



2011

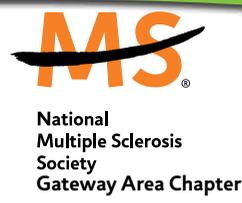
1867 Lackland Hill Parkway, St. Louis, MO 63146

Local: 314-781-9020 Toll-Free: 1-800-344-4867

Web site: gatewayMSwalk.org



Gateway Area
Walk 2011



Walk MS 2011 Sponsored by

Dear Fundraiser,

Thank you for helping me keep moving! With the dollars raised through Walk MS, the MS Society has helped me build a wheelchair ramp at my apartment, so I can stay independent and get out of my apartment on my own.

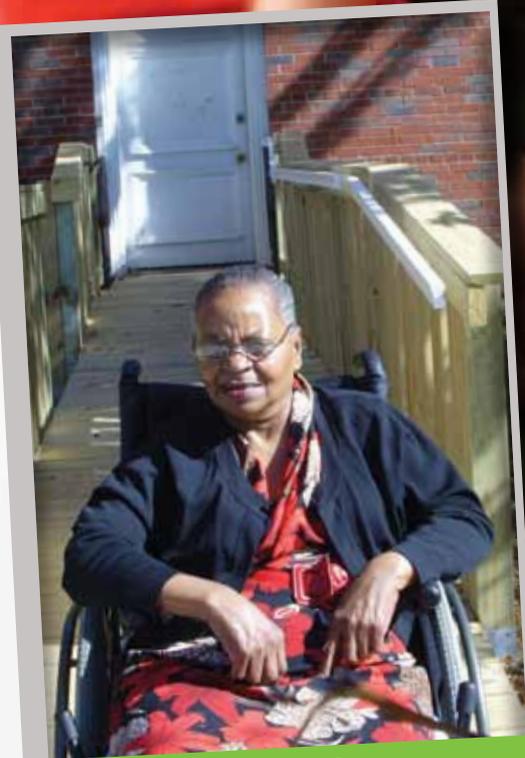
Not only that, but I've wanted to try aquatics for years and had no way to get to the classes. The MS Society pays for my transportation, so I can now go to aquatics twice a week.

With the help of fundraisers like you, I've been able to go for two years now, and it has helped me a lot. I don't have as many muscle spasms, and my legs have gotten stronger.

I've been living with MS for twenty years, and I know how important every dollar raised is. You never know — a dollar that you raise may just be the one that helps fund a cure!

THANK YOU for joining the movement!

Helen C.
Missouri



Helen C.

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.

Every hour in the United States, someone is newly diagnosed with multiple sclerosis, an unpredictable, often disabling disease of the central nervous system.

- MS usually strikes adults in the prime of life – between the ages of 20 and 50.
- 75 percent of people with MS are women.
- MS affects more than 400,000 in the US and 2.1 million worldwide.

What is Walk MS?

Walk MS is the rallying point for the MS movement, a community coming together to raise funds and celebrate hope for the future.

Across the country, Walk MS participants raise critical funds to support cutting edge research, drive change through advocacy, facilitate professional education and provide programs and services to help people with MS move their lives forward. Last year nearly 7,000 Walkers in the Gateway Area Chapter raised \$713,000!

National MS Society, Gateway Area Chapter

The Gateway Area Chapter, established in 1955, is a chapter of the National Multiple Sclerosis Society. The Chapter provides programs and services to more than 6,600 individuals living with MS and 35,000 family members affected by MS in 90 counties in eastern Missouri and southern 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 advance research to stop the progression of MS, restore lost function, and end the disease forever.



Mark your Calendar for Walk MS

April 2, 2011
Carbondale, IL
 SIU Campus Boat Dock
 Registration 12p, Start 1p

April 10, 2011
Cape Girardeau, MO
 Capaha Park
 Registration 12p, Start 1p

April 16
Arnold, MO
 Arnold City Park
 Registration 11a, Start 12p

Clayton, MO
 Brown Shoe Company
 Registration 11a, Start 12p

Columbia, MO
 Cosmopolitan Rec. Area
 Registration 11a, Start 12p

Edwardsville, IL
 Township Park
 Registration 11a, Start 12p

Eureka, MO
 Kircher Park
 Registration 11a, Start 12p

Godfrey, IL
 Glazebrook Park
 Registration 10a, Start 10:30a

Millstadt, IL
 Municipal Park
 Registration 11a, Start 12p

Moberly, MO
 Rothwell Park
 Registration 10a, Start 11a

St. Peters, MO
 Laurel Park
 Registration 11a, Start 12p

Troy, MO
 Cuivre River State Park
 Registration 10a, Start 11a

April 21, 2011
Steppin' Out Night Walk
Downtown St. Louis, MO
 Kiener Plaza
 Registration 5p, Start 6p

Form a Team

Recruit your friends, family members, and co-workers to raise money and walk with you. Share your passion, commitment, and fund raising ideas, plus multiply your impact and the fun you have along the way.

Teams of four or more people are eligible for special recognition in the categories of Largest Team, Top Fundraising Team, #1 Rookie Team (1st-year team that raises the most money), Best Team T-shirt, and Highest Pledge Average.

Start Raising Money

Each participant is expected to raise a minimum of \$110. Last year, the average walker raised **\$238**. The top team raised over **\$31,000**. Set your goal high, and remember that every dollar you raise will help move us closer to a world free of MS.

Raise Money Online

Most participants start by raising money online. Set up your personal fundraising page through gatewayMSwalk.org — click My Account, and create an account or log in to get started.

Use your page to tell your story. Let everyone know why you care about research, advocacy, and services for people living with MS. You can upload photos and videos, display your progress toward your fund raising goals, and turn on your “honor roll” to thank everyone who has contributed to your campaign.

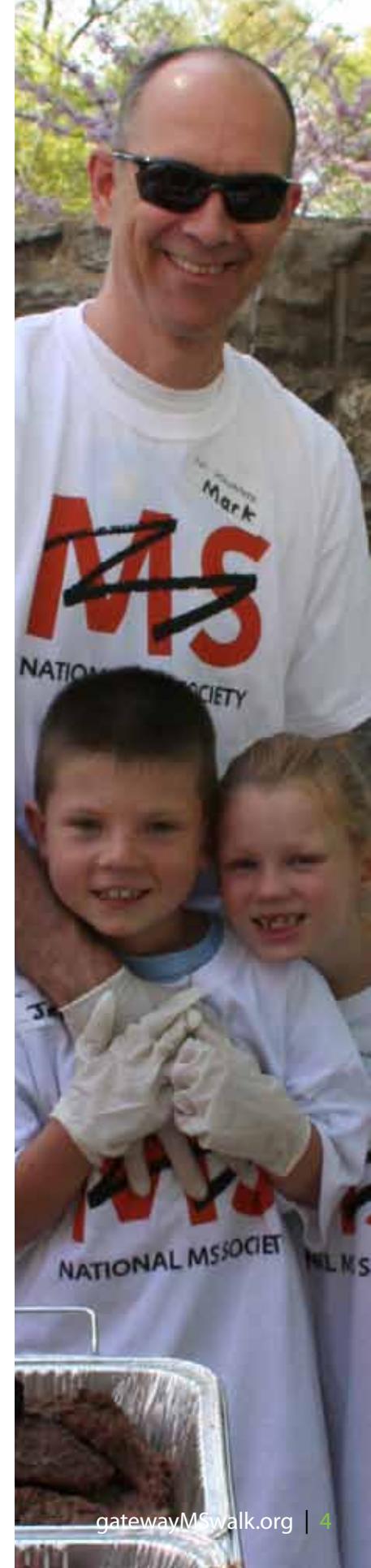
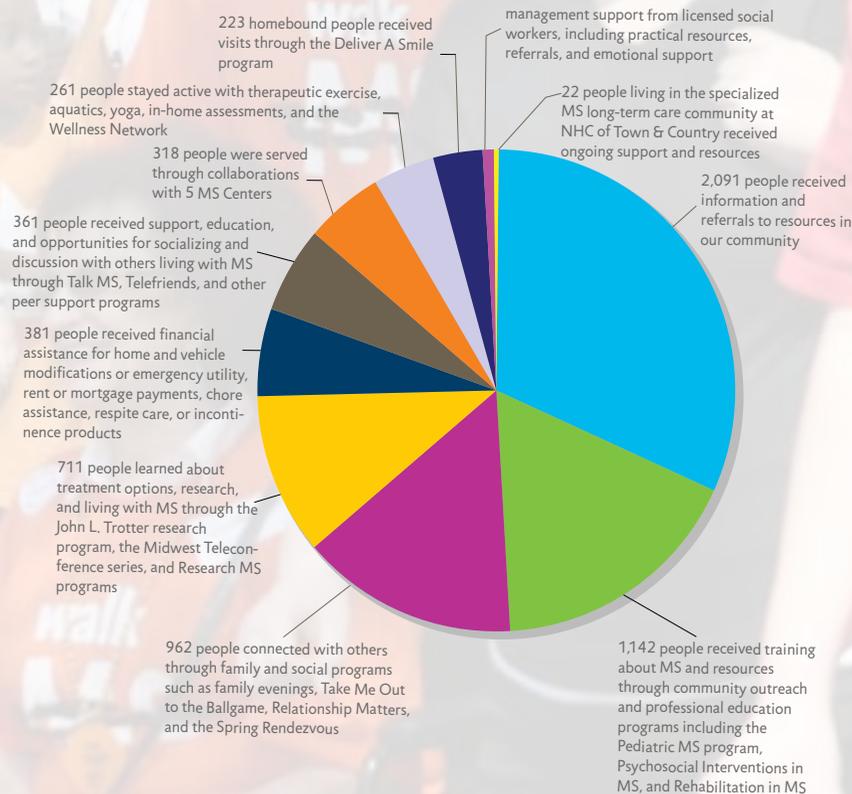
Send emails to your friends, family, co-workers, classmates, clients — anyone that you think should know about MS and your Walk MS campaign.



Use Facebook to make your fundraising easier. Log into your participant center account and click on the “Fundraise with Facebook” tab to get started.

Help People with MS in Your Community

In 2010, the Gateway Area Chapter served 6,600 people living with MS and their families in a 90-county region covering eastern Missouri and southwestern Illinois.



Write Letters

Whether you send emails or mail letters to your contacts, here are some tips to help you:

Keep your messages short and personal. Tell the reader why you are participating in Walk MS and what your fundraising goal is for 2011. Provide information about MS and the National MS Society.

Sample Message

"Every hour another person is diagnosed with multiple sclerosis. For 6,600 people in the Gateway Area Chapter's 90-county territory and some 2.1 million worldwide, that hour has already arrived. Each case of MS, a chronic and often disabling disease, is as unique as the people who have it.

It's not easy to pinpoint the cause of MS and so far, the cure rests on continued research. This is why I am writing to you: I need your help, generosity and support!

I am participating in Walk MS because _____ and am raising money so that the National MS Society can continue to provide programs and services for families impacted by MS, while funding vital research into the cause and cure of the disease.

Please consider making a tax-deductible donation on my behalf to help me reach my fundraising goal of \$_____. It's faster and easier than ever. Online donations can be made by simply clicking on the link at the bottom of this message. You can also send a donation to me made payable to the National MS Society. Every dollar makes a difference. Lead the way to a world free of MS."

If you would like envelopes and contribution cards for your letter-writing campaign, please contact our office 1.800.344.4867, opt. 2.

Get Creative

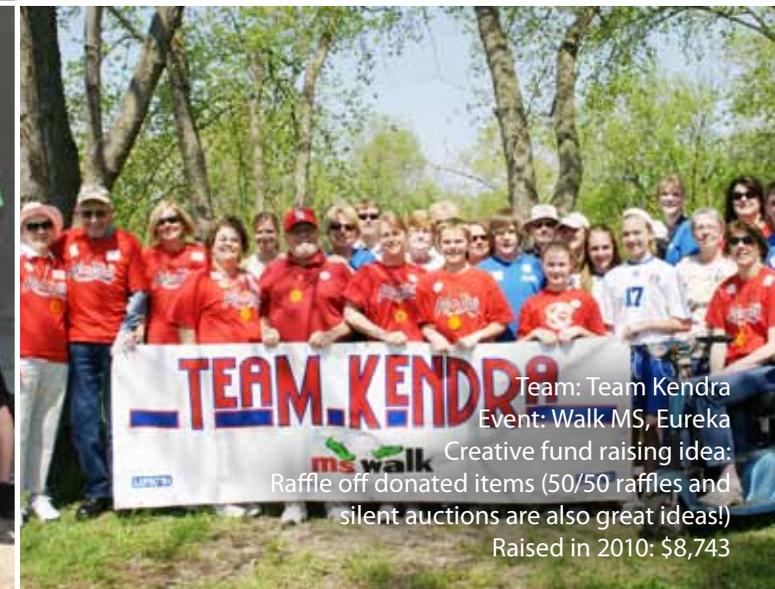
Don't be afraid to get creative with your Walk MS fund raising. From car washes to mouse races, karaoke nights to bake sales, the only limit to the dollars you raise is your imagination!



Team: Arcturis
Event: Steppin' Out for MS Night Walk
Creative fund raising idea: Golf tournament/scramble
Raised in 2010: \$6,072



Team: Sheila's Solemates
Event: Walk MS, Clayton
Creative fund raising idea: Penny Wars (classes or departments compete to collect the most coins)
Raised in 2010: \$818



Team: Team Kendra
Event: Walk MS, Eureka
Creative fund raising idea: Raffle off donated items (50/50 raffles and silent auctions are also great ideas!)
Raised in 2010: \$8,743



Team: Wilson's Warriors
Event: Walk MS, Columbia
Creative fund raising ideas: Pampered Chef party and bunco night
Raised in 2010: \$6,677



Team: Advantage 2000 Consultants
Event: Steppin' Out for MS Night Walk
Creative fund raising idea: Restaurant Fundraiser (ask your favorite restaurant to donate proceeds for one day, and invite all your friends!)
Raised in 2010: \$5,349



HOW TO RAISE \$700 IN 7 DAYS:

- SUNDAY: START BY SPONSORING YOURSELF FOR \$25
- MONDAY: ASK FOUR FAMILY MEMBERS FOR \$25 EACH
- TUESDAY: ASK FIVE FRIENDS TO CONTRIBUTE \$20
- WEDNESDAY: ASK FIVE CO-WORKERS TO CONTRIBUTE \$20
- THURSDAY: ASK FIVE NEIGHBORS TO SPONSOR YOU FOR \$25
- FRIDAY: ASK YOUR BOSS FOR A COMPANY CONTRIBUTION OF \$75
- SATURDAY: ASK SEVEN BUSINESSES FOR A DONATION OF \$25

Top Walk MS Teams of 2010

Top Fundraising Teams

Team Name	Team Captain	Team Total
Mighty Movers	Michelle Keating and Brenda Berra	\$31,683
Yawitz/Phelps Team	Sheelah Yawitz	\$15,150
Team Gaither	Denise Gaither	\$8,802
Team Kendra	Tina Grubbs	\$8,743
Team Melodie	Jane Wagganer	\$7,700
Wilson's Warriors	Cindy Wilson	\$6,677
F.U.M.S.	Jennifer Gansner	\$6,570
Team Riess	James Riess	\$6,393
Arcturus	Chrissy Hill	\$6,072
Team Edward	John Campbell	\$5,900



Team: Walking on Sunshine
Event: Walk MS, St. Peters
Award: Best Team T-Shirt of 2010
Raised in 2010: \$1,047



Team: Mighty Movers
Event: Walk MS, Clayton
Award: Top Fundraising Team of 2010
Raised in 2010: \$31,683

Largest Teams

Team Name	Team Captain	Members
American Water - Customer Service Center	Elizabeth Pflieger	160
Yawitz/Phelps Team	Sheelah Yawitz	131
Team K.G. II	Autumn Brown	90
Carrie's Champs	Carrie Houston	69
Southeast Missouri Hospital Family	Joyce Wunderlich	68
Wally's Walkers	Amy Reno	68
Mighty Movers	Michelle Keating and Brenda Berra	67
Team Kendra	Tina Grubbs	61
Wilson's Warriors	Cindy Wilson	61
Team Safety National	Starr Skinner	59

Highest Pledge Average

Team Name	Captain	Members	Total	Pledge Avg.
Bert's Friends & Family Fighting MS	Donna Miles	4	\$5,261	\$1,315
Briggs Bunch	Jean Briggs	4	\$3,703	\$926
Cathy's Cure	Rachel Poe	4	\$3,669	\$917
Miracle Steps	Randal White	4	\$2,986	\$747
F.U.M.S.	Jennifer Gansner	9	\$6,570	\$730
Team Gaither	Denise Gaither	13	\$8,802	\$677
Atmos Spirit	Denise Martin	4	\$2,515	\$629
St. Louis Fire Department	John Williams	4	\$2,150	\$538
Mighty Movers	Michelle Keating and Brenda Berra	67	\$31,683	\$473
Watts Up	Chris Watts	10	\$3,620	\$362



Team: F.U.M.S.
Event: Steppin' Out for MS Night Walk
Award: Top Rookie Team
Raised in 2010: \$6,570

Fundraising Levels & Clubs

Your fundraising will not go unrecognized! Look below to see the different fundraising clubs and levels.

LACES CLUBS

\$500 LEVEL

- Laces Club \$500 level pin
- Recognition as a \$500 level fundraiser on www.gatewaymswalk.org, in the June Walk MS newsletter and in summer Footnotes insert

\$750 LEVEL

- Laces Club \$750 level pin
- Recognition as a \$750 level fundraiser on www.gatewaymswalk.org, in the June Walk MS newsletter and in summer Footnotes insert

TOP 100 CLUB - TOP 100 OVERALL FUNDRAISERS

- Special Walk MS Top 100 t-shirt with names of the Top 100 listed
- Laces Club pin
- Recognition as Top 100 fundraiser on www.gatewaymswalk.org, in the June Walk MS newsletter and in summer Footnotes insert
- Recognition at next year's Walk MS event

An Exclusive Invitation to Join The Best

Raise \$10,000 this year and be rewarded with a three-day celebration in a destination city with other top fundraisers from all over the country! The complimentary package includes airfare, lodging, welcome reception, tourist activity, fundraisers roundtable, farewell dinner and commemorative Tour of Champions apparel. We've been to Chicago, Orlando and San Diego. Details on the 2011 location are being determined now. Contact Brett Schuette at 314.446.4174 or brett.schuette@gatewaymssociety.org for more information.



Team Captain Responsibilities

- 1. Recruit!** A team must have at least 4 members; the largest team in 2010 had 160.
- 2. Set Expectations!** Each person on your team is expected to raise a minimum of **\$110**. Make sure they understand that they are here to raise money!
- 3. Organize!** Help set up your team fund raisers, order T-shirts, and make sure your teammates have all the event details. You are also your team's primary contact for Chapter staff!
- 4. Have Fun!** In addition to raising money, Walk MS is about spending time with family and friends who care as deeply as you do about creating a world free of MS.

We are here to help!

Please contact us with any questions about Walk MS, team recruitment, or your fundraising campaign.



Gateway Area Chapter
1867 Lackland Hill Pkwy.
St. Louis, MO 63146

1-800-344-4867 opt. 2
314-781-9020

info@gatewayMSsociety.org

Elite Teams

There's power in numbers! Earn rewards for your team by joining these elite team fundraising clubs!

Bronze - \$3,000-\$4,999

- 10x10 private team tent at your Walk MS site for your post walk party! Decorate your tent to show off your team spirit!
- Start first and lead the Walk.
- Avoid long registration lines at the Walk with Elite Team registration and pick up area the day of the walk.

Silver - \$5,000-\$9,999

All the great benefits of Bronze Level, plus...

- Receive a disposable camera to capture special Walk MS moments along the route!
- Receive a team banner with your team name to show off your hard work
- Coffee delivered to your team tent

Gold - \$10,000-\$14,999

All the great benefits of Silver Level, plus...

- Upgrade to a 20x20 tent
- Official Walk MS T-shirt with your team name on the back (limited to team members raising \$110 or more)

Platinum - \$15,000-\$19,999

All the great benefits of Gold Level, plus...

- Team photo featured on Walk MS website
- Team photo on Walk MS print materials

Double Platinum - \$20,000 or more

All the great benefits of Platinum Level plus...

- Trip for Team Captain to attend the 2012 National Team Captain Conference in Chicago!