



Your handy fundraising guide



▶ Walk, roll or stroll to stop MS



Thank you so much for joining the My MS Walk team. You're now part of an amazing group of people heading out on walks across the UK to raise life-changing funds for MS research.

Together we walk, roll or stroll to stop MS

By organising your own MS Walk, you'll be changing lives. To get you started, this pack includes all the support you need to plan the perfect walk, fundraising top tips, and information about how the money you raise will make a real difference.

We know how much work goes into organising a walk so we're here to support you every step of the way.

Your journey starts here.

Joe and the team

Stay in touch:

Get in touch if you have any questions, concerns or just want to chat about your walk. You can also visit our website and download loads of useful resources.

Find out more: mssociety.org.uk/my-ms-walk

Call us on: 0300 500 8084

Email: mswalk@mssociety.org.uk

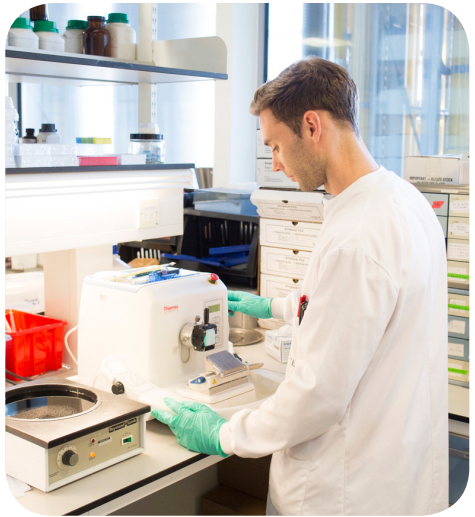
Together, we are strong enough to stop MS

The money you raise will go to the Stop MS Appeal which will fund vital MS research. The appeal is aiming to raise £100 million over 10 years to revolutionise treatment for everyone living with MS. Here are just a few examples of what your money can do...



Processing one blood sample. A blood sample can give researchers information about the genes and immune system of the person it came from. This information is really important in a number of situations, such as when testing out new treatments or looking for causes of MS.





£200

One hour of MRI scanner use. MRI scanning is a crucial technique used to create a detailed image of the brain and spinal cord. We're currently funding projects that use MRI scanners to carry out trials and understand MS in more detail.

£1,000

is enough to buy a laboratory computer for analysing images and data from experiments and brain scans, preparing publications and communicating findings.

£500

is enough to operate a high powered microscope for ten hours to study cells and tissue affected by MS at the necessary resolution.

£2,000

is enough to pay for an incubator for growing cells in the laboratory. Cells are a very important model system for investigating MS in the laboratory, and growing cells in a laboratory requires an incubator that can keep the cells in a constant environment.

Stuart's story

Stuart Nixon MBE is an MS Society Ambassador from Newport, Wales. He is a former Vice-Chair and is now our My MS Walk Champion. He organised his own walk in 2013 and this is his inspirational story.

At the age of 13, for no reason, I fell over on my way to school. Though I didn't know it at the time, My MS journey had started. I'm now 54 and have used a wheelchair for over 20 years. For some that's what they see, but for me I'm a husband, a father, a nurse – I've been Vice-Chair of the MS Society and am now an MS Society Ambassador.

Seeing the difference that the MS Society makes through local support, campaigning and research drove me to become a volunteer back in 1998. After taking on a number of different roles, I became a Trustee.

For the charity's 60th Anniversary in 2013 I decided to try something special. 'Stu Steps Up,' as it became known, was a 60km walk around London. It was a walk with a difference – because I can't. With a specially designed walking frame and support from my wife Marie and 'Team Stu,' over 9 days we walked from Buckingham Palace around London and back to the Palace. 9 days, 60km and £75,000 later we made it back. Tears, laughter, Guinness and ice cream all figured highly in what was the most emotional time of my life.



Stuart's top tips for planning your MS Walk

When planning my walk I found the most important thing was getting buy-in from those who were going to walk with me. Make sure you advertise your walk early so people have plenty of time to sign up. Keep the 'pot bubbling' with regular updates on your progress, how people can join up, how much you plan to raise (be ambitious but realistic) and how they can be part of the fun. Finding the right course is crucial. It must be safe, pretty flat and enjoyable to walk on - you've got to enjoy doing it.

At the end of the day this is all about raising money to

help stop MS. Make lists of all the people, organisations, associations and people you know. For me it was about using all the connections I had, overcoming any natural reluctance to ask for money and making it as easy as possible for people to make a donation.

I wrote a script explaining what the MS Society does and the difference their support will make to the lives of those living with MS. This helped inspire me and those walking with me to reach our goal.

Together we can stop MS.

Step by step guide to planning your walk

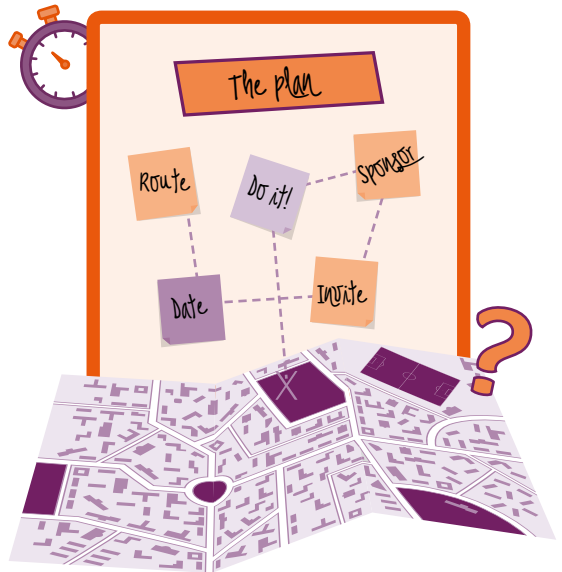
Planning a fundraising event can seem a little daunting at first, but this guide will help you.

1. Plan your route

Wherever you choose to hold your walk, it's important to plan your route in advance. Decide on the distance, set your location and remember to make sure the route is accessible for everyone. There are loads of walking routes online to help you. Why not use your local Parkrun route for a ready-made 5k? Visit [parkrun.org.uk/events](https://www.parkrun.org.uk/events) to find your local routes and make sure you check it is accessible for your walkers. Remember, although many parkrun routes are in public parks or land, some may not be so check the website first.

2. Pick a date

September is MS Walk month, so hold your event then and join a very special community from across the UK who are walking to stop



MS. Don't worry if you can't take part in September though, you can hold your event at any time of the year.

3. Spread the word

Invite old friends, new friends, four-legged friends, family, colleagues and neighbours. We can also promote your walk on our website so anyone in your area can get involved. If



you'd rather keep it to just a few friends or even go it alone, that's fine as well. Every step you take will take us closer to stopping MS.

Make sure you shout about your MS Walk on social media and in the press. Setting up an event on Facebook and inviting people is a great way to get people involved. Your local newspaper, TV or radio station is another great way of making some noise about your event. Do you have a strong, personal story to tell or is a local celebrity supporting your event? If so, contact your local media outlets to see if they will cover your MS Walk.

4. Set up a JustGiving page

Go to the My MS Walk page on JustGiving and set up your fundraising page. Don't forget to create a team page and invite everyone taking part in your walk to join the team. Check out the fundraising tips in this booklet to help you make the most of every step.

To get started, go to:
[justgiving.com/campaign/mymswalk2019](https://www.justgiving.com/campaign/mymswalk2019)

5. Walk, roll or stroll!

Whatever the weather, you're doing something amazing to stop MS for good. We'd love to hear how your walk goes so share your photos and highlights from the day using **#MSWalk**.

Get more handy tips and resources at www.mssociety.org.uk/my-ms-walk or get in touch if you have any questions. You can email mwalk@mssociety.org.uk or call 0300 500 8084.

The important bits

We want to keep you and the general public safe and well so please consider the following when planning your MS Walk. You can then relax and enjoy yourself!

Assess the risks

As an MS Society group, it's important to use the health and safety documents and guidance available (including the My MS Walk risk assessment) on the My MS Walk web page to make sure you and your participants are safe and enjoy yourselves.

Check with your local council

If you're planning to hold a large walk in a public place, planning to collect money while walking, sell food or provide entertainment, you may need a licence from your council.

Data protection

Make sure any electronic or paper records you keep about people involved in a fundraising event comply with the Data Protection Act. As a rule of thumb, don't keep information about people any longer than you need to, and don't share information or data



about someone without their permission. For further details of our Data Protection policy please refer to mssociety.org.uk/privacy

You can find all our health and safety documents and guidance on the My MS Walk website and you can get in touch with any questions you may have. Email mswalk@mssociety.org.uk or call **0300 500 8084**.

Make every step count

By organising your own MS Walk, you're doing something amazing. Every penny you raise will fund vital MS research and help stop MS sooner. Here are some top fundraising tips to help you raise even more.

1 Set up an online fundraising page

JustGiving™

Setting up a JustGiving page is the quickest and easiest way to kick-start your fundraising. You can set up a team page and invite those walking with you to join so you can see how much you've all raised together. Personalise your fundraising page with pictures, updates and your reason for walking. You're joining an incredible community from across the country and your story may inspire someone else to get involved or donate. To get started, go to:

www.justgiving.com/campaign/mymswalk2019

2 Spread the word

Now your JustGiving page is ready to go, make sure everyone knows about it! You can share your page on Facebook or Twitter and include it in your email signature. Have you just done a practice walk or are doing well with your fundraising? Keep your supporters in the loop with regular updates on social media using **#MSwalk**.



3 Double your donations at work

Lots of companies will match what you raise, pound for pound. Make sure you ask yours if they offer match funding.



4 Raise a little more

Why not organise a Cake Break or a pub quiz in your community in the build up to your walk? It will help promote your event as well as raising some extra funds for MS research.

5 Gift Aid your donations

We love Gift Aid as it means we can claim 25p on every £1 donation at no extra cost to you or your supporters. For UK taxpayers JustGiving enables your supporters to automatically Gift Aid their donation or people can simply tick the Gift Aid box on your sponsorship form (included in the post).

However, not all donations are eligible for Gift Aid. We can only claim Gift Aid on personal donations and sponsorship, so if your supporters receive any goods or a service in return for a donation, we can't claim unfortunately. For example, any donations from raffles, lotteries, sweepstakes, ticket sales, auctions or bake sales would not be eligible for Gift Aid. Have a look on our website for more information at mssociety.org.uk/giftaid

Please note, as the money raised from your walks will be restricted to the Stop MS Appeal, all Gift Aid claims from sponsorship forms will be processed at National Centre.

Paying in your donations

Thank you so much for all your hard work in organising your MS Walk! So, how do you pay in your hard earned cash?

To help us make sure your money and sponsorship forms goes to the right place and funds MS research, please send all your money directly to us via the following options:

Online

You can set up a JustGiving page and the money is sent over to us automatically. It's dead easy to set up a JustGiving page and even easier for people to donate. Simply go to [justgiving.com/campaign/mymswalk2019](https://www.justgiving.com/campaign/mymswalk2019) to get started.

Donations to your page come directly through to us and you can also add any offline fundraising to this by making a donation yourself. Just remember not to tick the gift aid box for this!

By phone

You can call our **Supporter Care team on 0300 500 8084** to make a card donation over the phone.

By post

Please do not send cash in the post. Instead, you can send a cheque payable to 'MS Society' to **MS Society, 372 Edgware Road, London NW2 6ND**. Make sure you include a note with your details and that you're fundraising for My MS Walk. We can also accept Charities Aid Foundation vouchers.

If you have any questions about paying in your donations or if you suspect anyone of fundraising fraudulently for the MS Society, please get in touch by calling **0300 500 8084** or by emailing mwalk@mssociety.org.uk.



Remember we're here to help.

Whether you need practical support or fundraising materials, we're here for you.

We've got loads of materials available to order or download from our website including posters, t-shirts, balloons and banners.

If you want to order any materials or have any questions about your event, call us on **0300 500 8084** or email **mswalk@mssociety.org.uk**.

A place to keep all
your bits and bobs



We're with you every step of the way:

Get more help and guidance on the My MS Walk website: www.mssociety.org.uk/my-ms-walk

Call us on: **0300 500 8084**

Email: mswalk@mssociety.org.uk

Multiple Sclerosis Society.

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