



DIY BAR CHALLENGE 2014 PARTICIPANT GUIDE

MULTIPLE SCLEROSIS STOPS PEOPLE FROM MOVING.
WE EXIST TO MAKE SURE IT DOESN'T.

nationalMSSociety.org/PAX or 1.800.344.4867

Dear Participant:

The DIY Bar Challenge annually gives the restaurant and bar industry a unique chance to give back to their community. Help create a world free of MS, by planning an event at your restaurant or bar, the more creative the better! The DIY Bar Challenge Campaign provides each restaurant and bar the tools to become a top fundraiser in the industry.

Some quick ways to launch a Do-It-Yourself Fundraising, Bar Challenge Event:

- Restaurant Give Backs: Donate a percentage of your sales to the National MS Society.
- Sell Pittsburgh Sport themed supplies to your patrons.
- Have a guest bartender, a local celebrity mix up the fun and drinks for one evening
- Create an "orange" cocktail and have a portion of the sales donated back to the National MS Society, Western PA Chapter.

We will continue to support all the establishments that participate as best we can. This year we will have two scheduled turn-ins:

Monday, March 10th: turn-in \$500 and receive a Guiness Mirror and a Pittsburgh Sports Package!

Monday, April 7th: please see the prize structure on page 11, to see what you qualify for.

The awards party will be held in May of 2014 to celebrate all Western Pennsylvania's top DIY Bar Challenge fundraisers. We are looking forward to another year of fun, safe and mission based fundraising. Thank you again for Joining the Movement to help end MS forever!!

Sincerely,
Susan L. Cook





WHO IS CREATING A WORLD FREE OF MS

2013 SOUTHWEST ESTABLISHMENTS TOP 10

1.	Slovak Educational Club, Somerset	\$ 15,750.00
2.	Darby's Pub & Restaurant, Fayette	\$ 10,000.00
3.	Roadman-White American Legion #941, Westmoreland	\$ 8,351.11.00
4.	Smitty's, Fayette	\$ 8,300.00
5.	Strike Zone Lounge, Indiana	\$ 5,400.00
6.	Bradford's Lounge, Washington	\$ 4,582.77
7.	Mama T's Tavern, LLC, Somerset	\$ 1,640.00
8.	Adah Volunteer Fire Department, Fayette	\$ 1,500.00
9.	The Sunshine Mine Inn, Clearfield	\$ 1,200.00
10.	California Hill Gun Club, Washington	\$ 935.00

VISIT NATIONALMSSOCIETY.ORG/PAX TO SEE A LIST OF THE
PARTICIPATING 2014 SOUTHWEST ESTABLISHMENTS

WAYS TO DO IT YOURSELF

ASK A FRIEND

DIY fundraising doesn't get any easier than just Ask a Friend - no event required. Simply send an email to friends, family, colleagues - anyone in your network and tell them why ending MS is important to you. If you give them the opportunity to donate, they can share in your passion for finding a cure. If you need help getting started, sample messaging is pre-loaded in your Participant Center.

Organize a Fundraising Activity (the options are endless, here are just a few!)

- Horseshoe Tournament
- Basketball, Softball etc. Tournament
- Battle of the Bands
- **Chili Cook-off**
- Benefit Dinner
- Bowling Tournament
- Car Show
- Car Wash
- **Casino Night**
- Concert
- Concession Stand
- Cycle or Triathalon
- Dodge Ball Tournament
- Dress Down Day/Casual Day at Work
- Flower Sale
- Golf Outing and Silent Auction
- **Guest bartend/wait staff**
- Holiday cookie bake-off/Bake Sale
- Holiday Gift Wrap
- **Host a dance/Adult prom**
- Motorcycle Ride for MS
- Office Olympics
- Pancake Breakfast
- **Pig Roast**
- Garage Sale
- Run for MS
- Talent Show
- Yard work for donation

TIPS!

- Take advantage of the things you or your committee is already involved in: hobbies, interests, successes or experiences with certain types of fundraisers in the past.
- The more unique, the better. Try to find a fundraising event type that will not directly compete with other successful and long-standing benefit events in your area.
- You can plan a low-key event such as a bake sale, car wash, or yard sale. Or you can hold a large-scale event such as an auction, trivia night, or gala. The scope of your event should depend upon the amount of planning you are able to perform, the amount of time available you can spend, and the availability of people willing to support your efforts.

Online Tools: I can help you set up your participant center, call me at 412.261.6347.

A customizable "My Account" is available to each DIY supporter and organizer to help with recruiting and fundraising. Tools within My Account include:

- Update your personal or activity fundraising page
- Set your personal or activity page shortcut URL
- A progress bar at the top of the page provides an overview of your personal fundraising progress
- Send emails to friends, family and co-workers
- Enter "offline" gifts (credit, checks or cash)
- Group activity organizers can see the total number of supporters and the total activity fundraising progress
- Quick links for frequently used functions down the right side of the page
- Note - My Account log in is located at the top of the DIY website.

Eric diagnosed in 2004



A WORLD FREE OF MULTIPLE SCLEROSIS

ABOUT MS

Multiple sclerosis, an unpredictable, often disabling disease of the central nervous system, interrupts the flow of information within the brain, and between the brain and body. 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 at least two to three times more women than men being diagnosed with the disease. MS affects more than 400,000 people in the U.S. and over 2.1 million worldwide.

ABOUT THE NATIONAL MS SOCIETY

MS stops people from moving. The National MS Society exists to make sure it doesn't. The Society addresses the challenges of each person affected by MS by funding cutting-edge research, driving change through advocacy, facilitating professional education, collaborating with MS organizations around the world, and providing programs and services designed to help people with MS and their families move forward with their lives. In 2010 alone, through its national office and 50-state network of chapters, the Society devoted \$159 million to programs and services that assisted more than one million people. To move us closer to a world free of MS, the Society also invested \$37 million to support 325 new and ongoing research projects around the world.

The Society is dedicated to achieving a world free of MS. 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 nationalMSsociety.org or 1.800.FIGHT.MS (1.800.344.4867).

WHERE DOES THE MONEY GO?

CHAPTER PROGRAM & RESEARCH HIGHLIGHTS

For more than 50 years, the Western Pennsylvania Chapter of the National MS Society has been at the forefront of providing help and hope through programs and services for people with MS, their friends and love ones. The Chapter funds a Direct Financial Assistance program that includes emergency assistance funds to help those with immediate need. The R.E.A.C.H. program provides financial assistance and support to victims of domestic violence. We offer respite care and care management services to families. We partner with local Comprehensive MS Care Centers and support a multi-disciplinary team of health care professionals who diagnose and treat people with MS. In addition, we offer information and referrals services, wellness programs, family programs and more.

CHAPTER FINANCIAL INFORMATION

We help each person address the challenges of living with MS. As a national organization we fund more MS research, provide more services to people with MS, offer more professional education and further more advocacy efforts than any other MS organization in the world. Locally, our chapter serves 7,500 people living with MS in our territory while supporting national research.

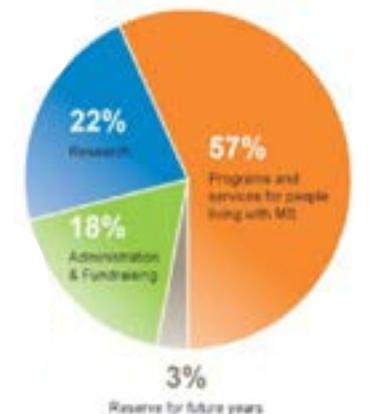
Here are some other examples of what the money you raised will provide:

- **\$100 raised provides** - Shower chairs, grab bars, kitchen carts, computer screen magnifier, transfer boards.
- **\$250 raised provides** - Air conditioners, walkers, incontinence supplies, emergency call system, laptop wheelchair desk, accessible transportation for infusion for four months.
- **\$500 raised provides** - Portable ramps, dialog hands-free telephone, uplift seat assist, chair lift.
- **\$1,000 raised provides** - Stationary ramps, voice activated computer, headmaster mouse and keyboard, computer speech recognition software.



WE'RE MAKING PROGRESS WITH RESEARCH

- There are more potential therapies in the pipeline for MS than at any other time in history.
- The National MS Society funded basic and clinical research that helped lead to the development of many of the approved disease-modifying drugs for MS including new oral medications.
- We funded a major collaborative initiative that led to breakthroughs in identifying gene variations that contribute to MS susceptibility.
- We have trained or funded many of the leading MS researchers making breakthroughs today.



WESTERN PA CHAPTER

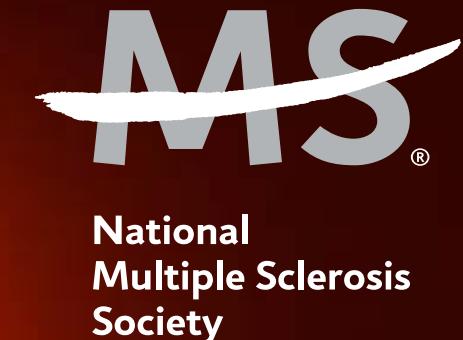
WE HAVE BEEN AT THE FOREFRONT OF PROVIDING HELP AND HOPE THROUGH PROGRAMS AND SERVICES FOR PEOPLE WITH MS, THEIR FRIENDS AND LOVED ONES. WE ADDRESS THE CHALLENGES OF EACH PERSON WHOSE LIFE IS AFFECTED BY MS!

LOCAL FINANCIAL ASSISTANCE PROGRAMS

- Direct Financial Assistance: \$500 for the purchase of durable medical equipment, adaptations to the home and car, cooling products, aids for daily living, exercise and wellness activities.
- Emergency Financial Assistance: \$500 for transportation, rent or mortgage payment, utilities and food.
- R.E.A.C.H.: Relocation & Safety Assistance, Education, Awareness Change and Hope. The REACH Program provides up to \$1500 to Persons with MS who are victims of domestic violence. The program includes screening, referral, education, safety planning and financial assistance for relocation, reparation for damages, legal fees and mental health services for persons with MS.
- Respite Care: The Respite Care Program provides up to \$1200 of funding for a home health aid to come into the home to assist the person with MS with self-care and activities of daily living so the caregiver can take a break. The person with MS may also chose to go into an assisted living facility and the Chapter will provide \$1200 for a short stay at the facility.
- Care Management Services: The Chapter provides up to \$1200 for care management services, contracted with the ELKS Nurses of PA and Care Unlimited, Inc. The Elks nurses provide in-home assessment and community referral to persons with MS who have multiple community service needs.

HEALTH, WELLNESS & FAMILY PROGRAMS

- Comprehensive MS Care Centers ~ The Chapter partners with the UPMC MS Center and the Allegheny MS Treatment Center to support a multi-disciplinary team of health care professionals that offer comprehensive health care services for the diagnosis and treatment of MS.
- MS PAWS ~ Pets are Wonderful Support ~ The unique program is sponsored by Animal Friends to provide temporary Foster Care for family pets during a domestic or medical emergency.
- Fitness for MS ~ 12 week fitness course for persons with MS currently being offered in these locations:
 - UPMC Sports Medicine, Pittsburgh, PA
 - West Park Rehab, Franklin PA
 - Windber Medical Center, Johnstown, PA
- Yoga for Life ~ 12 week Yoga classes for persons with MS currently offered in these locations: Pittsburgh, Altoona, Erie and New Castle.
- Aquatics Exercise ~ Water exercise classes for those with MS currently being offered in these locations: Pittsburgh, Altoona, Erie, Ligonier, Johnstown, Greensburg and Washington.
- Family Programs ~ Recreational & social activities for the whole family includes: MS Awareness Day at PNC Park, The Curve, Altoona PA and The Sea Wolves, Erie PA
- Holiday Gift Giving ~ Purchase and delivery of gifts for persons with MS living in long term care facilities during the holidays!



FUNDRAISING DIY IDEAS!

Offer to do something unusual – (i.e., shave your head, sing karaoke in a costume of the team's choice, etc.) if your team reaches or exceeds its fundraising goal.

Set up a raffle for the team – with each \$50 raised, be entered in a chance to win a prize (For friends: A special home-cooked meal for the winner and their family; For employees: A day off.)

Hold your own silent auction – with food and entertainment.

Fundraise with Facebook – through the Boundless Fundraising tool available on your personal page.

Be sure to ask everyone you know!

Donate to Yourself!

WINTER IDEAS

Penguins: Bashes, Tailgates, Parties, Game-Day Buffets, Sleepovers...you name it, and put a hockey twist on it and people will come out and support your event for the National MS Society. Some of our top fundraisers have annual Pittsburgh Sports parties every year.

Valentine's Day: Lonely Hearts Pajama Party! Celebrate Valentine's Day and have a ball! Market your Valentine's Day Party on Facebook, Twitter and other social media outlets. Ask for a "cover charge" donation, plan a 50/50 raffle or best pajama contest.

St. Patrick's Day: We all love a good St. Paddy's Day Party. What a better time to increase your fundraising totals for the Bar Challenge. We have St. Paddy's Day supplies to

help you decorate your bar or raffle off to your patrons for donations.

Mardi Gras: Get out the beads or call the MS Society and place an order and *Celebrate Fat Tuesday!*

Don't forget about Easter: We will have Easter Signature Cards again this year to help you create a world free of MS.

SPRING IDEAS

Invite your friends over for a good 'ol fashioned poker tournament with a buy in. Winner donates half!

Make a basket of goodies and sell raffle tickets. Your crafty friends are great resources for this!

Golf Tournaments: Spring is a wonderful time of the year to plan a Charity Golf Outing. Check out your local public golf course for details.

And don't forget about those Pirates! Have a viewing party, a tailgate or any Game-Day Active! Let's Go Bucs!

And of course, sometimes the practical is best – just ask for a year-end donation. It's tax deductible!

More ideas for fundraising can be found on our website at nationalMSsociety.org/PAX and click on the Bar Challenge button!

ORGANIZING A DIY EVENT

COMMITTEES

Recruit a few friends, peers, family members, or community leaders and create a committee to help you steer and organize the event. No one person can single-handedly run a successful fundraiser; it takes a group of motivated individuals who are passionate about supporting your efforts.

- By getting more people involved, you will be creating more awareness of the event, have access to more networks, contacts, and opportunities, and prevent yourself from becoming overextended.
- Most people are more than willing to help you organize your event and are just waiting for you to ask. Be bold and surround yourself with a great committee!

GOALS AND OBJECTIVES

Determine the overall goals and objectives of the event

- What is the fundraising goal amount?
- Will the effort increase awareness among others of MS and NMSS? Will it draw attention to our cause?
- Will the event motivate others to take action? Will the event motivate others to become volunteers?

TIMING

Keep these things in mind when determining the time and date of your event:

- Choose a date far enough in advance to give you ample time to prepare.
- You could coordinate your event with a significant date or time of year.
- Set realistic dates and goals for when you will accomplish each of your goals to make the event successful.
- Make sure to record the name of the committee members or volunteers responsible for meeting specific goals.
- Remember, that it is better to finish your to-do list earlier than later so make sure that you allow enough time to complete tasks well in advance of the event.

BUDGET

- Set realistic goals for attendance, revenue and expenses. Make sure to consider any up-front costs or significant fees.
- Estimate attendance, cost of decorations, refreshments, printing, mailing expenses, food/drink, location, giveaways, supplies etc.
- Determine what items could be donated.
- Determine the overall cost per person and then determine the ticket prices to ensure attendance and a profit.
- Consider significant up-front costs and deposits that may be required to reserve the location, caterer, DJ or other service provider.
- Have a plan for paying expenses until sponsorship money is received.
- Start to create incentives for committee members and volunteers to encourage tickets sales, secure donated items, and sponsorships.

MAKE IT MEMORABLE

Most DIY activities are successful because they are unique and memorable beyond the day of the event. Ask yourself these questions:

- Will attire be casual or black tie?
- Will the event be held on a significant date or in a month that could help determine a theme?
- What will the flow of the event require - a speaker, video, live entertainment, someone living with MS to share their story, etc.?
- Will there be an auction, raffle, just socialization, etc.?

GETTING THE WORD OUT

There is a wide variety of ways to let people know about your activity from flyers and brochures to email and Facebook. Be sure to utilize all available avenues to promote your event.

- Create your guest list. Exhaust all of your networks in addition to volunteer networks.
- Create flyers, posters, invitations, and brochures for the event.
- Any honoree names should be prominent on the invitations and committee members should be listed in addition to a description of the Society, sponsors, and major donors.
- Market event through social networks, online calendars, grassroots, etc.

SPONSORS AND VOLUNTEERS

- Create comprehensive sponsorship packages that provide benefits that are appealing to local companies.
- Don't be too afraid to ask, remember your passion and that you are supporting a great cause.
- Make sure to follow-up with each potential sponsor with a professional proposal, phone call or visit.
- Identify areas where additional volunteer help is going to be needed for planning and executing the event.
- Encourage committee members to recruit both sponsors and volunteers.

DETAILS

- Reserve any services, technical or other, that will be required for the event (sound system, sound professional, projector & screen for pictures or videos, valet parking, coat check, security, etc.)
- Contracts or agreements are a necessity in order to ensure that the service provider is aware of the date and time of the event, in addition to their identified obligations. Contracts or agreements are especially helpful for service providers who are donating services.
- Analyze potential safety and security hazards and create a plan to help eliminate any risk.
- Identify whether additional liability insurance is going to be necessary to cover injuries due to high-risk activities (rock climbing, sky diving, etc.).
- Create a weather contingency plan if the event is outside. What will happen if inclement weather strikes?
- Confirm venue, food, drink, services, speaker, etc. and that contracts and agreements have all been signed and received.
- Start to organize volunteer needs for day-of roles and responsibilities.

DAY OF THE EVENT

All of the prep-work is done and it's the day of the big event. It's a good idea to create a checklist of things to do and vital items you'll need.

- Communicate any last-minute changes or additions to your volunteers, as well as identifying and troubleshooting any problem areas.
- Ensure event is running on time and that all speakers have arrived and understand their role for the event.
- Identify a designated volunteer, whom you trust and can be relied upon to make good decisions, to troubleshoot any problems or answer any questions that volunteers may have.
- Make sure to greet your guests - let the volunteers focus on their roles while you thank guests for attending and encourage them to participate in the event's activities.

POST EVENT

You pulled it off, but yet, there's still more to do -

- Thank attendees and volunteers through an email or personal note.
- Thank sponsors through a personal note.
- Ensure all expenses are paid and that proper documentation is retained to support use of revenue.
- Organize the attendee list in order to make sure they are invited to next year's event.
- Submit proceeds to the Society.
- Be proud of the great work you did to help families affected by MS... Thank you!



ONLINE TOOLS: MAKING FUNDRAISING FAST & SIMPLE

Everyone who registers gets a participant center, the online hub for managing online fundraising.

HOW IT WORKS

From the Participant Center, you can edit your Personal Page, e-mail donors, manage your campaign and follow your progress. To get to your Participant Center, log in to your event, login to your account with your username and password and click on Participant Center where you will be prompted to:

1. **Update your Personal Page** – It's easy to change the layout, story and upload pictures to your Personal Page. Make it about you and your friends and family will make generous donations! You can even keep a blog on your Personal Page.
2. **Send e-mails to friends and family asking for their support** – You can easily import contacts into your Address Book from other e-mail applications such as Microsoft Outlook, AOL or Yahoo! Or add them manually. In just a few clicks select and send an appeal for support or a thank-you. Use a pre-written e-mail or write your own.
3. **Fundraise online** –
 - o Track your individual, ongoing fundraising progress.
 - o Update your fundraising goal.
 - o View reports on your team members' contributions.
 - o Send follow-up messages and thank-you e-mails to your supporters.
4. **Boundless Fundraising & Social Networking** – Fundraise with Facebook through the new boundless fundraising tool available on your personal page. Create a Facebook fanpage for your team. You can also post tweets on Twitter for your group and videos on YouTube.

SOCIAL MEDIA

Using social media to fundraise, grow a team and to increase awareness.

FACEBOOK, facebook.com/MSWesternPA

Facebook is the most popular social network in the world, helping people connect and communicate with people they know, and encouraging easy sharing of important news, events and pictures. Share the word about your upcoming Walk faster and easier than ever before!

LINKEDIN, LinkedIn.com

This place for professionals has the potential to expose your team to folks who are capable of making donations. LinkedIn Groups can help you to connect with others of similar passions and interests who could potentially create or join a team.

TWITTER, twitter.com/MSWesternPA

Twitter is one of the fastest growing social networks. It is a micro-blogging platform that allows you to send a 140-character (or less) about anything you want to anyone "following" you. Tweet about your Walk and team often!

YOUTUBE, YouTube.com

YouTube brings your cause to life by giving friends, family and fans a place to view footage of events, inspirational videos and slideshows. Share your Walk experiences and invite others to join you or support you with a donation.

YOUR PERSONAL FUNDRAISING WEB PAGE, url varies by event

Create and customize your personal fundraising webpage after you register for a Walk event. You can accept donations online, send "thank you" emails, share your progress and, invite your friends to join your cause. The Society makes it quick and easy to get started with a simple login.

GREAT THINGS ABOUT OUR ONLINE TOOLS

1. Post your pictures online
2. Interact with your social network
3. Set up a simple URL for your page
4. Set a fundraising goal that everyone can see and support
5. E-mail your fundraising link to patrons
6. Track your fundraising progress
7. See your real time fundraising total
8. Track and thank people for their gifts



DIY BAR CHALLENGE PRIZES

Overall Top Fundraising ~ Win the Traveling Champions Cup

Turn in your Bar Challenge Donations from now through these two dates and win prizes:

March 10, 2014: turn-in \$500 and receive a Guiness Mirror and a Pittsburgh Sports Package!

April 7, 2014: please see the prize structure below to see what you qualify for!

\$250:	2 Bar Challenge T-shirts 2 Free Admissions to the awards party in May
\$500:	4 Bar Challenge T-shirts 4 Free Admissions to the awards party in May
\$1,000:	6 Bar Challenge T-shirts 6 Free Admissions to the awards party in May
\$2,500:	6 Bar Challenge T-shirts \$50 Giant Eagle Gift Card 6 Free Admissions to the awards party in May
\$5,000:	6 Bar Challenge T-shirts \$100 Giant Eagle Gift Card 8 Free Admissions to the awards party in May
\$10,000:	8 Bar Challenge T-shirts \$200 Giant Eagle Gift Card 10 Free Admissions to the awards party in May
\$25,000:	10 Bar Challenge T-shirts \$250 Giant Eagle Gift Card 15 Free Admissions to the awards party in May

*\$1,000 minimum to be eligible for a plaque

This year's Bar Challenge Awards Party will be held in May again, be on the lookout for your invitation in April.
To be eligible for these prizes and the awards party each establishment must sign and turn in their liability waiver and Bar Challenge application.

PROMOTIONS AND BRAND GUIDELINES

The activity will be promoted and conducted in a manner to avoid the appearance of the Society endorsing any product, firm, organization, individual or service.

The Society reserves the right to decline association with any third-party when it believes that such association or DIY activity may have a negative effect on the reputation of the Society.

Any use of the name, National MS Society and logo must be approved by the Society before promotion begins.

The official name, National MS Society logo and DIY logo should be appropriately used in conjunction with such an activity, but may not be altered in any way.

The Society operates under the Better Business Bureau guidelines for charitable giving. In compliance with these guidelines, the Society requires full disclosure on all packaging, advertising or promotional materials when funds are raised through a consumer purchase or promotion (e.g. \$1 from the sale of each item). All DIY fundraisers must comply with this requirement if applicable.

Similarly, advertising, promotion and associated materials must state that the proceeds of an activity will benefit the Society, but should not imply or state that the Society is the host, sponsor or endorser. Any sponsor of the activity should be clearly identified and the amount or percentage of proceeds to be provided to the Society as the beneficiary should be stated: (i.e. The Elks Club, Bob's Variety, The Smith Family, is hosting X activity, "with 75% of net proceeds benefiting the National Multiple Sclerosis Society.")

Promotional materials and/or advertisements cannot be purchased with Society funds and are the responsibility of the organizer.



Use your talents and interests to raise awareness and funds for the National Multiple Sclerosis Society! There are endless ways to get involved. Host a fundraising event, start a grassroots fundraising campaign with email or take on a personal challenge of your choice!

Fundraisers all over are planning fundraising activities. No matter what you choose to do, the National MS Society staff is available to help and support you. Please use this toolkit as a starting point to help organize your event. Depending on your event, many tips may or may not fit your needs. But, we hope this gets you started!



COMMONLY ASKED QUESTIONS

HOW DO I GET HELP AND SET UP MY PARTICIPANT CENTER?

We at the National MS Society are here to help you reach your fundraising goals. Please give us a call and we will gladly help you with fundraising and recruitment ideas. In addition, we can set up your Participant Center so you can better raise funds online. Don't wait, call us at 1800 344.4867.

WHY IS OUR ACTIVITY CLASSIFIED AS DIY AND NOT A MS SOCIETY EVENT?

This is YOUR activity, which means you get to do it your way, with all of your own ideas, adding all of your own flare! So, when promoting your event, title is as "Event Name, benefitting the National MS Society". This will show our complete support of your event.

HOW DO I TURN IN CONTRIBUTIONS?

We recommend turning in contributions right away. The faster you turn in your contributions, the faster the Society can begin putting those contributions to good work. Don't hold on to checks! Mail them in with a donation form included in this packet or download online. Use one donation form per mailing and send it to the Walk MS, 1501 Reedsdale St., Ste 105, Pittsburgh, PA 15202. Online contributions are automatically credited to your account.

CAN THE NATIONAL MS SOCIETY LOGO BE USED?

A special logo has been created just for DIY Event holders! This logo can be downloaded online under digital downloads. See the promotion and branding guidelines below for additional information.

WILL THE SOCIETY PAY FOR EXPENSES OF A DIY EVENT?

No. The Society is not financially liable for the staging of a DIY event.

ARE DONATIONS MADE TO A DIY EVENT TAX DEDUCTIBLE?

The Society is a charitable organization, so any contribution to the Society qualifies as a deduction under Section 170 of the Internal Revenue Code. Difficulty could arise when an independent, outside organization wishes to raise money for the Society. If the payments are made to this independent organization, and it is not a qualified organization, the payments will not be deductible for income tax purposes. If the payments are made to the Society, then they qualify - to the extent by law. Please note: As stated above, please remember that when checks are made to the Society, they cannot be utilized later, or paid back from the Society, for expenses of a DIY Event.

HOW WILL THE MS SOCIETY KNOW HOW MUCH I HAVE IN ONLINE CONTRIBUTIONS?

Online contributions automatically are credited to your account.

SUPPLY ORDER FORM & DONATION FORM

WE WANT TO BE A RESOURCE TO YOU AND YOUR TEAM. PLEASE LET ME KNOW FROM THE LIST BELOW WHAT YOU MAY NEED TO HELP CREATE A WORLD FREE OF MS.

If you need personalized business cards, team posters, or another type of team marketing product - don't hesitate to ask! Call Susan at 412.261.6347, e-mail Susan at susan.cook@nmss.org.

ESTABLISHMENT: _____

PROMOTIONAL ITEMS

City of Champions Items:

- City of Champion Signature Cards
- Hockey Signature Cards
- Hockey Posters
- Black and Gold Bead Sets

Holiday Items:

- St. Patrick's Day Beads
- St. Patrick's Day Signature Cards
- St. Patrick's Day Posters
- Easter Signature Cards
- Mardi Gras Singature Cards
- Mardi Gras Beads

General Items:

- Orange Silicon MS Bracelets
- Mission-based Signature Cards
- Event Posters (write in your event info)
- General Event Posters
- Fundraising Beer-ometer Goal Posters
- Fundraising Letter Template (to send your own request)
- Verification Letters (to use if requesting a donation from another business to verify your participation)

If you have extra supplies that don't seem to be moving in your bar, please let us know or send them back to us so we can use them in another location! What doesn't 'move' in one neighborhood might fly out the door in another! (Due to limited supply, these items may be subject to substitutions)

HAVING A SPECIAL EVENT, TELL US ABOUT IT: We will post it on the Chapter's website and on our Facebook page!



MEET FRANK...

The National MS Society provides programs and services to people affected by MS with ZERO government funding. All funds are generated through events like Walk MS. There is still time to help the chapter reach our \$1 Million goal for Walk MS so valuable programs and services don't have to be reduced.

Please continue to fundraise so we can continue to help the 7,500 people affected by MS in our community with programs and services.

Meet client Frank Austin and read about his MS Story:



I was diagnosed in May of 1997, but had been experiencing symptoms for 15 years before my diagnosis. I traveled for work, was successful in my career. MS was insidious, first impacting my vision, then my cognition and then my walking. I am now in a scooter. Many people say, "I have MS but MS doesn't have me." I say, "I have MS and it has my full attention."

As I began to live with MS, I became involved with the National MS Society, becoming an advocate and self-help group leader in California. I have been living in Pittsburgh over a year now and have become an outspoken advocate for para-transit services. For those of us who are disabled, para-transit is the lifeline to our community.

With funding and route cuts, I often wonder how I will get to medical appointments and other places. My wife is able to drive me at times, but it is becoming more difficult. I should be able to actively participate in my community.

I ask that you support ADA transportation services such as the Rural Transportation Program for Persons with Disabilities, full funding for public para-transit services, Shared Ride and other programs that allow people with disabilities to embody the spirit and intent of the Americans with Disabilities Act by being active members of their communities.

Life with MS is unpredictable. Transportation options shouldn't be.

National Multiple Sclerosis Society
Western Pennsylvania Chapter
1501 Reedsdale St., Ste 105
Pittsburgh, PA 15233

nationalMSsociety.org/PAX
412.261.6347
susan.cook@nmss.org

do it yourself
fundraising
MS
Bar Challenge

We mobilize people and resources to drive research for a cure and to address the challenges of everyone affected by MS.