

CHALLENGE WALK MS: EVENT GUIDE



2 DAYS. 50 K. CONNECT TO END MULTIPLE SCLEROSIS

CHESAPEAKE CHALLENGE | CHALLENGEWALKMS.ORG | 1-855-372-1331



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A COMMUNITY OF SPIRIT & STRENGTH



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For more information and team resources, please go to: www.challengewalkms.org

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WELCOME TO CHALLENGE WALK MS: 2017

Dear Friends,

Congratulations and our sincerest thanks to you for accepting the challenge of a lifetime! Challenge Walk MS may just be the greatest journey you will ever take. In this two day, 50-K (30 mile) experience get ready to test your strength, and your spirit, while leaving an extraordinary impact on the lives of people affected by multiple sclerosis. Challenge Walk MS is your chance to showcase your endurance, mentally, physically and philanthropically.

Together we are committed to pushing beyond our boundaries and finding a cure to end MS. Now that you have taken the step to register and begin the Challenge Walk MS journey, you won't walk a single step alone. We will be there for you to assist you with your fundraising, training, and any other questions that may arise.

2017 marks the 15th annual Challenge Walk MS event in our area. We look forward to celebrating the many ways Challenge Walk MS event has moved us closer to a world free from MS. We'll gather with old friends and new, and we're glad you will be part of this milestone event.

Please, don't hesitate to ask about any of the material covered (or not covered) in this welcome guide. We're here to help YOU! Thank you for committing to come together to breakthrough MS!

Your Challenge Walk MS Team

WE ARE PEOPLE WHO WANT TO DO SOMETHING ABOUT MS NOW

ABOUT MS

Multiple sclerosis interrupts the flow of information between the brain and the body and it stops people from moving. 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 moving us closer to a world free of MS. Most people with MS are diagnosed between the ages of 20 and 50, with more than twice as many women as men being diagnosed with the disease.

Early and ongoing treatment with an FDA-approved therapy can make a difference for people with multiple sclerosis. Learn about your options by talking to your health care professional and contacting the National MS Society at 1-800-344-4867 or nationalMSSociety.org

FUNDRAISING

For some participants, the most intimidating aspect of Challenge Walk MS is the physical challenge. For others, it's the fundraising. We are here to support you on both fronts. Each walker will be assigned a Challenge Coach to help provide fundraising support and ideas.

Ready to Get Started? Here are our top 5 tips:

- **Start early.** Give yourself plenty of time to develop your plan, make a list of your contacts (your greeting card mailing list is a great place to start), and reach out.
- **Utilize online tools.** Visit our website at challengewalkms.org to download the Participant Center guide. Or call the Fundraising Support Center at 888-372-1331 for technical support related to creating or updating your participant center, using the Fundraising for Facebook tools, or best practices about sending emails.
- **Connect to your Coach.** Our staff are all seasoned fundraising professionals. We hear lots of ideas from other participants and have personally raised money for the Society. Reach out if you need to brainstorm, have questions about best practices or just need a friendly ear.
- **Don't be afraid to hear "no."** Will some people turn down your request for a donation? Of course. But you'll be surprised by the generosity of most and inspired by the many ways others encourage you through this journey. You don't know if you don't ask!
- **Share your story.** Tried and true fundraising letters are still the most popular fundraising strategy. Know your network and reach out by USPS, or use email and our tools to reach out online. The key is to write a sincere, informative message and to share your reasons for walking.

Find sample fundraising letters, a "Know Your Networks" worksheet to help you develop your plan, and more tools online at challengewalkms.org.



FUNDRAISING IDEAS NOTEPAD

Listed below are some ideas from other participants, but you should feel free to add your own — and share them with other participants!

- Offer to do something unusual — Shave your head, sing karaoke in a costume, etc. if you reach or exceed your fundraising goal.
- Set up a drawing for the team — Each \$50 raised gets you another chance to win a prize; For friends: a special home-cooked meal for the winner and their family; For employees: a day off.
- Mile Markers — Sell mile markers to local businesses in your area who might want to show their support at the event. Mile markers are \$250, and any income you raise through mile markers goes towards your fundraising total. See our website for more details.
- Silent Auction — Hold your own silent auction with food and entertainment.
- Garage Sale — Clean out the attic and basement with a garage sale and donate the proceeds. Tell people where the money is going, and they will often give more.
- Restaurant Donations — Ask your favorite restaurant or bar to donate a percentage of one evening's income — possibly in return for sponsor privileges.
- Jot down your idea here:
- Jot down your idea here:

FUNDRAISING INCENTIVES & PARTICIPATION AWARDS

INDIVIDUAL FUNDRAISING AWARDS

Those participants who go above and beyond by raising \$2,500 or more will be honored as members of one of the following fundraising clubs. For detailed prize information, visit challengewalkms.org

Fundraising deadline is October 28th, 8am.

INDIVIDUAL FUNDRAISING LEVELS

Elite Feet: \$10,000+

High Tops: \$5,000+

Golden Laces: \$2,500+

PLEASE NOTE: All participants who raise \$1,500+ will have their hotel rooms covered for both Friday and Saturday night.

TOP FUNDRAISING INDIVIDUAL

The top Challenge Walk MS fundraiser will be presented with a Challenge Walk MS flag on Saturday evening and will carry that flag from the Pre-Finish to the Finish Line. The participant will be able to display the flag until the 2018 event, where we will award it to the next year's top fundraiser.

TEAM FUNDRAISING AWARDS

TOP FUNDRAISING TEAM

The top fundraising Challenge Walk MS team will also be presented with a Challenge Walk MS flag on Saturday evening and will carry that flag from the Pre-Finish to the Finish Line. The team will be able to display the flag until the 2018 event, where we will award it to the next year's top team.

PARTICIPATION AWARDS: MAGNIFICENT SOLES

2017 marks the 15th annual Challenge Walk MS in the Greater DC/Maryland/Philadelphia area. We look forward to recognizing all the advancements in MS research and treatment that have resulted in the tireless efforts of Challenge Walk MS participants to create a world free from MS.

On Saturday evening we will induct our first group of walkers into our new Magnificent Soles program. Magnificent Soles recognizes participants who have participated for 10+ years as a Crew, Super Crew or Walker.

We also look forward to recognizing the very special participants who have participated consecutively in a Challenge Walk event since 2003, making this their 15th annual Challenge Walk MS.

2016 TOP FUNDRAISING TEAMS & INDIVIDUALS

TOP 2016 FUNDRAISING INDIVIDUALS

1. Pam Gifford \$10,520.00
2. Paige Fairbaugh \$6,800.00
3. Candice Cain \$6,732.00
4. Greykell Dutton \$6,731.00
5. Lisa Holt \$6,301.00
6. Theresa Manas \$6,225.00
7. Jean Bourne-Pirovic \$5,821.00
8. Michael Viola \$5,497.00
9. Irene Gowder \$5,223.49
10. Bonnie Powell \$5,185.00

TOP 2016 FUNDRAISING TEAMS

1. Cabi Girls Rock \$26,679.00
2. Pam's Posse \$25,813.00
3. Team Roadrunner \$22,390.60
4. MS Ohana \$17,398.51
5. ESED-CTAC \$17,046.03
6. Team Greykell \$15,761.00
7. TEAM FAIRBAUGH \$14,677.93
8. MonSter Slayers \$14,122.00
9. Pizza 22 \$12,377.00
10. Curesading Myelinators \$9,573.49



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WEEKEND ESSENTIALS

PACKING

Pack for all weather conditions as we walk rain or shine.

CLOTHING

- Friday Night Team T-shirt Contest: Friday night teams get a chance to strut their stuff and show off their team t-shirts. Start designing your team t-shirt and practice your moves for the catwalk NOW!
- 2 pairs of worn-in walking shoes
- 3 sets of t-shirts & shorts, comfortable walking pants
- Waterproof jacket
- 3-6 pairs of socks (moisture wicking)
- Comfortable underwear, sports bra or other athletic support
- Long pants/sweatpants
- Sweatshirt or fleece
- Nice, comfortable outfits for evening events
- Sunglasses
- Hat or visor
- Watch
- Swimsuit (the hotel has an indoor pool as well as a hot tub to soak your sore muscles)

HEALTH/FIRST AID

- Sunscreen
- Lip balm with sunscreen
- Blister Kit: alcohol-free wipes, mole skin, antibacterial ointment
- All required prescription medications
- Petroleum jelly or sport lubricant for chaffing (i.e. Body Glide)
- Anti-inflammatory pain medicine (i.e. Advil)
- Antacid
- Toiletries

HYDRATION

- Hydration pack or like (i.e. Camelback)
- Hip pack with water bottle holder

OTHER

- Camera
- Slippers

LODGING & TRANSPORTATION

HOTEL INFORMATION

After a long day of walking, you'll need someplace to freshen up and rest your weary head.

Our host hotel is the Hyatt Regency Chesapeake Bay Golf Resort, Spa and Marina
Address: 100 Heron Blvd., Cambridge, MD 21613

The National MS Society will make all rooming reservations Friday and Saturday night. On Friday, September 15, you will receive a Confirmation Email with a link to verify your lodging needs and roommate requests, as well as any dietary restrictions. The Confirmation must be completed by all participants. Room assignments are based on double occupancy. Single rooms as well as reservations for crew members, volunteers and guests will be an additional charge. All reservations and costs will be noted in your confirmation packet.

While the event fundraising minimum is \$1,000, every participant who raises at least \$1,500 will receive complimentary accommodations Friday and Saturday night. See our website for additional rates for single occupancy, volunteers (Super Crew excluded) and guests.

SHUTTLE INFORMATION

Wondering how you'll get around? We have you covered. The following transportation is included in your participation:

- We provide a bus from the Philadelphia area to the Hyatt. More information will be sent prior to the event.
- We have support vehicles traveling the route all weekend to help get you from rest stop to rest stop, lunch stop or back to the hotel.
- Ride sharing or transportation from the Richmond area may be available. Please email clare.lorio@nmss.org if you are interested in exploring this option.

PARKING

Resort parking is available at the start line at the Hyatt at no charge.

TRAINING & SAFETY

Walking 50 k (30 miles) takes commitment and training. Although Challenge Walk MS is for people of all abilities, you do need to prepare, both physically and mentally. Start training right away so you will be less likely to experience injuries or pain.

MAKE A TRAINING PLAN

Download suggested training programs based on how much time you have to prepare for the Walk at www.challengewalkms.org, in the Training & Safety section.

START A WALK JOURNAL

Use a walk journal to keep track of your training, mileage and help you maintain a walking schedule.

PURCHASE WALKING GEAR

Purchase walking shoes and clothing for training. Allow enough time to break in your shoes and test clothing and layering systems. Getting the right shoes for training and Challenge Walk MS is essential.

FIND A TRAINING WALK OR RECRUIT A WALKING BUDDY

Training is always more fun with a friend to motivate you!

HYDRATION IS KEY!

Pre-Training Walk & Pre-Event

- Drink an extra 64 ounces of fluid 24 hours before a long training walk.
- Drink 16 ounces of fluid two hours before exercise. This will allow time for the fluid to pass through your body.
- Drink more during hot weather. If you are sweating more than usual, consume more fluids.
- Avoid caffeinated beverages before your walk. They will cause you to lose fluid and make you thirsty.

During & After Your Walk

- Drink when you are thirsty.
- A sign that your body is well-hydrated is diluted urine that is light or colorless.
- You should be urinating frequently.
- Try to drink five ounces of fluid per mile.
- Drink a combination of water and sports drink after exercising more than one hour.
- Sports drink can help replace your body's sugar and salt that was lost during exercising.



CLOTHING

Wear comfortable walking attire. Sometimes loose-fitting clothes can cause chafing. When you are training, try various clothing choices and layering systems.

- Dressing in layers allows you to remove clothing as you warm up or put it back on if you are cold.
- A shirt made from polypropylene or CoolMax is a better material choice than cotton as it will wick sweat away from the body.
- Socks should be comfortable. Socks made from CoolMax are preferred over cotton as they keep feet drier.

SHOES

Purchase shoes that fit you correctly for training and for Challenge Walk MS. Many specialty running shoe retailers have trained experts that will help you find the perfect shoe. Replace your shoes every 500 miles. For comfort, do not wear new shoes during the event.

- **Fit:** Walking shoes should be a half size larger than your dress shoes. A shoe should fit well and leave room for your foot to expand while walking.
- **Flex:** You should be able to easily bend the forefoot of your walking shoe. A flexible shoe allows your foot to roll through each step.
- **Flat:** Walking shoes should be flat, with not much difference in height between the heel and ball of your foot.

INJURY PREVENTION

Let's take a look at the three most common walking injuries:

BLISTERS

Blisters are abrasions that develop on the foot as a result of friction between the foot and the shoe, and sometimes the sock as well. Blisters can be hard to avoid for the beginning walker, and it is quite impossible to pursue a regular distance walking program without the skin on the major friction areas of your feet being affected. But the goal is to develop protective calluses on these areas rather than blisters.

The common sign that a blister is developing is the feeling of a “hot spot” in a particular area of your foot as you walk. When you feel a hot spot, stop walking immediately and apply a lubricant such as petroleum jelly to the affected area. Lubricate this spot also before beginning your next several walks. This will allow these areas to adapt to the friction of walking more gradually and develop protective calluses instead of blisters.

If a hot spot does turn into a blister, dress it with a product such as Moleskin that is made specifically for this purpose. Use the “donuting” technique of covering the area immediately surrounding the blister but not the blister itself. Do not walk with a bandage covering the blister itself – this will only make the problem worse. Use bandages and antibiotic ointments only between walks to prevent infections and promote healing.

SHIN SPLINTS

The term shin splints is a catchall term for more than one condition affecting the soft tissues of the shins. There are basically two categories of this condition. Pain in the outer frontal area is just a natural part of the conditioning process. As long as you avoid overtraining during the period of time when you experience this pain, it will disappear within a week or so as your muscles adapt to the challenge of consistent walking.

Pain in the inner frontal area of the shin is generally associated with insufficient arch support and can become debilitating if not addressed. If you begin to experience pain in this area, reduce your walking volume and perform more cross-training workouts (e.g. bicycling) to make up the difference. Switch to a shoe with greater arch support or insert over-the-counter or custom orthotics into your shoes. You may also try wearing a pressure wrap on your lower leg while walking.

Never try to push through pain in the inner frontal area of your shins. If you do, it could eventually become a stress fracture!

KNEE PAIN

In walkers, knee pain is generally caused by improper tracking of the kneecap resulting in wearing of the patellar tendon. Typically the failure of the kneecap to track properly during walking is associated with muscular imbalances in the leg that can be corrected with conditioning exercises. Specifically, walkers who develop knee pain are generally weak in the gluteal muscles (buttocks) and in the vastus medialis, one of the muscles comprising the quadriceps.

Bicycling is a great conditioner for the vastus medialis, while Pilates and calisthenics exercises, such as lunges develop, the gluteals. If you develop pain just below the kneecap, reduce your walking and emphasize these cross-training activities until you are symptom free.



WHAT TO EXPECT

You will automatically be assigned a Challenge Coach who will be in regular contact with you. Your Challenge Coach will help you reach your fundraising minimum of \$1,000 (reminder: all participants who raise \$1,500+ receive free hotel accommodations) and will answer any questions you have about the event.

HOTEL ACCOMMODATIONS & BANQUET MEALS

You will spend two nights (Friday and Saturday) at our host hotel. Participants also have the option of arriving and registering at the Start Line Saturday morning.

The following meals are also included:

Breakfast- Saturday & Sunday

Lunch- Saturday & Sunday

Dinner- Saturday

CONFIRMATIONS

The National MS Society organizes all room reservations, and you will receive an Event Confirmation email Friday, September 15 with a link to verify your accommodation needs and any roommate requests.

This Confirmation will also capture any dietary and medical needs. It also confirms your commitment to Challenge Walk MS so we can keep costs to a minimum. Please be timely with your submission.

REST STOPS & CATERED LUNCHESES

There are rest stops every 1.5 to 3 miles stocked with beverages and snacks. Along with the rest stops, each day you will be treated to a catered lunch. All rest and lunch stops have several port-a-potties or public restrooms and volunteers as well as medical support to assist you.

DAY BAGS

Every Walker will receive a day bag when they check in. This bag will be tagged with your Walker number and be transported to the lunch stop each day allowing you to carry any miscellaneous items you may need (i.e. extra socks or snacks).

Remember, temperatures in late-October can vary throughout the day. You can use your day bag to take off and store outer layers if the morning starts off cool.

MEDICAL ASSISTANCE

There are professional medical personnel stationed along the route, at lunch stops and the hotel. From blister care to wrapping ankles, these trained nurses and EMT professionals are there to help you. All Walkers are required to have medical insurance in order to participate.

SUPPORT AND GEAR (SAG) VEHICLES

The route is continuously monitored by SAG vehicles to provide transportation assistance or any help you may need along the route. The accessible SAG vans can transport you to the lunch stop, next rest stop or finish line.

MASSAGES

We have massages available at the hotel to loosen sore and tight muscles. Massages are available on a first-come, first-serve basis.

VOLUNTEERS & STAFF

Hundreds of volunteers and dedicated staff will support you throughout the weekend. They are responsible for making the event run smoothly and provide endless support and cheering to keep you motivated.

OPENING AND CLOSING CEREMONIES

We encourage you to invite family and friends to the opening and closing ceremonies to be part of this memorable weekend. The opening ceremony is filled with energy and the closing ceremony will celebrate your accomplishment with a medal presentation, music and fun and festivities.

EVENT POLICIES

FUNDRAISING DEADLINE

The fundraising deadline is October 28th, 8am. To honor our participants' commitments and preserve the Society's financial integrity, no one will be permitted to walk who has not raised the minimum pledge prior to the deadline.

SAFETY FIRST

We want everyone to have a safe and memorable weekend. We ask all Walkers to follow these safety guidelines:

- Obey all traffic laws, law enforcement officers and route guidelines.
- Do not wear earphones, use radios or talk on cell phones while on the route.
- No running; this is a walking event.
- Participants may not remain on the route after the last sweep of the day.
- Participants must use sidewalks when available.
- Participants may not walk while under the influence of drugs or alcohol.
- Participants must watch the Challenge Walk MS safety video provided in their confirmation.
- Always pay attention to railway warning devices.
- We reserve the right to remove you from the route and/or event at any time should you violate any of our safety guidelines.

HYDRATION

It is essential to drink fluids before, during and after your walk.

EVENT CONFIRMATIONS

Every participant **MUST** submit their completed Event Confirmation to verify event participation and receive a hotel reservation. The National MS Society handles all room reservations. Kindly refrain from calling the Hyatt directly.

Please note the all participants who raise \$1,500+ (Super Crew who raise \$500+) will pay no additional fee for accommodations. Those who prefer a single room, who have not raise \$1,500 or have non-participant guests should visit our website for additional information about room fees.

WE WANT TO HELP YOU reach this fundraising goal. Please call us for help!

MINORS - NOTARIZED WAIVER REQUIRED

All participants must be 12 years of age or older to participate in Challenge Walk MS. Any Walker under 18 years old must be accompanied by a participating adult. No exceptions. Walkers ages 12-17 are required to submit a notarized waiver and release prior to the event.

IDENTIFICATION

All participants will be issued event credentials at check-in. Credentials must be worn during the entire event; credentials allow access to route support, rest stops and entry into the banquet room for meals.

PETS

No pets are allowed on the Challenge Walk MS route except registered service animals. Documentation from a veterinarian is required for a service animal's participation.

DAILY CHECK-IN

All participants are required to check in every day at the start lines, lunch stops and finish lines. We strongly discourage anyone from leaving the route, but if you decide not to participate at any time during the event, please notify a member of the National MS Society staff.

WALK TIMES

Each day, the route will open and close at specified times. Any Walker who has not completed the course by the closing time will be picked up and transported to the finish line or hotel. The route times will be published at the event.

WEATHER

Challenge Walk MS will take place rain or shine. Please be prepared with appropriate clothing.

FREQUENTLY ASKED QUESTIONS

1. Where will my donation go?

Challenge Walk MS funds local programs and services to help people and families living with MS, as well as research to find a cure. The combined financial statements for our Chapters and our National office indicate that it costs the Society about 17 cents to raise a dollar.

2. What is the deadline for meeting the pledge minimum?

The fundraising deadline is October 28th, 8am. Walkers must raise a minimum of \$1,000; Super Crew must raise \$500.

3. Does my registration fee go toward my fundraising?

No. Your registration fee helps cover administrative costs and does not apply toward your fundraising minimum.

4. I am mailing in donations. What do I need to do before I seal the envelope?

Please make all checks payable to the National MS Society. Do not send cash. Record the name, address, and donation amount of all donors before sending in donations. By recording this information, you will be able to track your “balance” listed on your webpage against donations that you received to verify everything is correct.

5. Where do I mail my donations?

Send all donations to: National MS Society
ATTN: Challenge Walk MS Headquarters
30 S. 17th Street, Suite 800, Philadelphia, PA 19103

6. How long does it take for mailed donations to appear on my webpage?

It can take up to three weeks for mailed donations to post to your account. Please note that the “real time” standings and contributions listed on the website and the individual and team fundraising totals reflect the information that has been entered into our fundraising system. If you are concerned that a donation did not reach the Society, please contact the Fundraising Support Center at 1-888-372-1331.

7. One of my donors is requesting an EIN number, tax ID number, or a 501(c)(3) letter. How can I get these?

The National MS Society’s EIN and tax ID number is 13-5661935. Please contact us for a 501(c)(3) letter at 888-372-1331.

8. Do all donors receive a receipt?

Only those donors giving \$250 or more will receive an automatic acknowledgement from the National MS Society. Any donor who writes a check may use his or her cancelled check as a receipt. You may also download receipts from the website.

9. Are all donations tax deductible?

Donations are tax deductible to the extent allowed by law.

10. What are matching gifts and how do I know if I’m eligible to receive them?

Many employers have programs that contribute or “match” donations made to nonprofit organizations. The donor should check with his/her human resources department to confirm if a matching gift program is offered. Please note: for matching gifts to count towards your minimum pledge, matching gifts forms must be received prior to the fundraising deadline.



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MORE INFORMATION

Have a question or concern this guide did not address? Check out our website at www.challengewalkms.org for additional information or connect with us at 1-855-372-1331.

CHALLENGE WALK MS: CHESAPEAKE CHALLENGE CONTACTS:

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