

PHILADELPHIA FREEDOM PASS: EVENT MANUAL



Philadelphia
Freedom Pass
2015

2 DAYS. 26.2 MILES. CONNECT TO END MULTIPLE SCLEROSIS

JOIN A COMMUNITY OF SPIRIT & STRENGTH





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WE ARE PEOPLE WHO WANT TO DO SOMETHING ABOUT MS NOW

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INTRODUCTION

WHAT'S YOUR ONLINE FUNDRAISING RESOURCES KIT?

- Sample fundraising letter
- Steps to an Effective Fundraising Campaign
- Donation materials
- Participant Guide (this booklet)
- Fundraising Ideas

STEPS TO FUNDRAISING SUCCESS:

- Think about who's in your personal and professional network
- Set a fundraising goal (*Challenge Walk MS Participants raise more than \$1,400 on average*)
- Share your commitment and start fundraising! (*See strategies on pages 3-4*)
- \$1,000 minimum required to walk

CHALLENGE WALK MS VOCABULARY

- Day 1: Saturday, September 12, 2015 (approx. 16 miles)
- Day 2: Sunday, September 13, 2015 (approx. 10.2 miles)
- Water & Rest Stops: Stops every three miles along the route loaded with snacks, water and sports drinks
- SAG: (Support & Gear) Vehicles along the route to assist you should you need to be taken to the next rest stop or finish location
- Crew: Dedicated volunteers raising \$300 who travel with walkers supporting the event (Challenge walk crew on average raise over \$900!)

WELCOME

DEAR FRIEND,

Once in a great while, a challenge calls that you must answer. For you that challenge is Challenge Walk MS: Philadelphia Freedom Pass. This is more than just a walk. It's a commitment to the more than 15,000 local people living with MS that you will go the distance to fight this disease. It's a commitment to their families that you will work tirelessly to help us find a cure.

Connect with us on September 12-13. We invite you to share your story — whether you're a first-time walker or a veteran — and join our shared mission to create a world free of MS.

Challenge Walk MS is the perfect opportunity to bring together new and veteran walkers alike for a life changing experience. We're getting you started on your journey with four easy steps to Challenge Walk MS success. Read on to learn about fundraising, training, forming a team, and packing for the event.

Please know that the Challenge Walk MS staff, crew members and volunteers will be working hard to ensure that your experience is safe and enjoyable. If there is anything you need at any time, please don't hesitate to contact us.

Warmest regards,



Caitlin Smith,
Challenge Walk MS Specialist

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WE'RE HERE TO HELP YOU

This guide is designed to give you the tools, resources, and information necessary to create a successful fundraising campaign and training regimen to prepare you for the adventures of Challenge Walk MS.

THINK BIG!

You may be a little intimidated by the thought of raising \$1,000 or more, but it's much easier than it sounds. In 2014, the average Challenge Walk MS Participant raised around \$1,400 and thousands of walkers have succeeded in raising much more than their pledge goal. You can too! When you share your vision of a world free of MS, people will want to help you. We are here to help you as well.

STEP 1: MAKE A PLAN AND START FUNDRAISING

BEST PRACTICES OF SUCCESSFUL FUNDRAISING

PRACTICE # 1: KNOW YOUR NETWORKS

Make a list of every person you know — the obvious (friends and family) and the not-so-obvious (neighbors, acquaintances, business associates, team members, alumni, associates, etc.) You have just created your donor list.

PRACTICE # 2: SET YOUR FUNDRAISING GOAL

The commitment for Challenge Walk MS is at least \$1,000, but based on your networks can you achieve VIP status at \$2,500. Keep in mind that you will want an attainable goal and there is always an opportunity to adjust your goal higher throughout the Challenge Walk MS season.

PRACTICE # 3: SHARE YOUR COMMITMENT AND ASK YOUR NETWORKS

Now comes what people think is the hardest part of fundraising; the ASK. Tell everyone what you are doing; the excitement is contagious and your story will inspire others. Share why you are taking on Challenge Walk MS. *Your commitment will be the reason they choose to give you a donation.*



SOCIAL MEDIA



Don't forget to use social media! Tweet, post and message your networks about what you're doing and ask them to help you reach your goal.



EMAIL THROUGH YOUR PARTICIPANT CENTER

The average online pledge is higher than any other pledge, and email is a great way to send out fundraising letters. We make it easy for you. When you register online, we automatically create your own web page. Start by personalizing your page with a photo and the story of why you walk. Then, send out emails and watch your donations add up! To start fundraising online, follow these steps:

- Go to *ChallengePhilly.org*
- Click “**login**” at the top of your screen to log in
- Click on “**Challenge Walk MS 2015**”
- Click “**Contacts/Donors**” to import contacts or add them manually
- Select the contacts you want to message by checking the box next to their name.
- Click “**Compose message**”
- To use a pre-written template, choose from the listed options
- Personalize the message
- Click “**Send**”

TRADITIONAL LETTER CAMPAIGN

We've made it easy for you! We've put together a great kit that will help with your fundraising. Download a sample letter from the **Fundraising Tools** page. Customize the letters to each recipient. In addition, consider different approaches for those who give \$100 versus \$500. Start a letter-writing campaign:

- Make a list of everyone you know (friends, family, colleagues, neighbors, your doctor, etc.)
- Customize your letter (download the sample from *ChallengePhilly.org*) Click “**Make an Impact,**” then choose “**Fundraising Tools**”
- Address an outer envelope for each person on your list (provided by you)
- Include a return envelope with your address. Contributions should be mailed directly to you. Checks should be made payable to the National MS Society
- Insert your letter and a return envelope (addressed to you) into the envelopes to your friends and family. Add a stamp
- Drop your letters in the mail and let the fundraising begin!
- In two weeks, call or email the people you sent letters to. Follow-up is the most important part
- Once you have received a donation, be sure to send a thank you note

GO CORPORATE

Ask your company to sponsor you. Some companies offer matching gift programs for contributions made by employees. If they do, contact your human resource director for more details. Put up posters and signs promoting Challenge Walk MS.

ASK BIG

Put together a list of potential major donors who can donate \$500 or more. These may be business associates, your employer or acquaintances in lofty positions. You may want to meet one-on-one, perhaps over lunch or dinner.

- Call each potential major donor to schedule a meeting or lunch/dinner
- Be bold. Contact people you don't know but who are able to make large donations
- Write a script of the things you want to cover during your meeting. Be enthusiastic and passionate
- Regardless of the outcome, send a thank you note after the meeting
- Stay in touch! Send progress letters to all donors and non-donors

ALWAYS THANK YOUR DONORS

- Always send a thank you note to anyone who donates and/or attends a Challenge Walk MS party
- Think of thoughtful ways to thank your donors and personalize your thanks for special meaning
- Send photos, poems, anything creative
- Create and send a newsletter or weekly email messages with updates (mention donors' names)
- Invite them to volunteer or crew or to come to the closing ceremony

GO ABOVE & BEYOND!

Fundraising helps create a world free of MS. We are with you every step of the way and will give you the tools and knowledge to accomplish your goals. Monitor your goal and increase it throughout the season.

For more information, visit the **Fundraising Tools** page on ChallengePhilly.org.

For more helpful tips check out the next page!

PARTICIPANTS

The Philadelphia Freedom Pass is a passage way to the beautiful Eastern Shore! Enjoy the following weekend amenities when you raise \$1,000 or more.

RAISE \$1,000 - \$1,499 AND RECEIVE:

- Chesapeake Challenge event t-shirt
- Top Crab number
- The Philadelphia Freedom Pass commemorative t-shirt
- Transportation on Friday, September 11, 2015 from Philadelphia to Maryland
- Transportation on Sunday, September 13, 2015 from the Challenge Walk finish line to Philadelphia
- One overnight stay at the official event hotel (you will be responsible for the 2nd night)
- "Top Crab" wearable

RAISE \$1,500 - \$2,499 AND RECEIVE:

- All incentives above plus:
- Two overnight stays at the official event hotel

RAISE \$2,000+ AND RECEIVE:

- All incentives above plus:
- A Chesapeake Challenge full zip jacket

RAISE \$5,000+ AND RECEIVE:

- All incentives listed above plus:
- Top Fundraiser Plaque
- \$50 Amazon gift card

CREW MEMBERS

Crew members are required to raise a minimum of \$300 to participate. Those who fundraise into the above levels are eligible for prizes too! The average crew member raises \$900! You will receive:

- Transportation on Friday, September 11, 2015 from Philadelphia to Maryland
- Transportation on Sunday, September 13, 2015 from the Challenge Walk finish line to Philadelphia
- Two overnight stays at the official event hotel



2 days. 26.2 miles. Journey toward a world free of MS.

10 WAYS TO ORGANIZE YOUR FUNDRAISING

Challenge Walk MS is about thinking big...bigger and better than anything you have ever done before. You may be a little intimidated by the thought of raising \$1,000 but it's much easier than it sounds. Thousands of walkers have succeeded in raising much more than their pledge goal. You can too. Your commitment to walk is awesome!

1. SET A FUNDRAISING GOAL.

All walkers are required to raise a minimum of \$1,000 but if you want to raise the bar, set your own personal goal even higher.

2. MAKE A LIST OF EVERYONE YOU KNOW.

If you limit who you ask, you limit the amount of money you'll raise. Go through your phone book, e-mail address book, holiday card list, co-workers, former co-workers, your doctors, any groups you belong to, etc.

3. DETERMINE HOW YOU WILL FUNDRAISE.

- ✓ Start collecting donations online.
- ✓ Create a personal web page (if you registered online, we have already created one for you).
- ✓ Start a letter-writing campaign. Whether you plan to send a letter, postcard or e-mail, our website has great samples to help you get started.

4. DIRECT YOUR SPONSORS TO OUR WEBSITE.

They can simply find your name to make a donation on your behalf.

5. KEEP THE SPONSOR SHEET WITH YOU.

You never know when or where you'll meet a potential sponsor!

6. DEMONSTRATE YOUR COMMITMENT BY WRITING YOUR NAME ON THE FIRST LINE OF THE SPONSOR SHEET!

7. NETWORK AT THE OFFICE!

Post the sponsor sheet outside your door or in a busy area (coffee machine, copier). Don't forget the copy repairperson, courier, and vending machine operator!

8. FOLLOW THROUGH!

It may seem like a detail, but this is a critical step in fulfilling your goal and showing appreciation to your donors. Be diligent with your efforts. Cultivate your relationships. Following through is the KEY! After you send out a letter, call the recipients to make sure they received your letter and to see if you can count on their support. After someone makes a pledge, send a thank you note. Give your donors updates on your fundraising and training progress, and thank them for their support. When you achieve your fundraising goal, let your sponsors celebrate in your accomplishment and success. In addition, invite them to celebrate with you at the finish line!

9. INSPIRE OTHERS TO SHARE IN YOUR COMMITMENT.

Your commitment is amazing and your expectations are high. You need to have the same high expectations of your sponsors. What you are doing is on behalf of the many thousands of people affected by MS in the United States. People will support you because you are raising money and awareness about this disease and you are serious in your commitment to fight MS. You are not asking for the contribution for yourself, you are asking on behalf on the National MS Society and all the people with MS in the region.

10. MATCHING GIFT PROGRAM.

This is the simplest way to double your contributions. You can ask your community relations department or HR department to see if your company has a matching gift program.





STEP 2: SHARE THE EXPERIENCE AS PART OF A TEAM

A team is made up of two or more walkers and each member is required to raise the \$1,000 minimum.

BENEFITS TO FORMING A TEAM:

- Walking is more fun with friends, family and coworkers
- Promotes community spirit, pride and unity
- Shows the community that your company or organization cares about fighting MS
- Multiplies your individual fundraising impact on people living with MS

TEAM TRAINING

Having automatic training partners is one of the biggest perks of sharing the experience with a team. It's so much harder to bypass training when someone is waiting at the park for you. By training as a team, you can motivate and support each other every step of the way.

TEAM FUNDRAISING

Team fundraisers can be fun and easy. Host one or all of the following fundraisers:

- Car wash
- Dress-down day at work
- Beef and beer
- Bake/yard sale
- Office breakfast
- Canning at your local grocery store
- Team guest bartending
- Host a dinner party
- Poker tournaments
- Big ticket item raffle

TEAM RESOURCES

- Personal fundraising coach
- Team webpage
- Participate in Team Recruitment and Fundraising Challenges
- Eligibility for team awards

SPECIAL TEAM AWARDS

Teams of four or more fundraisers and crew are recognized the weekend of the walk and are eligible to receive awards for the following:

- ★ Top Fundraising Team
- ★ Most Spirited Team
- ★ Best Rest Stop Award
- ★ And more

STEP 3: START TRAINING

The spirit and adventure of the Challenge Walk MS experience begins not on the first day of the event, but the moment you begin training. The training process is a journey that will reward you with better health and fitness, more self confidence, quality time with your teammates and training partners, and more fun in the two-day, 26.2-mile Challenge Walk MS.

The starting point of the training process is different for each walker. Before beginning this or any other training program, it is important that you assess your present state of health and fitness so that you may begin with a level of training that is tailored to your capacity. Always consult a doctor before beginning any fitness program.

GETTING STARTED

Think about this...you are about to walk a full marathon! You cannot wake up one day and decide to run a marathon—you have to train! Training should begin as soon as you register for Challenge Walk MS. Make sure to assess your fitness and choose a program (see *next page*) before charging off toward the horizon.

Form a habit quickly by walking five times per week. Your body will need to build up endurance to keep it going for 15-20 miles a day. Of course, your initial walks should be very short — this is a fitness program, not boot camp!

Start a walking journal. Keeping track of your weekly walking efforts will help you maintain your schedule. Use a calendar format and simply record the duration of each walk, the distance covered, and a few words about how you felt. Feel free to record any cross-training workouts you perform as well.

FIND A TRAINING PARTNER

Sharing your time on the road with someone you care about is a great way to make the miles go by quickly. Recruit one or more friends and family members to join you on your Challenge Walk MS journey.

TRAINING FOR LONG-DISTANCE WALKING

Training for a long distance requires the practice of what is called progressive overload. The idea of progressive overload is to make your body do just a little more work (that is, a little more walking) than it is used to over a period of many weeks, so that your body is able to gradually and steadily gain fitness. The goal of the first week or two is to give your body an opportunity to adjust to consistent walking workouts. With each successive week (except for a couple of “recovery weeks”), do a little more walking than you did the previous week until your body is fully prepared to meet the challenge of a two-day, 26.2-mile walk.

TWO WALKING PROGRAMS

On the following page are two training programs: an ideal program and a minimum program. Beginning walkers should allow themselves 18 weeks to prepare for Challenge Walk MS. If you complete the 18-week ideal program, you will be able to master Challenge Walk MS with energy to spare. The minimum program is a 12-week program for beginning walkers who do not have 18 weeks available to prepare for the Challenge Walk MS. Walkers who have 18 weeks to train, but cannot safely complete 13 miles of walking in one week should start with the minimum program and then switch over to the ideal program at an appropriate point.

Experienced walkers with a solid fitness base may begin the ideal program at week 4, week 6, or as late as week 10 and repeat the final weeks of the program in order to fill any remaining weeks before the event.

The goal is to increase your total mileage and endurance safely. This is done mainly by adding one long walk to the distance per week. For the most part, you should still rest every other day to recharge your body and muscles, but since you’re training for a two day event, you’ll occasionally do back-to-back long walks. Speed is not an issue until you are able to walk the distance comfortably, but try to walk a little bit faster one day per week. Each week may be altered to fit your schedule, but sticking to a schedule is important for optimum training. If you find one week is too difficult, repeat it before you progress.

WALKING TECHNIQUES

Entire books have been written about walking technique, but the best advice can be summed up in two words: walk naturally. Stand up straight, don’t swing your arms wildly or take very long strides, and you’ll do just fine.

RACEWALKING TECHNIQUES

Challenge Walk MS is not about speed, but if you do want to rev up your walking, try adding some elements of racewalking techniques to your stride.

- Bend your elbows to 90-degrees and drive them back vigorously with each stride
- Your hands should be held in a light fist; not clenched, but not flopping
- Take shorter, faster strides rather than long slow ones
- Use your feet, landing on your heels and rolling forward to push off your toes

18 WEEK TRAINING CHART (IDEAL)

WEEK	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	MILES
1	Off	3	Off	3	Off	3	4	13
2	Off	3	Off	4	Off	3	5	15
3	Off	4	Off	4	Off	3	6	17
4	Off	4	Off	4	Off	3	8	19
5	Off	4	Off	4	Off	4	10	22
6	Off	4	4	Off	3	4	8	23
7	Off	4	Off	4	Off	4	12	24
8	Off	4	4	Off	3	4	10	25
9	Off	4	Off	4	Off	4	14	26
10	Off	4	4	Off	3	4	12	27
11	Off	4	Off	4	Off	4	16	28
12	Off	4	5	Off	4	5	12	30
13	Off	4	Off	5	Off	4	18	31
14	Off	4	5	Off	5	6	12	32
15	Off	4	Off	5	Off	4	20	33
16	Off	4	5	Off	5	6	12	32
17	Off	4	Off	4	Off	8	10	26
18	Off	3	Off	3	Off	CHALLENGE WALK MS		36

12 WEEK TRAINING CHART (MINIMUM)

WEEK	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	MILES
1	Off	1	0.5	1	Off	0.5	1	4
2	Off	1	1	1	Off	1	2	6
3	Off	1.5	1	1.5	Off	1	2	7
4	Off	2	1	2	Off	2	3	10
5	Off	3	Off	3	Off	3	6	15
6	Off	4	Off	3	Off	3	8	18
7	Off	4	Off	4	Off	3	10	21
8	Off	4	Off	4	Off	4	12	24
9	Off	4	3	Off	3	6	10	26
10	Off	4	Off	4	Off	4	15	27
11	Off	4	Off	4	Off	8	10	26
12	Off	3	Off	3	Off	CHALLENGE WALK MS		36



STEP 4: CHALLENGE WALK MS WEEKEND

THE ROUTE: 2 DAYS. 26.2 MILES.

DAY 1: SATURDAY, SEPTEMBER 12

- Start: Cambridge, MD
- Enjoy 16 miles through colonial Cambridge, MD with water views and festive rest stops
- Overnight: Enjoy dinner, massages and a candlelight ceremony at the Comfort Inn, Easton, MD

DAY 2: SUNDAY, SEPTEMBER 13

- Start: Easton, MD
- Enjoy a 10-mile journey through the historic streets of downtown St Michael's
- Finish Celebration: Enjoy music and BBQ while celebrating with friends and family

CLOSER TO A CURE

THE FINISH

This is it! You did it! Your feelings of accomplishment may very well rank as life changing. This is a time for you to be proud that you took the challenge and made the commitment physically, emotionally, and philanthropically to make a huge difference in the lives of those with MS.

Please invite your family, friends, sponsors, and whomever else will want to celebrate your victory as you cross the finish line! It will be an experience you — and they — will never forget.

WE ARE PEOPLE WHO WANT TO DO SOMETHING ABOUT MS NOW

YOUR FUNDRAISING MATTERS

The National MS Society helps people affected by MS by funding cutting-edge research, driving change through advocacy, facilitating professional education, and providing programs and services to help people with MS and their families move forward with their lives.

Since its beginning, the Greater Delaware Valley Chapter has been in the forefront of providing programs and services for people with MS and those who care for them. We serve over 15,000 clients and their families in the Greater Delaware Valley region.

Clients turn to us for services including home health assistance, respite care, physical and occupational therapy, transportation to medical appointments, employment services, educational programs, and more.

The Greater Delaware Valley Chapter appreciates the generosity of its donors and takes every step possible to ensure that funds are used responsibly and effectively as we work together to end MS forever.