

QUESTIONS & ANSWERS

About the MS Leaders Circle

Q: What does it mean to be an MS Leaders Circle honoree?

A: MS Leaders Circle honorees have already made substantial contributions to civic, business and cultural endeavors in the region – but want to do more to give back. They are the National MS Society’s ambassadors in their professional and personal circles, helping us spread awareness about multiple sclerosis as they fundraise to support local people living with the disease. Many honorees find that as they raise money, they learn that their friends and associates have been touched by MS.

Q: Why is fundraising for the MS Leaders Circle so important?

A: The money you raise will fund research and help provide essential services and educational programs for more than 15,000 local people living with MS. People living with MS already face lifetime costs as high as \$3 million for expenses related to the disease.

Q: What is the deadline for raising funds for the Leaders Circle?

A: We ask each honoree to meet the \$1,500 minimum fundraising requirement by September 30. We will announce the fundraising total at the awards reception on October 6.

Q: Why should I raise more than \$1,500?

A: The top four fundraisers by September 30 will be featured on the cover of the Philadelphia Business Journal insert. Additional honorees will be recognized by fundraising tier in the Philadelphia Business Journal. In addition, every dollar you raise supports essential programs and services for people in our region living with MS. The average honoree raises more than \$3,000.

Q: What will happen at the summer networking event and awards reception?

A: These events are great opportunities to meet and mingle with fellow honorees, the chapter’s board of trustees and other special guests of the Society. At the awards ceremony, Pat Croce will present you with your MS Leaders Circle Award; your photograph will be taken with him and sent to you. You will also have your picture taken by a professional photographer for the Philadelphia Business Journal insert.

Q: How do I benefit from MS Leaders Circle?

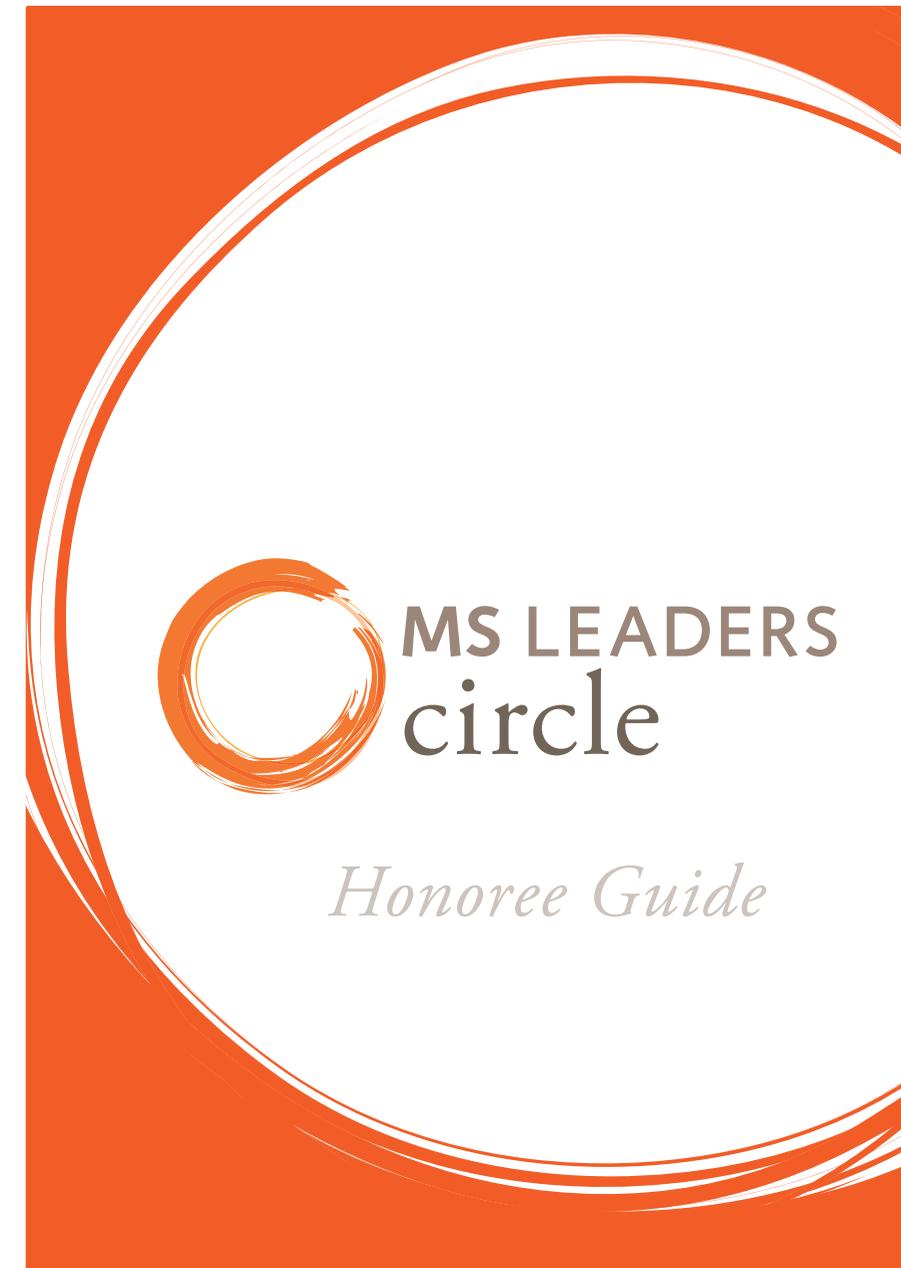
A: The MS Leaders Circle program is a great networking opportunity. In addition to the receptions and networking night during the campaign, you’ll have the chance to reconnect with other Leaders Circle alumni at future events. You can also connect with fellow honorees and alumni in the MS Leaders Circle LinkedIn Group. As you engage in meaningful community service, you and your company also will receive exposure in the Philadelphia Business Journal and become part of an important cause – creating a world free of MS.

Q: How can I make my experience with the National MS Society even more meaningful?

A: Honorees are encouraged to join a steering committee to organize the community services project. We also welcome MS Leaders Circle honorees who have been moved by the experience to continue working with the chapter in a volunteer leadership role by serving on a chapter committee, offering pro bono services to our clients, helping plan a fundraising event, and so much more.

More questions?

Contact Colby Accola at 215-271-1500 or Colby.Accola@nmss.org for more information.



National MS Society
Greater Delaware Valley Chapter
30 South 17th Street, Suite 800
Philadelphia, PA 19103
215-271-1500
nationalMSSociety.org/pae



Congratulations on joining the MS Leaders Circle. This honor recognizes you as a professional who is striving to make the Philadelphia region a better place to live.

You have joined a group of upwardly mobile professionals who want to make a difference in their community. Make the most of this program by connecting with fellow honorees and, ultimately, the cause. Please use this guide to help create a world free of MS.

FUNDRAISING ONLINE:
The easy & efficient way to fundraise

Visit MSLeadersCircle.org. Log in to your Participant Center to take advantage of:

- > **Your personal fundraising page** – Customize your page.
- > **Emails** – Send recruitment, solicitation, thank you and follow-up emails to everyone in your address book.
- > **Progress** – See who has made pledges to you.
- > **Boundless Fundraising** – Click on the icon to take advantage of this application to easily fundraise with Facebook.
- > **Other tools** – Send solicitation reminders, see who you need to thank.

Plus, harness the power of Facebook, Twitter and LinkedIn to recruit donors. Tweet or post a status update to show your commitment, and swap out your profile picture for a National MS Society logo.



CONDUCT A LETTER-WRITING CAMPAIGN

- > Develop a list of friends, family, colleagues, vendors and others with whom you do business. Don't forget to get in touch with people you have supported in the past.
- > Use the sample letter available online as a guide or write your own. Remember to include a deadline in your letter for donors to return contributions. (*Fundraising deadline is September 30.*)
- > After you send your letter, follow up with a reminder phone call or email.
- > Send donations to the **National MS Society, Attn: MS Leaders Circle, 30 South 17th Street, Suite 800, Philadelphia, PA 19103**. All donations over \$100 will receive a special thank you letter that can be used for tax purposes.
- > Don't forget to send a thank you note to your donors!

FUNDRAISING TIERS

- > **Platinum:** \$10,000 +
- > **Gold:** \$5,000 - \$9,999
- > **Silver:** \$2,500-\$4,999

FUNDRAISING TIPS

Know the cause and the mission. Learn what you can about multiple sclerosis and the work of the National MS Society. The chapter's website, nationalMSSociety.org/pae, is a great source of information. Explain that MS is the most common disabling neurological disease in young adults, often affecting vision, speech and mobility.

Make the first pledge yourself. Refer to this commitment in conversations with your prospects. Colleagues are more likely to support your efforts when they know about your personal investment.

Call your HR department. Inquire about your company's matching gift program or other corporate support of employee community efforts.

Don't think people will be bothered by your request. People will actually view you more favorably because they value the fact that you are making an effort on behalf of a worthy cause. Answering your request satisfies a need in them to do something important and meaningful.

Get your boss' support. Tell your immediate supervisor or board chair about the MS Leaders Circle and the recognition it provides to you and your company within the business community.

Use your local resources. If you are a member of a club, society, alumni group or other organization, ask for their support.

Hold your own special event. Friends are often eager to assist if they are unable to sponsor substantially. Former honorees have held happy hours, summer holiday parties and dress down days.

If you need assistance in setting up your personal webpage or have any questions, please contact Colby Accola at **215-271-1500** or Colby.Accola@nmss.org.