

WALK MS DATES

APRIL 10, 2015

McConnelsville

APRIL 11, 2015

Columbus

Lancaster

Mentor

Richland County

Wooster

APRIL 18, 2015

Cleveland

Mahoning Valley

Newark

Stark County

APRIL 19, 2015

Akron

Toledo

APRIL 25, 2015

Findlay

Sandusky

MAY 2, 2015

Allen County

Defiance

Lorain County

THANK YOU

Thanks to events like Walk MS and passionate fundraisers like you, we are able to provide quality programs and services to over 14,000 Ohioans living with MS and their families in a 64-county area. We use funds to provide free programs and services to help those with MS move forward. We have also invested more than \$870 million since our founding and have recruited more than 800 new MS researchers to the field.

Our 2015 Walk MS Fundraising Goal:

\$1,490,000

We work tirelessly so that each person with MS can live their best life with more connections to information, resources, and other shared experiences. Every person affected by MS, including their loved ones, can connect 24/7 to the most comprehensive and reliable information and resources that are available.

Without your commitment to help create a world free of MS, we would not be able to impact the lives of those living with MS like we do. Thank you for walking, we look forward to seeing you at Walk MS!

Ohio Buckeye Chapter Office Locations:

Cleveland/Akron

6155 Rockside Rd., Suite 202
Independence, OH 44131

Columbus

651G Lakeview Plaza Blvd.
Worthington, OH 43085

Toledo

401 Tomahawk Dr.
Maumee, OH 43537



WALK MS 2015 FUNDRAISING GUIDE

FOR INFORMATION: MSohiowalk.org



walk to
create a world
free of MS

FUNDRAISING TIPS

Each donation you collect brings us closer to a world free of MS. Your fundraising success is limited only by your imagination. Is there any greater feeling than knowing you have made an impact on the lives of those living with MS and their families?

Participant Center: One of the great features of our website is the personal participant center where you can upload a photo of yourself or your team, write a little bit about your mission and reason for walking, and create a fundraising goal. You can even send an email to everyone on your contact list and invite them to visit the website. Plus, keep track of donations that you receive by entering them into your account! Visit MSohiowalk.org and access the Download Center for the complete Participant Center guide.

Your Own Contribution: Lead the way by making your pledge first!

Corporate Matching Gift: Ask your company to match the amount of pledges you receive from your co-workers. While you're at it, why not ask a friend to get their company to match pledges?

Corporate Sponsorship: Identify one of several major companies in your area and contact them directly. They may be willing to sponsor you completely.

Radio Station: Call your favorite radio station and ask them to make an announcement on air. They may even interview you! Pledges can be sent directly to your local Ohio Buckeye Chapter office.

Letters: Send out eye-catching letters for donation requests. Use brightly colored paper/envelopes to stand out!

FUNDRAISING CONT'D

Hot Off the Press: Contact your local newspaper, community websites or other media outlets to get an article. Make sure that you put information about how people can contribute and have a photo ready to go!

Social Media: Post a message on your Facebook, Twitter, Linked-In profile, FourSquare or your blog. You will be amazed at how many people you don't even know who will be willing to help you.

Bake Sale: Become Mrs. Fields and host a bake sale during lunch at your office or at a community event!

Registration Table: Host a registration day at your company! Encourage your fellow co-workers to join you at Walk MS and form a team. If someone isn't interested in participating, ask them to donate to your team instead! Contact the Ohio Buckeye Chapter if you need Walk MS materials for your table.

Dress Down Day: Organize a dress down day at work and ask your co-workers to donate in exchange for dressing down!

Dine-Out Event: Host a fundraising event at a local restaurant.

Karaoke Night: Organize a karaoke night either at your home or a bar and sing for pledges!

Bowling Night: Plan a fun night of bowling at your local lanes. Ask the owner to waive the cost of bowling and you can collect the money and turn it into pledges.

Start NOW: The earlier you begin, the better off you'll be!

GOOD TO KNOW

Official Walk MS T-Shirt: In order to receive a 2015 Walk MS T-Shirt, participants must fundraise a minimum of \$125.

Team T-Shirts: On Point Promos, a screen-printing company based out of Lakewood, OH is providing all Walk MS participants special discount pricing for Walk MS Team T-Shirts, including long sleeve and hoodies! For every item ordered, On Point will donate a portion of the proceeds back to the MS Society! For important deadlines or to place an order, please visit: www.on-point-promos-retail.myshopify.com/collections/walk-ms.

Contributions: Fundraising contributions must be turned in by **May 29, 2015** to be eligible for prizes (if you raise \$250 or more) or the Walk MS \$1,000 Club.

Mobile App: Go mobile and check out our NEW Walk MS app! It's fast, fun and easy to use! Send thank you emails, request donations through Facebook and track your fundraising progress! Available for IOS and Android.



Handbook: The 2015 Walk MS handbook will soon be available to download online! Please continue to check MSohiowalk.org or facebook.com/walkmsohiobuckeye for updates on when it will become available.