

WALK GUIDE

www.walkMSoregon.com

SATURDAY, APRIL 4

Portland

SATURDAY, APRIL 18

Bend

Eugene

Heppner

Medford

Pendleton

Vancouver, WA

SATURDAY, APRIL 25

Corvallis

Merrill

Salem



walk



walk to
create a world
free of MS

JOIN THE MOVEMENT

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For more information and team resources, please go to: www.walkMSoregon.com

WELCOME TO WALK MS 2009

You'll move. You'll be moved. Joining the movement of Walk MS with hundreds of thousands of people across the country is an experience like no other. Taking the first step to register as a Walk MS participant moves us all closer to a cure for multiple sclerosis. Moving forward, this Walk Guide will help you to stay organized and motivated, as well as provide some great tips for having fun while fundraising.

WALK WITH US - WALK MS 2009

SATURDAY, APRIL 4 at 10:00 am

Portland - Pioneer Courthouse Square - 715 SW Morrison St, Portland, OR 97205

SATURDAY, APRIL 18 at 10:00 am

Bend - Les Schwab Amphitheater - Old Mill District, 520 SW Powerhouse Dr. #626, Bend, OR 97702

Eugene - Alton Baker Park - 100 Day Island Rd, Eugene, OR 97403

Heppner - All Saints Episcopal Church - West Church, Heppner, OR 97836

Medford - TBD

Pendleton - Roy Raley Park - SW 10th Street, Pendleton, OR 97801

Vancouver, WA - Red Lion Inn at the Quay - 100 Columbia St, Vancouver, WA 98660

SATURDAY, APRIL 25 at 10:00 am

Corvallis - Oregon State University - MUPC Quad, 112 Memorial Union OSU, Corvallis, OR 97331

Merrill - Merrill Presbyterian Church - 210 W 2nd St, Merrill, OR 97633

Salem - Riverfront Park Pavilion - 116 Marion St. NE, Salem, OR 97301

For more information, visit www.walkMSoregon.com or call 800-344-4867.



WE ARE PEOPLE WHO WANT TO DO SOMETHING ABOUT MS NOW

ABOUT MS

Multiple sclerosis interrupts the flow of information from the brain to the body and stops people from moving. Every hour in the United States, someone is newly diagnosed with MS, an unpredictable, often disabling disease of the central nervous system. 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. MS affects more than 400,000 people in the U.S., and 2.5 million worldwide.

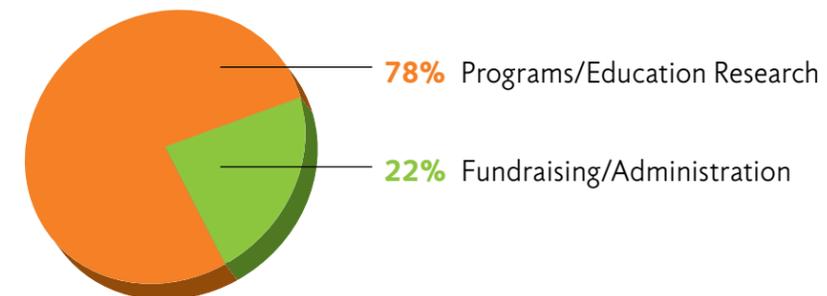
ABOUT THE NATIONAL MS SOCIETY

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 designed to help people with MS and their families move their lives forward.

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 www.nationalMSsociety.org or 1-800-344-4867.

WHERE DOES THE MONEY GO?

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 their lives forward. Just look at the difference it makes in your own community:



CHAPTER PROGRAM HIGHLIGHTS

Emergency Financial Assistance - When a client faces a temporary financial hardship and needs help with the purchase of prescriptions, counseling, home or vehicle modifications, and one-time rent or utility assistance, the Oregon Chapter affords them the ability to live more comfortably and independently.

Equipment Loan Closet - In addition to operating a durable medical equipment loan closet, the Oregon Chapter makes every effort to provide assistance if equipment is not covered by insurance or if a client does not have insurance, including researching other funding options in a client's community.

Promise 2010 Research Campaign - In late 2004, the Society launched a targeted research campaign, seeking to raise at least \$30 million to support four vital, underexplored areas of MS—repairing and protecting the nervous system, helping young people with MS, tracking long-term impact of MS on quality of life, and mapping out patterns of MS damage to develop better treatments.

MOVING TOGETHER: THREE SIMPLE STEPS FOR HAVING FUN AT WALK MS

As a part of the MS movement, you are committed to a world free of MS. We're committed to you and the success of your experience.

1. RECRUITING

Participating in Walk MS is extremely rewarding. Want to make it even better? Walk with a friend, family member, coworker or neighbor, and share the experience! Walk in a pair, or start your own team! (Learn about starting a team at www.walkMSoregon.com - click on "Teams.")

2. RAISING MONEY

Fundraising comes more naturally when you make it personal. If you're walking for someone with MS, ask them if they would be willing to share their story. Be sure to follow that with a statement about how much progress we've made in treating the disease.

Don't forget to ask everyone who sponsors you if their employer offers matching gifts!

3. REALLY HAVING FUN!

Walk MS provides an opportunity to share a great experience with friends and family members, or coworkers — a community coming together for a common goal and the accomplishment of a unique personal challenge! Walk MS can be more than a fundraising event — it can be a joyous celebration of how far we've come together!



RAISING MONEY HAS NEVER BEEN EASIER!

ONLINE SUCCESS STARTS HERE

SET UP YOUR PAGE

Your walk page is your invitation to the world to become involved in the movement. We're here to help you reach your goals. Please let us know how we can help! By setting up a page, you are setting yourself up for success. Here are a few hints to help make your page one to remember:

- **MAKE IT PERSONAL** — Put in a picture of yourself. Write your story; tell people why you're walking and how you are moving toward a world free of MS. While there is sample text available, nothing is more compelling than your own words.
- **CREATE YOUR WALK PAGE URL SHORTCUT** — By doing this you will be able to easily direct people directly to your page. Put a link to your fundraising page in the signature of your e-mail.

FUNDRAISE ONLINE

Now for the fun part! After you send your personalized e-mail to all your friends, family and colleagues, you can watch your up-to-the-minute fundraising tracker. Our online tools make it simple for your supporters to donate online to keep you moving toward your fundraising goals and a world free of MS.

FUNDRAISING IDEAS NOTEPAD

Here are some tips to help reach your personal fundraising goal.

- **WALK MS TEAMS** – Form a Team. Why? Simply put, it's fun! Plus, fundraising as a team is easier and more effective. A Team Captain and a minimum of three others make up a team. For more information about teams, contact Beth Rivers at bethr@defeatms.com or 503-445-8342.
- **BE ENTHUSIASTIC!** – Be proud and optimistic about your movement, and offer your potential donors an opportunity to join in on your efforts.
- **KNOW YOUR FACTS** – Learn about MS and the National MS Society; then help increase awareness by sharing your knowledge. Visit www.defeatMS.com to learn more.
- **USE YOUR WEB PAGE** – take advantage of www.walkMSoregon.com benefits! Email friends, family and coworkers with a link to your free personal web page. This is a fun and easy way to reach your goal!
- **START YOUR OWN CAMPAIGN** – Write a letter about your participation in Walk MS and send it to everyone on your holiday card list. Include a picture or inspirational quote, as well as instructions on how to make a contribution. See a Sample Letter at www.walkMSoregon.com.
- **ASK YOUR EMPLOYER** – If your employer has a matching gift program, utilize it! Matching Gifts provide a way for you to increase funds raised. Often, an employer will match an individual donation, or they may even match your total dollars raised! Contact your employer, they will be able to tell you if they have a program, what the guidelines are, and the easiest way to participate.



TEAM AWARDS

Raising more than 70% of all Walk MS event contributions, individuals and team fundraisers are vital to our movement to end MS forever. Teams are our community. Teams inspire change; they bring a level of hope that defies description and a strength that is a force to be reckoned with.

WE NOTICE THE HARD WORK OF TOP INDIVIDUALS AND TEAMS IN OREGON AND CLARK COUNTY, WA AND WANT YOU TO BE RECOGNIZED:

TOP 100 CLUB: recognizes the top 100 individual fundraisers from 2008, on Walk Day 2009, with a special t-shirt, in addition to being recognized on the web.

TOP 10 TEAMS: recognizes the top fundraising friends/family teams from 2008, on Walk Day 2009, in addition to being recognized on the web.

LARGEST TEAM - FRIENDS/FAMILY: recognizes the largest Walk team from 2008, on Walk Day 2009, in addition to being recognized on the web

LARGEST TEAM - CORPORATE: recognizes the largest Walk team from 2008, on Walk Day 2009, in addition to being recognized on the web

TOP UNDER-18 INDIVIDUAL FUNDRAISER: recognizes the top under-18 individual fundraiser from 2008, on Walk Day 2009, in addition to being recognized on the web.

For more information and team resources, please go to www.walkMSoregon.com.



THANKS TO OUR SPONSORS

CASH SPONSORS:



IN-KIND SPONSORS:

