



Goal: \$360

Use Valentine's Day to help you fundraise:

- ♥ Buy Flower's and sell them, or if you have a garden, make some bouquets to sell.
- ♥ Bake heart cookies, brownies, or other treats and sell them to co-workers.
- ♥ Buy See's Candy in bulk; ask your local grocery store if you can set up a table outside one of the doors, sell the candy for double what you paid. *A current Walker does this during the holidays to help raise her minimum.

HOW DOES YOUR MONEY HELP?

At the end of February, you will have raised \$360 towards creating a world free of MS.

\$350 funds a consultation with an MS Specialist.

February 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 Start your change jar for February: \$25	2	3	4	5 Begin your email campaign! Tell people you are walking and why: \$200
6	7 Sell See's Candy: \$60	8	9	10	11	12
13	14	15	16	17	18	19 Sell an item or two on eBay or craigslist: \$75
20	21	22	23	24	25	26
27	28					
<p align="center">FUNDRAISING TIP OF THE MONTH</p> <p>Set up a change jar. Goal: \$25 (This is only \$1.20 a day!) Keep one at home and another at the office. See how fast your coins add up. If you are doing this at the office, have a sign explaining what you are doing. Others will be supportive knowing that the money is going towards a good cause! If you do this each month, \$25 adds up to \$150 at the end of your fundraising campaign.</p>						



February Fundraising Goal Worksheet

Congratulations on accepting the Challenge! Now that you have registered, it's time to create a fundraising plan, and this worksheet will get you started.

If you raise \$360 each month starting in February you will surpass the fundraising minimum of \$2,500! It is much easier to break fundraising into small, doable steps.

February Fundraising Goal: \$360

Fundraising Plan	Plan	Raised
<p>Set up a change jar</p> <ul style="list-style-type: none"> \$25 a month is only \$1.20 a day. Start a jar at home and at the office. You may want to post your story of why you are walking and fundraising. 	<p>\$25</p>	<p>\$25</p>
<p>Sell See's Candy</p> <ul style="list-style-type: none"> Remember you are asking for donations on behalf of the National MS Society and making a difference in the lives of people living with MS. 	<p>List two locations to contact:</p> <ol style="list-style-type: none"> _____ _____ 	<p>\$60</p>
<p>Begin your email campaign!</p> <ul style="list-style-type: none"> Use your personalized Challenge website to send emails. This way your donors can click directly to your site make an online donation. Be sure to tell your donors why you are walking and who you are walking for. Reference the Website Guide for help. 	<p>Steps to get you started:</p> <ol style="list-style-type: none"> Enter your email contacts into your Headquarters Set up your template and send. The more people you include on your list, the more donations you will get. Set your goal high! 	<p>\$200</p>
<p>Sell two items on eBay or craigslist</p> <p>Here are some item ideas that usually sell well:</p> <ul style="list-style-type: none"> Art, antiques, coins and other collectibles Books, CDs, DVDs and video games Celebrity-signed and/or designed memorabilia 	<p>List the items you could sell:</p> <ol style="list-style-type: none"> _____ _____ 	<p>\$75</p>



Goal: \$360



Total Fundraising Campaign to date: \$360

St. Patty's ideas that will spice up your work day:

- ☘ Sell shamrocks to post in your office
- ☘ Bake shamrock cookies and sell them.
- ☘ Have a contest at work where everyone must wear green for St. Patty's day. If they don't wear green they must donate \$5 instead of getting pinched!
- ☘ Host an Irish lunch. Ask participants to donate the \$5 they would have spent on lunch to your Challenge fund.

HOW DOES YOUR MONEY HELP?

At the end of March, you will have raised \$720 towards creating a world free of MS. \$500 provides 25 hours of home care to someone with progressive MS or it can provide a community based fitness program.



March 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 Restart your change jar for March: \$25	2	3	4	5
6	7 Ask 2 Relatives for \$75: \$150	8	9	10	11	12
13	14	15 Try a St. Patty's day activity: \$35	16	17	18	19
20	21 Ask your boss for a company contribution of \$150: \$150	22	23	24	25	26
27	28	29	30	31		
		<p>FUNDRAISING TIP OF THE MONTH</p> <p>Be sure to check with your HR department about matching gifts. Matching gifts can add up fast by doubling your dollars raised. Check with your donors to see if they have matching gift programs as well. In most cases, it's a quick form to submit and we do the rest!</p>				
<p>Order MS Bears to sell for spring! msbears.com</p>						

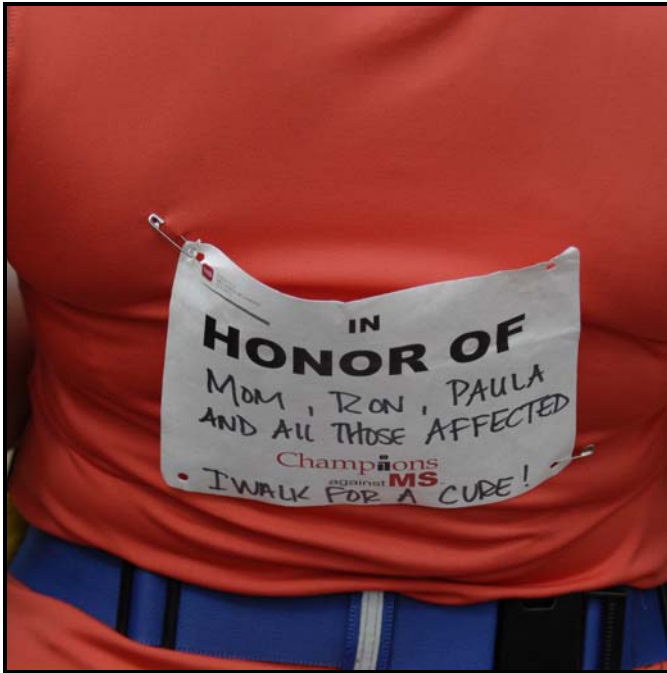


March Fundraising Goal Worksheet

Did you meet your goal for February? If so, you are well on your way to meeting your minimum! This month's goal is also \$360. Please use this worksheet as a tool for you to stay on track this month.

March Fundraising Goal: \$360

Fundraising Plan	Plan	Raised
<p>Set up a change jar</p> <ul style="list-style-type: none"> \$25 a month is only \$1.20 a day. Start a jar at home and at the office. You may want to post your story of why you are walking and fundraising. 	\$25	\$25
<p>Ask two relatives for \$75 donation</p> <ul style="list-style-type: none"> Remember you are asking for donations on behalf of the National MS Society and making a difference in the lives of people living with MS. 	<p>List two relatives to contact:</p> <p>1. _____</p> <p>2. _____</p>	\$150
<p>Try a St. Patty's Day Activity</p>	<p>List your ideas for using St. Patty's as a fundraising day:</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>4. _____</p> <p>5. _____</p>	\$35
<p>Ask your boss for a company contribution</p>	\$150	\$150



April's Goal: \$360

Total Fundraising Campaign to date: \$720

MS BEARS-ORDER AT WWW.MSBEARS.COM

This is a great way to raise money while providing your buyer with something of value. Most styles cost under \$3 each with a suggested sale price of \$5 and up. Reimburse yourself the purchase price. Donate the remainder to your walk fund. These are great for any holiday as well as Mother's day!

For example: Purchase 50 Bears: \$2.60 each = \$130
 Selling Price: \$6.00 each = \$300
Donation to your MSC Fund: \$170

HOW DOES YOUR MONEY HELP?

You will have raised \$1,080 by the end of April! \$1,000 will buy 20 physical therapy sessions for a person living with MS.



April 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1 Restart your change jar for April: \$25	2
3	4 Ask 5 friends for \$40: \$200	5	6	7	8	9
10	11	12	13	14	15	16
17	18 Begin selling your spring bears: \$150	19	20	21	22	23
24	25	26	27	28	29	30
		FUNDRAISING TIP OF THE MONTH Self pledge \$50 each month -If you make a \$50 pledge to yourself each month, you will earn \$250 toward your fundraising goal. Bring your own coffee or lunch for two weeks instead of hitting a coffee shop or restaurant. Carpool for one week to save on a tank of gas.				



April Fundraising Goal Worksheet

Did you meet your goal for March? If so, you are well on your way to meeting your minimum! This month's goal is also \$360. Please use this worksheet as a tool for you to stay on track this month.

April Fundraising Goal: \$360

Fundraising Plan	Plan	Raised
<p>Empty your jar and start over for April</p> <ul style="list-style-type: none"> \$25 a month is only \$1.20 a day. Start a jar at home and at the office. Post your story of why you are walking and fundraising. 	<p>\$25</p>	<p>\$25</p>
<p>Ask five friends for \$40 donation</p> <p>Send an email from your Challenge Walk website to all your friends about your commitment to the Challenge Walk & place your URL on the bottom of your personal email correspondence.</p>	<p>List friends you will contact:</p> <ol style="list-style-type: none"> _____ _____ _____ _____ _____ 	<p>\$200</p>
<p>Sell your spring bears</p> <ul style="list-style-type: none"> Send an email from your Challenge Walk website to all your friends about your commitment to the Challenge Walk & place your URL on the bottom of your personal email correspondence. 	<p>Steps to get you started:</p> <ol style="list-style-type: none"> Log on to www.msbears.com Make a list of where you can sell your bears 	<p>\$150</p>
<p>If you are unable to do any of the above, formulate an idea or two that can help you get you to your \$360 goal.</p>	<p>List your ideas:</p> <ol style="list-style-type: none"> _____ _____ <u>Self Pledge - \$50</u> 	<p>\$_____</p>



Goal: \$360

Total Fundraising Campaign to date: \$1,080

HOLD A DRAWING

Do you know someone who could donate a one-of-a kind experience? Sell 25 tickets for \$10 each. Selling only 25 tickets will give your buyers a great shot at winning. Some great ideas include:

- Behind-the-scenes tour of someplace the average Joe couldn't normally go
- Police ride-along
- A reserved parking spot at work

Reach your goal in one shot. Sell 25 tickets for \$100! Ideas could include:

- A timeshare vacation
- Airline tickets (miles?)

HOW DOES YOUR MONEY HELP?

By the end of May, you will have raised \$1,440. \$1,250 provides 25 hours of emotional counseling to people with MS.

May 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 Empty your change jar and start over for May: \$25	2	3	4 Begin selling your opportunity drawing tickets: \$250	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21 Host a Wine Tasting and charge a \$10 admission: \$100
22	23	24	25	26	27	28
29	30	31	FUNDRAISING TIP OF THE MONTH If you are not interested in the opportunity drawing this month, you could sell Mother's Day Bears. Be sure to order them early at www.ms bears.com . Wine Tasting- Can you get wine and/ or cheese and crackers donated? Your guests would probably be going out on a Friday night and spending money - why not have them save money while they enjoy the company of friends.			



May Fundraising Goal Worksheet

Did you meet your goal for April? If so, you are well on your way to meeting your overall fundraising goal! This month's goal is also \$360. Please use this worksheet as a tool for you to stay on track this month.

May Fundraising Goal: \$360

Fundraising Plan	Plan	Raised
<p>Empty your jar and start over for May</p> <ul style="list-style-type: none"> \$25 a month is only \$1.20 a day. Start a jar at home and at the office. Post your story of why you are walking and fundraising. 	\$25	\$25
<p>Sell Opportunity Drawing Tickets</p> <ul style="list-style-type: none"> Who do you know that could donate a one-of-a-kind experience? Selling only 25 tickets for \$10 each will add up to \$250 or reach the minimum in one shot by selling 25 tickets for \$100. Some great ideas could include: <ol style="list-style-type: none"> Behind-the-scenes tour of someplace the average Joe couldn't normally experience Police ride-a-long Reserved parking spot at work A timeshare vacation Airline tickets from credit card miles 	<p>List 5 people you could ask to donate a one-of-a-kind experience:</p> <ol style="list-style-type: none"> _____ _____ _____ _____ _____ 	\$250
<p>Host a Wine Tasting and charge a \$10 admission</p> <ul style="list-style-type: none"> Can you get the wine and/or crackers and cheese donated? Your guests would probably go out on a Friday or Saturday night anyway. Why not have them save money while enjoying the company of friends? 	<ol style="list-style-type: none"> Create a guest list Ask local retailers for wine donations 	\$100



Goal: \$360

Total Fundraising Campaign To Date: \$1,440



POKER PARTY/ CASINO NIGHT

A fun way to raise money! Set your buy-in price so that you can split the proceeds with your Challenge Walk fund and prizes to be awarded.

JUNE IS NATIONAL RECYCLING MONTH

Place a recyclable container at work and at home. This is an easy way to raise money without having to ask! Implement this for your entire fundraising campaign and see your totals grow.



HOW DOES YOUR MONEY HELP?

By the end of June, your Challenge fund should be at \$1,800 which can provide emergency financial assistance to 3 families affected by MS as well as 5 hours of emotional counseling to a person with MS.

June 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
FUNDRAISING TIP OF THE MONTH Start gathering items for a garage sale (see August). Ask co-workers, friends and family to donate items to your sale. Start collecting! Other walkers have used this technique and have raised over \$500.			1 Empty your change jar and start over for June: \$25	2	3	4 Set up a recycle bin at work: \$25
5	6	7 Ask three businesses you frequent to donate \$25 each: \$75	8	9	10	11
12	13	14	15	16	17	18 Host a casino night or poker party: \$235
19	20	21	22	23	24	25
26	27	28	29	30		

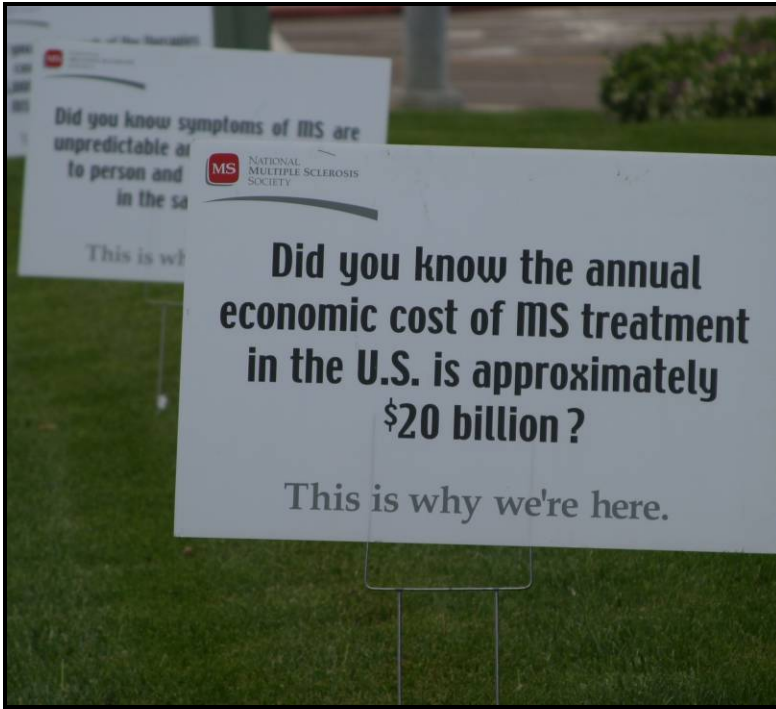


June Fundraising Goal Worksheet

Did you meet your goal for May? If so, you are over halfway to the fundraising minimum! This month's goal is again \$360. Please use this worksheet as a tool for you to stay on track this month.

June Fundraising Goal: \$360

Fundraising Plan	Plan	Raised
<p>Empty your jar and start over for June</p> <ul style="list-style-type: none"> \$25 a month is only \$1.20 a day. Start a jar at home and at the office. Post your story of why you are walking and fundraising. 	\$25	\$25
<p>Start a recycling bin at work and at home</p> <ul style="list-style-type: none"> June is National Recycling month. This is an easy way to raise funds without having to ask! Do this your entire campaign and see your fundraising totals grow! 	Where is your closest recycling center:	\$25
<p>Find three businesses you frequent to donate \$25 each</p>	<p>List business you will contact:</p> <ol style="list-style-type: none"> _____ _____ _____ _____ _____ 	\$75
<p>Host a casino night or poker party</p> <ul style="list-style-type: none"> A fun way to raise money! Set your buy-in price so that you can split the proceeds with your Challenge Walk fund and prizes to be awarded. 	Create your invite list:	\$235
<p>Not interested in hosting a poker party?</p>	<p>List 3 ideas you could do this month to get you to your goal</p> <ol style="list-style-type: none"> _____ _____ _____ 	\$235



Goal: \$360

Total Fundraising Campaign To Date: \$1,800

HOST A JULY 4th BASH

The following are ways to raise funds at your bash:

- Charge admission. You supply the hot dogs and refreshments.
- Host a silent auction. Find local businesses to donate to you and sell items at your bash.
- Hold a 50-50 drawing.
- Make your bash a softball or soccer game and charge admission.

HOW DOES YOUR MONEY HELP?

You are almost there. Keep going. Your fundraising campaign should be about \$2,160 by the end of this month. \$2150 provides 9 weeks of professionally-led group counseling.

July 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
IT IS TIME TO START TRAINING Round up your friends or team members and get walking! Check out the website for a training program that fits your schedule.					1 Empty your change jar and start over for July: \$25	2
3	4 Host a 4 th of July BBQ! Charge \$15 admission: \$235	5	6	7	8	9
10	11 Sell candy bars and soda at work this month: \$100	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30



July Fundraising Goal Worksheet

Did you meet your goal for June? If you have committed to raising \$360 each month up until this point, you will have raised over \$2000 after this month is completed...yeah! This month's goal is again \$360. Please use this worksheet as a tool for you to stay on track this month.

July Fundraising Goal: \$360

Fundraising Plan	Plan	Raised
<p>Empty your jar and start over for July</p> <ul style="list-style-type: none"> ▪ \$25 a month is only \$1.20 a day. Start a jar at home and at the office. Post your story of why you are walking and fundraising. 	<p>\$25</p>	<p>\$25</p>
<p>Host a 4th of July BBQ</p> <ul style="list-style-type: none"> ▪ Charge a \$15 admission. ▪ Host a silent auction. Ask local businesses to donate items to sell at your bash. ▪ Hold a 50-50 drawing. ▪ Make your bash a softball or soccer game and charge admission. 	<ol style="list-style-type: none"> 1. Make a list of local businesses you could ask for a donation 2. Write a letter asking for donations 3. Create your guest list 	<p>\$235</p>
<p>Sell candy bars, water and/or soda at work</p> <ul style="list-style-type: none"> ▪ This can be an effective tool. Buy your product in bulk, reimburse yourself the selling price and put your profits toward your Challenge campaign. 		<p>\$100</p>
<p>Continue collecting items for your garage sale</p>	<p>Have you followed up with those who said they would donate?</p>	
<p>Are you unable to do any of the above activities?</p>	<p>List three ideas you could implement to help you reach your goal:</p> <ol style="list-style-type: none"> 1. _____ 2. _____ 3. _____ 	



Goal: \$360

Total Fundraising Campaign To Date: \$2,160

TIPS FOR HOLDING A SUCCESSFUL GARAGE SALE:

- Ask friends, family and co-workers to donate items to your garage sale. The more items you have, the more money you will make.
- Check out <http://www.wikihow.com/Hold-a-Garage-Sale> to see what you can do to maximize your dollars.
- Advertise that you are holding the sale to raise money for the MS Society.
- Set out a donation jar.
- Hold your garage sale at a local swap meet.

HOW DOES YOUR MONEY HELP?

Congratulations! You have surpassed \$2500. \$2500 can provide 5 grants to individuals with MS for medical equipment and home modifications to increase personal independence or can provide a power scooter to a person with MS who has no insurance.

August 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
	Empty your change jar and start over for August: \$25					
7	8	9	10	11	12	13
						Hold a garage sale: \$300
14	15	16	17	18	19	20
	Follow-up with your email campaign: \$35					
21	22	23	24	25	26	27
28	29	30	31			
<p>FUNDRAISING DEADLINE: The fundraising deadline is Wednesday, September 7, 2011. If you have not already reached the \$2,500 you still have one more week in September to continue fundraising! We look forward to seeing you next month!</p>						



August Fundraising Goal Worksheet

Congratulations! After this month you will have made your goal! Wow! Great job! We knew you could do it!

August Fundraising Goal: \$360

Fundraising Plan	Amount	Raised
<p>Empty your jar and start over for August</p> <ul style="list-style-type: none"> ▪ \$25 a month is only \$1.20 a day. Start a jar at home and at the office. Post your story of why you are walking and fundraising. 	\$25	\$25
<p>Follow up with your email campaign</p> <ul style="list-style-type: none"> ▪ Who said they would donate and haven't? 	<ol style="list-style-type: none"> 1. Make a list of those who have not yet donated 2. Resend them a reminder that the fundraising deadline is coming up on August 26th 	\$35
<p>Hold a garage sale</p> <ul style="list-style-type: none"> ▪ Hopefully you started collecting items early for your sale. If not, you still have time! 	<ol style="list-style-type: none"> 1. Ask friends, family and co-workers to donate items 2. Advertise your sale 3. Set out a donation jar at your sale with a sign letting people know what you are doing. 4. Let people know you are holding the sale to raise funds for the MS Society. They may be more generous. 	\$300
<p>Don't want to hold a garage sale?</p>	<p>List three ideas to help you raise \$300 this month:</p> <ol style="list-style-type: none"> 1. _____ 2. _____ 3. _____ 	\$300