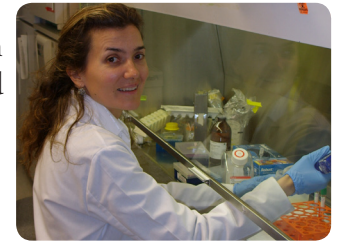
James contacted the National MS Society and learned he qualified for financial assistance to help with a bathroom modification.

“My wife and I are very happy with the outcome of our new master bathroom,” James said. “I was so thankful I contacted the Chapter when I began having more and more trouble doing simple daily activities. The National MS Society helped us make our dream come true and accessibility a reality.”

Please consider making a tax-deductible donation on my behalf to help me reach my fundraising goal of \$\_\_\_\_\_ to help people like James. You can donate online or by a check payable to the National MS Society.

### Sample Message - Research

Last year, the National MS Society invested \$44 million into more than 350 new and ongoing research projects. The Gateway Area Chapter alone invested nearly \$1.2 million.



DR. LAURA PICCIO'S CAREER HAS BEEN CLOSELY TIED TO THE NATIONAL MS SOCIETY.

I am raising money so that the MS Society can continue to fund vital research into the cause and cure of the disease. The MS Society not only invests in research projects but in developing MS researchers like Dr. Laura Piccio who does research at the John L. Trotter MS Center at Washington University in St. Louis.

“I have a very strong connection to the National MS Society which has had, and still has, a huge impact on my training and my career,” Dr Piccio said. “I have a genuine commitment to the MS cause and I share this with many of my colleagues because we think that our research is changing the lives of people with MS. I feel that the National MS Society is a key to keep us all together and motivated to reach our common goal which is to eventually end this disease.”

Please consider making a tax-deductible donation on my behalf to help me reach my fundraising goal of \$\_\_\_\_\_. You can donate online or by a check payable to the National MS Society.



# MS CORPORATE ACHIEVERS 2016 2015 RESULTS

In 2015, MS Corporate Achievers raised \$131,000 in the 20th Corporate Achiever Campaign. Gregory Bulgrin earned honors as the top fundraiser while Denise Pisciotta was the top alumni fundraiser.

## 2015 CORPORATE ACHIEVER ST. LOUIS BUSINESS JOURNAL INSERT



**A world full of multiple sclerosis.** This is the vision of the National MS Society. It is the vision that drives the members of the MS Corporate Achievers Class of 2015 to raise over \$131,000 to support medical research and vital programming for people living with MS in our community.

These photos are congratulating the MS Corporate Achievers of 2015 for their leadership and support of the National MS Society. To learn more about becoming an MS Corporate Achiever, please call 314-436-4171 or visit [www.nmss.org/corporate-achievers.org](http://www.nmss.org/corporate-achievers).

David J. Rutley  
President  
BPC Home Care and Community Services  
MS Corporate Achievers Campaign

Society offers love and support to those who are diagnosed with MS. Our funding has created and increased collaborative MS research in more than 200 countries around the world. More than 400 scientists have had their MS research careers launched through Society funding. We are currently funding more than 350 individual research projects worldwide, helping many national MS research organizations share in our other vital programs. Right now there is no cure, but with the efforts of this dynamic group we are moving toward finding one.



## Contact Us Key Chapter Staff

**Rebecca Fehlig**  
President  
[rebecca.fehlig@nmss.org](mailto:rebecca.fehlig@nmss.org)

**Abby Rosenkoetter**  
Senior Development Specialist  
[Abby.Rosenkoetter@nmss.org](mailto:Abby.Rosenkoetter@nmss.org)

## MS CORPORATE ACHIEVERS 2016

# SPONSORSHIP OPPORTUNITIES

### **\$2,500 – 2016 Graduation Ceremony Sponsor (2 available)**

- Logo on Graduation Ceremony PowerPoint Presentation and digital event invitations
- Logo listed on the MS Corporate Achievers Website
- Logo listed in the St. Louis Business Journal Insert

### **\$3,500 – 2016 Advertisement Partner Sponsor (2 available)**

- Logo listed on the MS Corporate Achievers Website
- ½ page Advertisement in the St. Louis Business Journal Insert

### **\$5,000 – 2016 Award Sponsor (1 available)**

- Logo engraved on all 2016 Honoree Awards
- Logo listed on the MS Corporate Achievers Website
- ½ page Advertisement in the St. Louis Business Journal Insert

### **Custom Sponsorship Opportunities**

Please contact: Abby Rosenkoetter  
Phone: 314.446.4171  
Email: [abby.rosenkoetter@nmss.org](mailto:abby.rosenkoetter@nmss.org)

**WE'RE STRONGER  
TOGETHER.**

**MS**

WWW.GATEWAYMSSOCIETY.ORG | 800 344 4867

**WALK MS**  
gatewaymswalk.org

- April 16 Southern Illinois  
SIU-Carbondale
- April 16 St. Charles County  
Ft. Zumwalt East HS
- April 17 Southeast Missouri  
SEMO Rec Center
- April 17 Forest Park  
Upper Muny Lot
- April 23 Mid-Missouri  
Ashland City Park
- April 23 Millstadt  
Millstadt City Park
- April 24 Edwardsville  
Township Park
- April 30 East Central Missouri  
East Central College
- May 14 Illinois Riverbend  
Glazebrook Park
- August 20 O'Fallon, IL  
Community Park

**WOMEN ON THE  
MOVE LUNCHEON**

mswomenonthemove.org

- April 28 Clayton, MO  
The Ritz-Carlton

**CHALLENGE  
WALK MS**

gatewaymschallenge.org

- June 4-5 St. Louis, MO

**TEAM FINISH MS**

gatewaymssociety.org

- April 9-10 St. Louis, MO

**BIKE MS**

gatewaymsbikeride.org

- Sept 10-11 Godfrey, IL  
Lewis & Clark  
Community College

**REGISTER OR VOLUNTEER TODAY!**

**GATEWAYMSSOCIETY.ORG**

**800.344.4857**

# NATIONAL MS SOCIETY GATEWAY AREA CHAPTER

## WHAT THE CHAPTER PROVIDES



### INFORMATIONAL & REFERRAL CENTER (IRC)

IRC is your first stop in getting information about living with MS. It is where our MS Navigators make connections to community resources and answer questions about living with MS. Call 1-800-344-4867.



### MS NAVIGATORS

MS Navigators provide the latest information about MS including:

- Accessing optimal health care
- Understanding benefits such as health insurance
- Facing financial challenges & planning for the future
- Financial assistance
- Accessing durable medical equipment
- Help deal with a crisis
- Connect with others living with MS
- Find what is needed to maintain independence



### COMMUNITY RESOURCES

The MS Society maintains a database of community service providers who understand MS and the unique needs of people living with the disease.

- Neurologists
- Talk MS groups and Self Help groups
- Rehab
- Wellness
- Mental Health professionals
- Home care



### HEALTH CARE PROFESSIONAL OUTREACH

The MS Society develops ongoing connections with health and wellness/exercise professionals and connections includes through education, awareness and relationship building:

- Mental health professionals
- Neurologists
- Rehab professionals
- Community organizations



### SCHOLARSHIPS

Scholarships are available to students who have MS or have a parent with MS who are attending accredited colleges.



### FINANCIAL ASSISTANCE & RESOURCES

- Help with financial assistance and referrals for those who have lost income and incurred expenses because of MS.
- Help people with MS to stay at home and maintain or achieve greater independence.
- May partially help to cover costs associated with living with the symptoms of MS



### CONNECTING PEOPLE

- Talk MS Groups and Self-Help Groups provide social interaction and encouragement. The Society is seeking new group leaders and groups.
- MS Connection - [www.msconnection.org](http://www.msconnection.org)
- MS World – [www.msworld.org](http://www.msworld.org)
- MS Friends: 1-866-673-7436. Confidential phone call with someone living with MS. You can request to speak with a CarePartner too! Toll free line open Monday-Sunday, 8 am – 11 pm CST



### EDUCATIONAL PROGRAMS

**2014-2015 Telelearning Program:** Telelearning series for people with multiple sclerosis and their families. Callers learn from national experts about different topics relevant to MS.

**Can Do MS** webinar series - [mscando.org](http://mscando.org)



### WELLNESS PROGRAMS

**Exercising in your community:** Referrals to community exercise programs such as Yoga, Aquatics, your local gym, and more.

**MS Wellness Village** at Walk MS events: More information available in Spring 2015



### ADVOCACY

Access to advocacy efforts at the state, local and national level through Action Alerts and becoming active as a District Activist Leader, and by attending a state action day.



### PUBLICATIONS

Quarterly MS Connection, Momentum magazines, Brochures: Symptom Management, Living with MS, and Keep Smyelin for children ages 8-11.



**National  
Multiple Sclerosis  
Society**