



Running Farther To Serve Others

MS Run the US

Supporting the Mission Manual



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What is MS Run the US?



Overview | MS Run the US was founded in 2009 by Wisconsin native Ashley Schneider. Ashley was inspired by her mother Jill Kumlien – who lived with MS for 36 years before passing in 2017 due to complications of the disease. Ashley created MS Run the US, Inc., a 501(c)3 charitable organization to raise national disease awareness, funds to further multiple

sclerosis (MS) research, and to help those living with disability due to their multiple sclerosis (MS) symptoms.

The first MS Run the US transcontinental crossing of the U.S. was in 2010. On March 22nd, 2010, Ashley Schneider began her 3,288-mile journey across America – on foot – from San Francisco, CA to New York, NY. On September 28th, 2010, Ashley became the 16th female to ever run across America. During the six months Ashley ran through 11 pair of shoes, burned over 270,000 calories, and sustained an injury total of only two blisters.

In 2013, MS Run the US launched its annual relay run across America for multiple sclerosis (MS). The event started on April 15th, 2013, in Santa Monica, CA and was completed 3,100 miles and five months later in New York, NY on September 6th, 2013. The event engaged 15 runners from 10 different states and raised over \$234,000 for multiple sclerosis (MS).

Since then, the MS Run the US Relay has continued as a yearly team event. Collectively since 2010 the event participants have run 24,012 miles across America and raised over \$2.34 million dollars for the cause.

*“Joining our mission can be hard, but it’s the right kind of hard.
It’s a variety of hard experiences done for all the right reasons alongside
a community of people that are committed to your success.”*

--Ashley Schneider, Founder of MS Run the US



Mission Statement | MS Run the US is dedicated to raising awareness and funds for multiple sclerosis (MS), to aid those living with disability due to MS and to support research. Our running events marry passion and purpose, by encouraging individuals to

push their physical and mental boundaries within a supported and educated atmosphere while being of service to those living with MS.

Purpose | The number of cases of MS are increasing daily - and no one is immune. MS does not discriminate; it affects men, women, and children, and impacts over 2.5 million individuals worldwide.

FACTS ON MS

FACT #1: MS SUCKS.

NO TWO PEOPLE HAVE THE SAME DISEASE EXPERIENCE OR SYMPTOMS



THE PROGRESS, SEVERITY, AND OUTCOME OF A MS DIAGNOSIS ARE *unpredictable*



2X AS MANY WOMEN ARE DIAGNOSED THAN MEN



OVER 2.2 MILLION PEOPLE LIVE WITH MS

SYMPTOMS OF MS DEPEND ON WHERE THE DAMAGE TO THE MYELIN HAS OCCURRED

WALKING/BALANCING PROBLEMS	FATIGUE
DEPRESSION	PAIN, NUMBNESS & TINGLING
CHANGES IN EMOTIONS	COGNITIVE DYSFUNCTION

Organization

What is MS? | Multiple sclerosis (MS) is believed to be an autoimmune disease in which the body's own white blood cells (the immune system) attack the protective covering on neurons located on the brain, the spinal cord, and the optic nerves. The disintegrated protective covering, or the scar that forms, can cause disruption in communication between the brain and body, resulting in symptoms all over the body that range from pain, numbness, tingling, loss of vision, paralysis, and more. The severity, location, and time of untreated disease from onset are the reasons individuals experience MS individually. No two cases of MS of the 2.5 million cases worldwide are alike.

MS Resources | MS Run the US relies on dependable information from trusted resources to increase our knowledge about the multiple sclerosis disease. Please take a minute to visit the pages of the National MS Society and MS Active Source linked below for more in-depth information on MS. See **Appendix A** for web addresses.

National MS Society Resources	MS Active Source Resources
 <u>What is MS</u>	 <u>What is MS</u>
 <u>Four Variations of MS</u>	 <u>Types of MS</u>
 <u>What Causes MS</u>	 <u>What Causes MS</u>
 <u>Common MS FAQs</u>	 <u>MS Symptoms</u>
 <u>MS 101 Part 1 Video</u>	
 <u>MS 101 Part 2 Video</u>	

Raising Awareness & Fundraising Programs



The Relay | The Relay begins every year mid-April near Los Angeles, CA and finishes mid-August in New York, NY. Runners are selected via our online application process as a participant for the team. Each runner commits to running approximately 160-miles over six consecutive days during

his or her assigned segment. The entire Relay spans just over 4 months and involves 19 individual relay runners. More information at: www.msruntheus.org/relay

Ambassadors | The Ambassador Program is an opportunity for individuals everywhere to achieve their goals while helping to improve the lives of individuals affected by MS. Each of our Ambassadors has the unique opportunity to be part of the MS Run the US team, raise funds for our organization and contribute to our mission. We work with our Ambassadors in various different capacities from social awareness to fundraising to volunteering! We love engaging with individuals committed to understanding multiple sclerosis, embracing, and supporting our mission, raising awareness in their community, and meeting the expectations outlined for the program. More information at: www.msruntheus.org/ambassadors

Individual Events | MS Run the US, Inc. encourages all individuals interested in helping the cause to fundraise through our online platform or by hosting a community event! We are dedicated to working *with* individuals to fundraise in their community for our mission. More information at: www.msruntheus.org/



Fundraising

Raising Awareness: Social Media

Many people first find out about a charity on social media - through friends and family.

Social media is one of the most effective tools for you to help raise awareness of our cause, build excitement for your epic adventure, and increase donations to your fundraising page.

55%

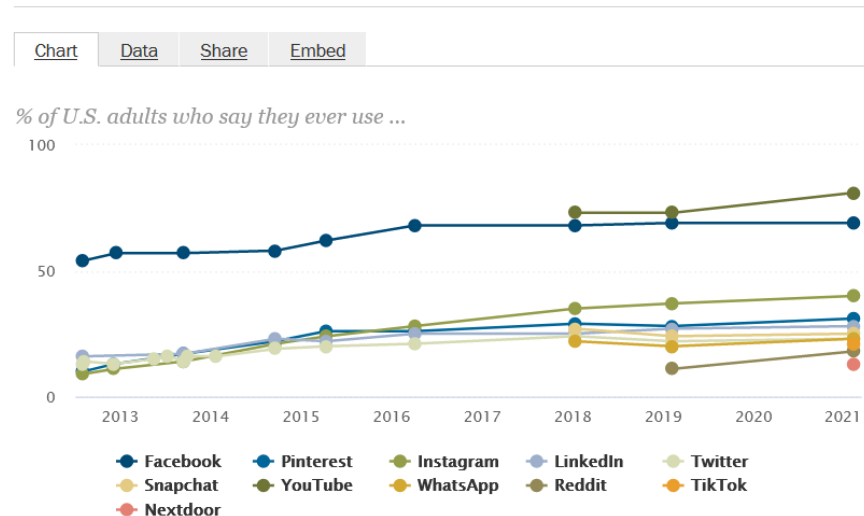
of people engaging with a nonprofit on social media **take action** - they donate money, volunteer, participate in an event or purchase a product supporting the nonprofit.

According to NP Source

Our social media platforms are Facebook, YouTube, and Instagram. By posting on your social media accounts and sharing our content, you will keep your peeps informed and engaged in the relay and your segment. Social media channels are easy to update and provide success at a zero to low cost – and you’re probably a pro at social media already!!

Which social media platforms are most common

YouTube and Facebook are the most-widely used online platforms, and its user base is most broadly representative of the population as a whole. Smaller shares of Americans use sites such as Twitter, Pinterest, Instagram and LinkedIn.



Social Media Check List

- 1. On your social media accounts, share the awesome news that you are one of the segment runners for the relay.
- 2. If you aren't on Facebook, join us! Even if a social media platform isn't your jam, FB is still the most visited platform out there. Join our relay runner FB group to get connected with your team.
- 3. Add the link to your fundraising page as a call to action. You can also create a Facebook fundraiser - money raised through FB will go to your goal.
- 4. Use our hashtags in your posts; hashtags reach beyond your immediate circle and expand those that have the same interests as you (see **Appendix B** for a list of hashtags).
- 5. Post frequently (if not daily!!). Share updates, photos, ask for input on smoothies, running gear, music – whatever feels right for you. This keeps your fans engaged and informed about you and your adventure.
- 6. Like and comment as much as you can on the relay team and org social media. We like to think the team is a pretty fun group to hang with!
- 7. Be you! No need to plan out or overthink posts. Everyone wants to hear your authentic voice and is excited to support you!
- 8. Subscribe to the MS Run the US YouTube channel and check out the amazing stories of our runners and the relay. Encourage others to subscribe to see your adventure unfold.

Raising Funds: Getting Started

Remember, the sooner you get started the sooner you will see support coming in!!!

Your Quick Start Check List

- 1. Set up your Fundraising web page
- 2. Get comfortable with your approach to share your personal story!
(Pissst. THIS IS THE MOST IMPORTANT STEP!)
- 3. Make your contact list
- 4. Write your email template

- 5. Write your letter template
- 6. Send and mail your email/letters
- 7. Plan one to three fundraising events
- 8. Invite contacts and promote event(s)

What to do in the first 48 hours...

1. **Get comfortable with asking for donations.** Many people would much rather donate than be an active fundraiser for a cause. Why? It's difficult to hear "no" and invest a lot of personal time for a greater good. BUT you are on a mission for those who need YOUR help, so here are a couple tips:

Ask. Your request will be much better received if you start out with: "May I share something with you?" Then proceed to tell the person about your cause, event, and request for donation.

Be Courageous and Outgoing. Remember you are not doing this for yourself! Just 20 seconds of courage to approach someone can mean the difference in achieving and exceeding your fundraising goal or falling short.

There is Always Opportunity. "No" or the lack of a donation does not mean, "No, because you are not worth supporting", it means, "Not right now" or "I already give to another cause". Remember, even if you don't receive a donation from a personal request, it is still an opportunity to raise awareness about the MS disease AND about your event!

Be prepared to follow up a request!

WE CANNOT STRESS THIS ENOUGH!

On average an individual must ask for a donation 3-to-5 times before the potential donor will actually donate.

You are not being a pest; people are busy! Reminding them that they can and should support you is important!

"Thank you for your time and consideration." Whether someone gives or not, thank them for their time & consideration. If the person/company is donating be sure to have all of their contact information to send a receipt and "Thank you" note. (see final pages of this manual for printable donation receipts).

2. **Set up your fundraising web page!** See **Appendix C** for details.
Relay Runners: Please follow the instructions emailed to you.
Other fundraisers: Go to <http://www.msruntheus.org> & click "create a campaign".

- Follow the registration promptings
- Your page will be Live when you click "Submit"
Note: Your page is not Live if you only click "Save and Preview" you must click Submit" for the page to publish online.

3. Make your 100 List.

Using the "Everyone you could possibly ever think of - try to make a list of at least 100 people that you know. If you can't think of 100 people, don't get too bogged down! Write until you can't think of anyone new, then take a break, and revisit the list a few hours later. (See **Appendix G** for a Memory Helper guide).

Also, don't worry if you don't have everyone's contact information that you write down. There are many means to finding their information through direct contact (call/text), online (email/Facebook), or asking family, friends, or a co-worker. Continue compiling the list for a couple of days until you have a strong contact list to reach out to!

Do's:

Ask your parents and family for the names and addresses of people you knew growing up. Fundraising is a GREAT opportunity to reconnect!

Send your letter to everyone on your holiday card list, party list, and wedding invite list.

Look through your checkbook and bank statements to identify people and places that you regularly visit and spend money...

4. Tell your story and your goals! Put together a simple, emotional, and compelling message.

Research suggests people give to charity out of emotion, not reason, so form a story and include pictures that will target emotion. Research also suggests that identification of one individual affected, rather than the larger sum of those affected, will create an instant connection with your fundraising efforts.

To put it simply, tell the personal story of your connection to MS. If you don't personally know someone, use the inspiration of MS Run the US, Jill Kumlien!



5. Share your WHY and start asking!

Emails | Did you know that people who fundraise online raise 200% more on average than those who do not? Additionally, the average online donation is 46% higher than cash and check donations!

- Email and post on social media to share your fundraising page
- Your in-depth story will be displayed on your fundraising page so keep your email simple, emotional, and inspiring!
- Include interesting, blunt, and unknown facts about the MS disease to grab the attention of your audience
- Try to relate this to your connection/experience with MS, again, to make it about an individual with MS rather than a group
- Make it personal - Include your feelings and desires!
- Include pictures if you have some
- Clearly state your fundraising goal and date of when you would like to receive donations by (usually 30 days after initial request)
- Perspective – Break your fundraising goal apart into mathematically obtainable goals. For example, if you're overall goal is \$5,000, let your supporters know you have reached out to 50 of your closest friends, hoping they will donate \$50 and ask a friend to donate \$50, which will equal \$5,000. Many hands make light work!
- Be clever – Fundraising doesn't always have to be serious. Be funny and outgoing in your fundraising efforts and you'll get more donations!

See **Appendix D** for additional ideas for emails.

Email Example #1:

Did you know that every hour someone is newly diagnosed with multiple sclerosis (MS)? This fact didn't resonate with me until my mom was diagnosed with MS 10 years ago. This fact changed my life and the life of my family forever. We also found out that there is no cure for MS, so now my mom is faced every day with a lifetime of possibly debilitating symptoms. I've always wanted to do something for a cause and my mom's diagnosis, along with these disturbing facts, were enough for me to get involved with an exciting charity MS organization called MS Run the US, Inc.

Through my online fundraising page here: [Insert your URL link] I have set a goal to raise \$2,000 by [date] for MS research for a cure! I appreciate our friendship and your support of my goal...after all, if you donate just \$20 towards my effort, with the help of others that have donated, I will be able to reach and possibly exceed my fundraising goal!

I appreciate your time and consideration of my MS fundraising goal!

Email Example #2

Can you imagine running a full 26.2 marathon?

Can you imagine running a marathon every day for six days in a row? I could hardly believe it when I heard a woman ran 125 marathons across the entire country in six months for her mom who had MS, but it's true!

After reading her story, I knew I had to join her charity's mission to raise awareness and research funds to support a cure to MS. I started my own fundraising page, which you can find here [insert URL link]. I will be running my very first half marathon in 2 months to bring attention to my fundraising goal. I'm really nervous, but also excited, and I would really appreciate any support you could give towards my fundraising goal. I would appreciate a \$13 dollar donation, one dollar for every mile I run for MS, but any amount is received with deep gratitude. My fundraising page closes on [DATE] so I would appreciate your support before then!

Thanks for your support!

Letters or Cards | Follow the fundraising tips for email writing using the MS Run the US post card and letter examples available to you (See **Appendix E & F**).

We have branded post cards & thank you cards on our downloads page at: www.msruntheus.org/downloads/

Make your own personalized postcard online at <http://www.zazzle.com/custom/postcards> or similar postcard making site.

Both examples include content that you may choose to use if you like!

Letter writing elements:

- Introduction about you and your event
- Information about MS Run the US & the MS cause
- Specific donation request
- How to donate
- Where to send donations
- Due date for donation request (30 days after request is made)
- Closing

It's suggested to include a donor form in your letter (see final pages of this manual for a printable donation form).

Here are some tips:

- Create a donation form or use the form found in the final pages of this manual. Provide clear donation amount choices.
- Keep in mind that many people will choose the lowest amount on your list; choose that amount thoughtfully so the bulk of your donations are not in \$10 increments. **Then list the amounts from highest to lowest so the donors see the highest number first.**
- Designate an "other" space for an amount of donors own choosing.
- Provide space for donor's name, address, email, and phone number for records.
- **Include your name and address on the donor form. This way if the donor sends the donation directly to MS Run the US, we will know it is for you!**
- **Return envelope** It's recommended that you include a self-addressed return envelope. You'll get a better response from your donors! Feel free to address the envelope to MS Run the US but if you choose to do so, make sure that the donor indicates who the donation is for otherwise it will be assumed as a general donation!

Double Your Donations - Gift Matching | Paperwork and proof of donation are the general requirements of gift matching. The contribution to your fundraising goal will be added once MS Run the US receives the check from the company.

What Your Donor needs to do:

- Ask your potential donors to inquire if their employer matches donations to MS Run the US and if there is a minimum donation requirement.
- If they have such a program, donor obtains the matching gift form from their company, usually from the HR department.
- The donor makes donation to you, either online or via check/cash. Donor receives receipt, either from online donation or in-person from check/cash donation (see final pages of this manual for printable donation receipts).
- Donor fills out their company's matching form.
- Donor gives you form and donation/receipt.
- If required, mail matching form to MS Run the US and we will take care of the rest!

Follow up | Many donors need to be asked 3 to 5 times to give before they actually do.

Life gets busy and the world has much noise, so don't feel rejected if you've only asked once or twice. Likely your friends, family, and co-workers intend to give, it's just not their first priority. Remind them! For an example of an email series that follows up with those you have asked, see **Appendix D**.

Fundraising Events

Fundraising events are planned special events that you host with the intent of raising money for your fundraising goal! Fundraising events are excellent ways to raise money while having FUN!

Fundraising Event Ideas

Bake sale	Hot cocoa sale	Monday night football party
Garage sale	Craft show	Volleyball tournament
Silent auction	Snack bar at work	Movie night
Raffle	Pancake breakfast	Wine tasting
Pub crawl	Bowling tournament	Community runathon
Karaoke night	Scrapbook party	Dollar-per-mile commitments
Trivia night	Dinner party	Golf outing/tournament
Cookout stand	Art auction	March Madness tournament
Candy sales	Super Bowl party	Grocery store collections
Bingo night	Valentine card sale	Wine and cheese party
Car wash	Bracelet sale	Win-a-date auction

Fundraising Event Planning | Start planning early! Consider your budget and ways to save on expenses. Use a donated venue; inform businesses that you would like to use their services for a charity event, so they consider providing a discount for you; ask around...use your network and connections to obtain the things you need for a successful event!

Promotion! Planning your event is half the battle; you must get people in the door to make it a successful fundraiser. Use email invites (evite.com is a good, free website), Facebook events, Twitter, and hang flyers in the community to bring awareness to your fundraiser.

Helpful Tips:

- When possible, try to get a headcount before your fundraising event, or sell pre-event to get an idea of the amount of people attending your event.
- Do something YOU enjoy!!! Your event will be much more successful, and you'll be much better at promoting, if you choose to host a fundraiser doing something you enjoy!

- Hosting a raffle and/or silent auction of items you collect from local businesses and friends are simple ways to boost your fundraising!
- Involve kids you know at the event by having them walk around at the event with an “extra donations” jar.
- Use the Fundraising Event Breakdown (**Appendix H**) to reconcile funds raised and expenses incurred during your event.

If at any time you feel “stuck” while organizing a fundraising event feel free to contact MS Run the US and we’ll do everything we can to un-stick you! Many times, just talking out the issue with an individual that is experienced in fundraising can help solve the problem.

Fundraising Event Timeline | It’s recommended that you continue to inform your network the approaching date in the following manner:

8 WEEKS OUT	Initial promotion of your event
4 WEEKS OUT	Reminder of your event
2 WEEKS OUT	Reminder of the approaching date
5 DAYS OUT	Alert your network 5-days to event!
1 DAY OUT	Urge your network to donate and/or participate
POST EVENT	Inform your network of the results of your event

Your Fundraising Planner

Week One

- Set up your fundraising web page.
- Build your fundraising strategy (See **Appendix H**).
- Send your first email. Aim to have 100 recipients.
- Write your fundraising letter.

Week Two

- Finalize your fundraising letter and mail it out. Aim to mail out 100 letters.
- Start planning a fundraiser.
- Update your email signature* to include the link to your fundraising website.
(*Signature is the automatic text included at the bottom of your emails)

- Tell at least one person every day about your event and the fundraising you are doing for MS Run the US.
- Have fun! Record an outgoing message on your voicemail or home answering machine about your training and fundraising:

*"I can't come to the phone right now' I'm likely out training for [event]!
Please leave a message and I'll get back to you shortly.
Remember to donate at [your URL]!"*

Week Three

- Ask your family and friends to forward your email/letter or website to their contacts.
- Send all check donations you receive to MS Run the US, Inc., 555 S. Industrial Drive, Hartland WI 53029 with YOUR name included!
- Consider starting a blog to write about your training, event, and fundraising.
- Continue fundraising event planning. Aim to include friends/family in event organization!
- Create a special thank you card or letter that you will send out to all your donors. Personalize and send to all donors who have already given.

Week Four

- Make a list of those who have donated, and those who haven't yet. Follow up with your contacts that haven't donated yet. Make sure to send thank you notes!
- Update new contacts you have made and mail out your letter or send them an email.
- Finalize date for your fundraiser. Send out invitations.

Week Five

- Update your web page/Facebook/Twitter/blog with new pictures, recent milestones, training stories or an update on your MS story to draw people back to your web page again.
- Assess how much you have fundraised and how much you have left to reach your minimum.
- More fundraiser event planning and promotion.
- Mail thank you cards to this week's donors.

Week Six

- Call your contacts that have committed to donating but haven't done so yet.
- Follow up with donors that have a company matching gift policy at their work.

- Meet/email at least one other person fundraising for MS Run the US, Inc. through your program to discuss each other's fundraising progress and to share ideas.
- Mail thank you cards to this week's donors.
- More planning and promotion for fundraising event.

Ongoing Check List

- Continue to keep your donors and network updated on your training, fundraising, events, and your MS story (as new things happen; include new individuals with MS that you are meeting, new information you are learning, etc.).
- Send out weekly thank you cards/emails to new donors.
- Remind all donors that donations are tax deductible!
- Send check donations to MS Run the US, Inc.
- Update your web page/blog and social media outlets.
- Host fundraising event(s).
- Assess your fundraising, your accomplishments, and how much more you must achieve before you reach your goal!

Two weeks before event or fundraiser

- Update your email signature with how many days left until your event!
- Start a countdown at work, home, and on social media with how many days left until your event!

One Night Before Your Event (or Travel Date)

- Send an email out to your contacts: "By the time you read this, I will be on my way to (event). Thank you for your support! Please follow my progress here (insert URL) and be on the lookout for my post-event update." Remind people why you are fundraising and share an update of those you are fundraising for!

One Week After Your Event

- Create and send a post event update to your entire list. Include pictures of yourself at the event or a post card from the event city you visited. Be sure to remind your audience that it's never too late to donate and include your fundraising page URL.

MS Run the US Fundraising Policies

Fundraiser Donation Procedures

All donations to your MS Run the US fundraising campaign must be submitted in the following manner.

MS Run the US, Inc. is an IRS approved 501(c)3 non-profit organization, thus all donations are tax exempt. Many individuals or companies will need the non-profit EIN number to submit their donation for their yearly taxes.

MS Run the US, Inc. EIN: 26-4295756

Credit Card Donations: Submitted online at <https://www.msruntheus.org/> or through your online fundraising platform.

Check Donations: Send your donation to the MS Run the US address and we'll add it to your fundraising site.

***REMEMBER TO INCLUDE YOUR NAME IN THE MEMO
so we know the donation is from your efforts!***

Please send all check donations to:

MS Run the US, Inc. | 555 S. Industrial Drive | Hartland, WI 53029

Cash Donations: Do NOT send cash donations via mail. If you do receive a cash donation submit a personal donation for the same amount to your online fundraising campaign.

Matching Donations: For company gift matching please contact MS Run the US directly at info@msruntheus.com if you need the non-profit IRS 501(c)3 approval document or W-9.

Fundraising Guidelines

Read MS Run the US IP Use PDF that directly relates to your involvement with the non-profit. IP PDFs found online at www.msruntheus.org/downloads/

Individuals cannot transfer funds raised to other individuals or programs.

Funds raised may not be used for any other purposes other than 100% donation to MS Run the US.

IMPORTANT! If in effect in your program, you must meet the fundraising deadlines specific to your event or you may be disqualified from participation.

Please request more information regarding this policy if needed.

All funds raised during your involvement with MS Run the US, Inc. programs will be donated regardless of your participation.

There will be no refunds given on any donation for any reason.

Appendix A. MS Information Links

National MS Society Resources

What is MS?

<http://www.nationalmssociety.org/about-multiple-sclerosis/what-we-know-about-ms/what-is-ms/index.aspx>

The four (4) variations of MS: <http://www.nationalmssociety.org/about-multiplesclerosis/what-we-know-about-ms/what-is-ms/four-disease-courses-of-ms/index.aspx>

What causes MS? <http://www.nationalmssociety.org/about-multiple-sclerosis/whatwe-know-about-ms/what-causes-ms/index.aspx>

Common MS FAQ's: <http://www.nationalmssociety.org/about-multiple-sclerosis/what-weknow-about-ms/faqs-about-ms/index.aspx>

MS 101 Part 1: <http://youtu.be/aUsUTzcp5M>

MS 101 Part 2: <http://youtu.be/BewpDS dvNB8>

MS Active Source Resources

What is MS? What is MS?

Types of MS: <http://www.msactivesource.com/types-of-ms.xml>

MS Symptoms: <http://www.msactivesource.com/multiple-sclerosis-symptoms.xml>

What causes MS? What causes MS?

Appendix

Appendix B. MS Run the US Hashtags

MS Run the US Hashtags:

#msrelay2022 #msruntheus

Other Hashtags:

#orangearmy #multiplesclerosis #strengththroughadversity #mswarrior #chronicillness #msfighter
#thisisms #livingwithms #fundraiser #givingback #curems #mssociety #ms #mssupport
#ultrarunner #ultrarunning #running #runner

Appendix C. Website Fundraising Page Bio

Note: Review current web pages of relay runners and ambassadors for ideas and content

Name: Your Name or Name of Campaign

Subtitle: Runners: "The MS Run the US - [YEAR] Relay"
Ambassadors: "Ambassador Team"

What: Copy & paste event description from: www.msruntheus.org/the-relay/ for Runners or
www.msruntheus.org/ambassadors/ for Ambassadors

Bio Overview:

Hometown or Current Location / Social Media Links / Segment: [If applicable]

Personal Story (your WHY)

Appendix D. Email Examples

Dear friends and family (or insert their name),

I am very excited to tell you about a new running-- fundraising event I am participating in to help benefit those living with multiple sclerosis (MS). As you may know, my mom was diagnosed with MS in 1980. Though my mom lives with many disabilities she has inspired me with positive spirit to fundraise \$10,000 this year to help find a cure!

While fundraising I will also be training to run my very first 50-- mile race on May 9th, 2013! I want to tell you all about it, so to learn more please visit my online fundraising page here: [insert URL]. I am also writing a blog here: [insert URL].

I ask that you please make your donation by [insert date] to support my efforts against MS!

Kindly,

Ashley

Appendix D. Email Examples - Multiple Asks

Email #1

Subject: April's Epic Adventure Begins – Your Support Needed by April 15th!

This April marks the kickoff to the MS Run the US Ultra Relay, a 3,260-mile run across America! If you've seen my recent posts, then you know **I've been hand-selected to run 162 miles in 6 days** from Vernal, UT to Steamboat Springs, CO, and fundraise \$10,000 for the cause.

I've been asked a lot, WHY would I run and fundraise that much? I was diagnosed with MS 10 years ago at the age of 25, and more recently my brother also received a MS diagnosis. This disease greatly impacts my life and millions of others around the world. It's a cause worth running for, and I'm doing this to inspire those who have been recently diagnosed and support those living with MS through financial aid and research support.

I am honored to be a part of this cross-country relay run and I need your help to reach \$10,000 goal by April 15th; currently I've fundraised almost \$3,800. I am training hard and working hard to raise awareness and funds to support the MS cause, and am asking for you to join me by donating towards my \$10,000 goal. This is an epic event with massive impact, and you can help by supporting my relay segment.

We can do this!! Here are some fun ways to support my effort, this organization, and the cause:

Sponsor Support

- Marathon Sponsor – 26 miles in one day - \$26
- Matt's Super Fan – because you are super!! - \$50
- Segment Sponsor – 162 total miles in six days - \$162

Every dollar pushes the needle to my \$10,000 commitment.

<https://www.msruntheus.org/campaigns/running-the-us-to-stop-ms/>

Recently the Founder of MS Run the US did an interview with me on their Behind The Laces series. You can find that interview [here](#), and follow me on social media.

Thank you for taking your time to consider this request.

Matt

Facebook link

Instagram link

Email #2

Subject: April Relay Kickoff!

We are on the road! The MS Run the US Ultra Relay team has started our 3,260-mile run across America. Now is the time to show your support in my effort to raise \$10,000 by April 15th! As part of the relay team, I have been hand-selected to run 162 miles from Vernal, Utah to Steamboat Springs, Colorado over 6 days in May.

We can do this!! I am part way to my \$10,000 goal and I need your help by April 15th to reach my next team fundraising benchmark.

Here are some ways to support me, this relay and the cause:

Sponsor Support

- Marathon Sponsor – 26 miles in one day - \$26
- Matt's Super Fan – because you are SUPER! - \$50
- Segment Sponsor – 162 total miles in six days - \$162
- Every dollar will get us to the \$10,000

DONATE TODAY – MY NEXT FUNDRAISING BENCHMARK IS MAY 1

<https://www.msruntheus.org/campaigns/running-the-us-to-stop-ms/>

I'm running the MS Run the US Relay to Inspire those who have been recently diagnosed and support those living with MS who have not been as fortunate as I feel.

Recently the Founder of MS Run the US did an interview with me on their Behind The Laces series. You can find that interview [here](#), and follow me on social media.

Thank you for taking your time to consider this request.

Matt

Facebook link

Instagram link

Email #3

Subject: Behind the Laces – My Why

Here is a [link](#) to my Behind the Laces video about why MS Run the US supports such an important cause and why this means so much to me.

VIDEO LINK

We are so close to making our \$10,000 goal. Each runner commits to run 160 miles in 6 days and to reach that \$10,000 goal. Together we can make a difference.

EVERY DOLLAR HELPS.

We are almost at the finish line!

DONATE TODAY – FINAL BENCHMARK IS MAY 1

<https://www.msruntheus.org/campaigns/running-the-us-to-stop-ms/>

Thank you for taking your time to consider supporting the relay and MS Run the US. You can follow my journey on social media and cheer me on virtually!

Matt

Facebook link

Instagram link

Appendix E. Postcard Example

Image: **See downloads area** at www.msruntheus.com/downloads/

Dear friends and family (or insert their name),

I am running 160 miles in 6 days this April!!

I am honored to be a part of a cross-country relay team and I need your help to reach my \$10,000 goal by [date].

This is my way to help those living with multiple sclerosis (MS). As you may know, my mom was diagnosed with MS in 1980. She has inspired me to fundraise \$10,000 this year to help find a cure!

Visit my online fundraising page here: [insert URL]. I am also writing a blog here: [insert URL]. I ask that you please make your donation by [insert date] to support my efforts to Stop MS!

Thank you for your support!

Ashley

Appendix F. Letter Example

[Date]

Dear family and friends,

I am writing you this letter as a request for donation to the event mom and I will be participating in together on September 22nd in Milwaukee at the Brewers Mini Marathon.

As you may know my mom, Jill Kumlien, has been living with multiple sclerosis since 1980. In 2010 I made an effort to raise funds to support the research for a cure to MS by running my very first marathon. Since then, I have dedicated much of my time to the cause because I learned that every hour of every day someone just like my mom is newly diagnosed with MS!

Mom has been watching me run in hundreds of races since my first middle school Track & Field competitions, but never once has mom been able to physically participate because of her MS symptoms.

The Brewers Mini Marathon will be the very first race Mom will ever participate in!

[Insert picture]

I am asking that you support our effort in this event by donating \$13.10, or more if you are able, to contribute to the overall goal of \$13,100. The minimum request amount and the overall goal reflect the 13.1 miles Mom and I will be running together!

I appreciate your consideration of our fundraising event knowing that there are many worthwhile causes to donate to.

If you would like more information on the event, our current fundraising effort, and/or would like to donate online please visit: [Insert URL]

My personal fundraising deadline is [insert fundraising deadline]. I would appreciate your support by this date! Thank you for your time and consideration!

With love and determination,

Ashley

Appendix G. Memory Helper

Who is/Are my...

Parents	Bartender	Nurse
Grandparents	Beautician	Nutritionist
Brothers	Bookkeeper	Office Cleaner
Sisters	Bus Driver	Optometrist
Aunts	Butcher	Painter
Uncles	Carpenter	Pharmacist
Cousins	Carpet Cleaners	Photographer
Brother-in-law	Caterer	Physical
Sister-in-law	Chiropractor	Therapist
Accountant	Dentist	Personal Trainer
Aerobics Instructor	Electrician	Physician
Appraiser	Engineer	Dermatologist
Architect	Engraver	OBGYN
Auctioneer	Exterminator	Piano Instructor
Attorney	Financial	Plumber
Auditor	Planner	Police Officer
Babysitter	Interior Decorator	Psychologist
Baker	Mechanic	Publisher
Banker	Notary	Recruiter
		Veterinarian

Who sold me my...

Advertising	Dog	Quilting Materials
Auto	Dry Cleaning	Refrigerator
Antiques	Formal Wear	Resume
Audio/Visual Equipment	Furniture	Sewing Machine
Barbecue	Gas	Sheet Metal
Batteries	Golf Equipment	Seeds
Bicycle	Horse	Shoes
Bed	Hot Tub	Shoe Repair
Blinds	House	Siding
Boat	Insurance	Snow Removal
Bridal Gown	Investments	Sporting Goods
Burglar Alarm	Jewelry	Sprinkler System
Cabinets	Loan	Storage
Camera	Luggage	Stereo
Camper	Lawn	Storm Windows
Car Wash	Manicure	TV
Carpeting	Medicine	Tires

Cat	Mortgage	Tile
Cell Phone	Motorcycle	Tools
Clothing	Music	Towing
Computer	Mutual Fund	Trailer Travel
Condominium	Pet Supplies	Uniform
Contact Lenses	Photography	Wedding Supplies
Copier	Piano	
Cosmetics	Picture Framing	

Appendix H. Fundraising Event Breakdown Example

Revenue Item	Dollar Raised per Unit	Total
Registration	35 attendees @ \$20 each	\$700
Fundraising Revenue	At event	\$1,000
Raffle	150 tickets @ \$10 each	\$1,500
Silent Auction	Item X @ \$150 Item Y @ \$200 Item Z @ \$100	\$450
Sponsorship	3 sponsors @ \$1,000 each 5 sponsors @ \$500 each 7 sponsors @ \$250 each	\$7,250
Gross Revenue		\$10,900

Appendix

Donation receipt



Thank you for your donation of \$_____ to non-profit organization, MS Run the US, Inc. We greatly appreciate your support of our efforts to raise awareness and funds to support research for a cure!

Date: _____ Receipt Given By: _____

EIN: 26-4295756 Title: _____

MS Run the US | 555 South Industrial Drive | Hartland Wisconsin | msruntheus.org

Donation receipt



Thank you for your donation of \$_____ to non-profit organization, MS Run the US, Inc. We greatly appreciate your support of our efforts to raise awareness and funds to support research for a cure!

Date: _____ Receipt Given By: _____

EIN: 26-4295756 Title: _____

MS Run the US | 555 South Industrial Drive | Hartland Wisconsin | msruntheus.org

Donation receipt



Thank you for your donation of \$_____ to non-profit organization, MS Run the US, Inc. We greatly appreciate your support of our efforts to raise awareness and funds to support research for a cure!

Date: _____ Receipt Given By: _____

EIN: 26-4295756 Title: _____

MS Run the US | 555 South Industrial Drive | Hartland Wisconsin | msruntheus.org

MS Run the US Fundraiser

YES! I will join your efforts to help create a world free of multiple



Donor Information:

Name: _____

Address: _____

_____ Phone _____

In memory/honor of: _____

Please circle to appropriate contribution:

\$1,000 \$750 \$500 \$250 \$100 \$50

Other amount: \$ _____

_____ YES! My company can gift match this contribution

Payment Information:

Visa Master Card Discover

Card # _____ Exp. Date _____

Signature _____

Please make checks payable to MS Run the US, Inc. and mail your contribution directly to ME at address below:

Thank you for your donation to MS Run the US, Inc. I greatly appreciate your support of my efforts to raise awareness and funds to support research for a cure!

Date: _____ Receipt Given By: _____

EIN: 26-4295756 Title: _____