NYC HALF MARATHON
PARTICIPANT GUIDE

MS® Race to Stop MS

UNITED AIRLINES NYC HALF MARATHON PARTICIPANT GUIDE 2016

WELCOME TO THE 2016 RACE TO STOP MS PROGRAM!

Thank you for accepting the challenge of a 13.1 mile run, as well as the fundraising challenge to raise critical funds for the New York City – Southern New York Chapter of the National MS Society.

How does the Race to Stop MS – United Airlines NYC Half Marathon program work?

You have been accepted into the Race to Stop MS program as either a full or supporter team member. All full team members are required to raise a minimum of **$1,500** to participate and receive one of our guaranteed entry spots into the race. All supporter team members must have secured a spot into the race on their own and are required to raise **$500** in order to be part of the team and receive all of the team benefits.

As a Race to Stop MS – United Airlines NYC Half Marathon team member, you are entitled to the following benefits:

- Guaranteed entry into the 2016 United Airlines NYC Half Marathon
- Professional training and coaching
- A personal fundraising web page and use of our online fundraising tools
- Race to Stop MS training wearable
- Race to Stop MS personalized race day singlet
- Invitations to team social events

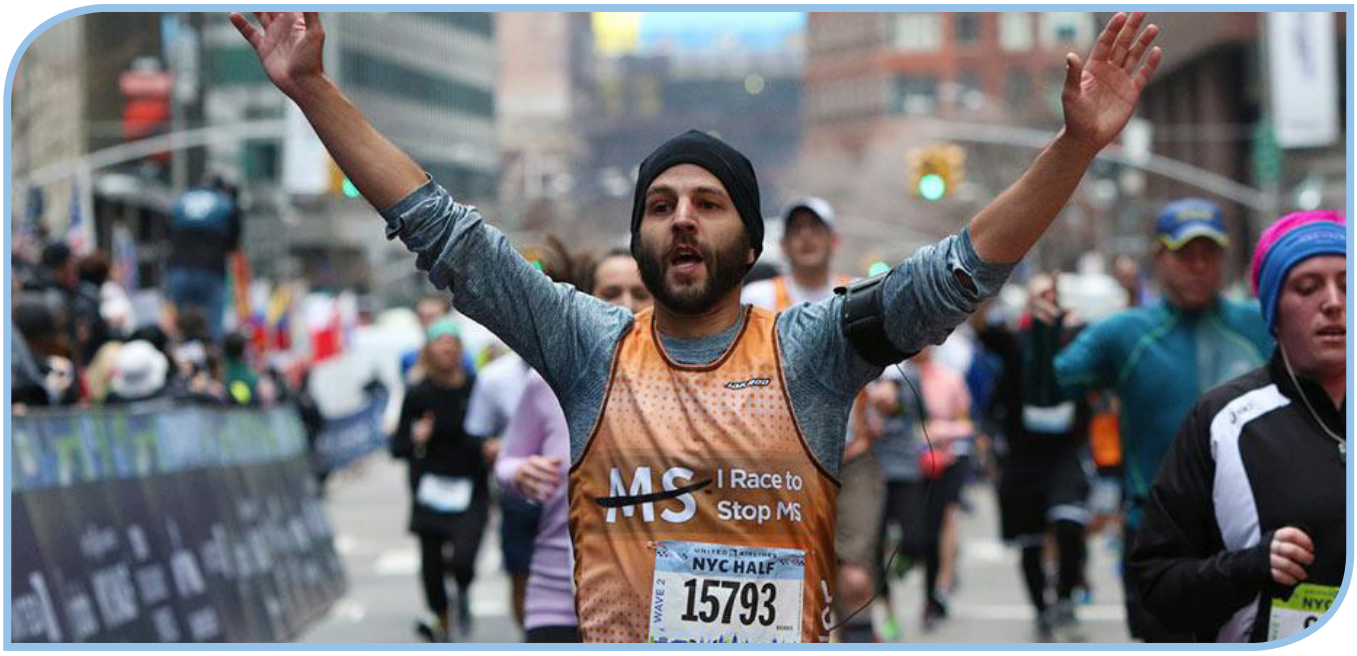
Important Dates:

- **January 8:** Training program begins
- **January 8-10:** Fundraising Weekend #1
- **January 10:** 25% Fundraising Deadline
  ($375 full team members / $125 for supporters)
- **January 27:** Team kick-off happy hour meet and greet
- **February 13-14:** Fundraising Weekend #2
- **February 14:** 50% Fundraising Deadline
  ($750 full team members/ $250 for supporters)
- **March 3:** Team Happy Hour and jersey pick up
- **March 4-6:** Fundraising Weekend #3
- **March 6:** 75% Fundraising Deadline
  ($1,125 for full team members and $375 for supporters)
- **March 18:** 100% Fundraising Deadline
  ($1,500 for full team members / $500 for supporters)
- **March 18-20:** Fundraising Weekend #4
- **March 18:** Team Pasta Party
- **March 20:** 2016 United Airlines NYC Half Marathon
- **April 15:** Final fundraising deadline for Top Fundraiser eligibility

WAYS TO FUNDRAISE:

Personal Fundraising

- Be the first – Donate to yourself and show your donors that you are not asking them to do something you aren't doing yourself. Even better – tell your potential donors that you will match the largest donation!
- Get your company involved:
  - o See if your company has a Matching Gift Program (see Matching Gift Program section on page 5)
  - o Ask your supervisor if he/she would be willing to allow anyone who gives a donation a "dress down" day at the office.
  - o Ask if you can change your voicemail or email signature to include a URL/link for people to donate.
  - o Ask for permission to put a poster and a collection jar in the break room.
- Hold a raffle – ask people to make a donation to your Race to Stop MS fundraising to receive a raffle ticket for a prize donated by a local retailer.
- **BE BOLD** when asking! Don't be afraid to share your story and make your fundraising personal. Tell your friends and family why you are participating – whether it is the challenge of running a half-marathon or a personal connection to multiple sclerosis.
- Utilize your social media contacts by posting and tweeting calls to action on Face-book and Twitter. Our Boundless Fundraising tool allows you to use Facebook as an easy and fun way to raise money and awareness among all your friends. You can upload the tool to your Facebook account through your online Participant Center.



WAYS TO FUNDRAISE CONT'D

Plan a Fundraising Event:

Whether it's a dinner party at your home, a garage sale, a karaoke night or a bowling tournament, planning an event is a great way to raise proceeds towards your fundraising goal.

Ideas include:

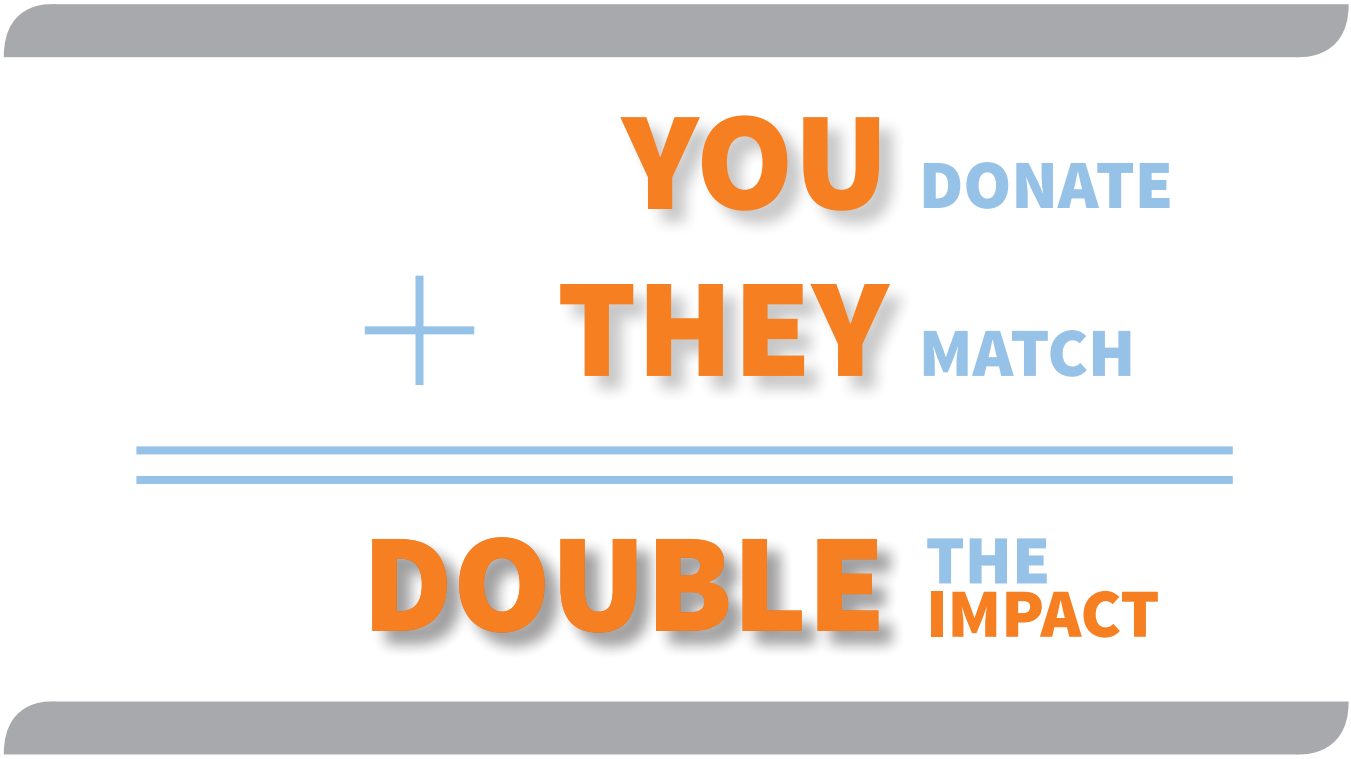
- **"A Night Out"**: Partner with a local bar or restaurant for a fundraising night and ask if they would be willing to donate a percentage of one night's profits to benefit your fundraising efforts. In exchange, you help promote the local business by inviting all your friends and family! Ask if they would also be willing to distribute information to help raise awareness AND money.
- **Bake Sales/Garage Sales**: Ask neighbors for baked goods or gently used goods that you can sell at your home or community event.
- **Exercise for a Cure**: Ask a local gym if they would be willing to teach a Zumba or yoga class for free and invite friends, family and community members to participate for a set donation fee.

The chapter can support your event in the following ways:

- Provide you with literature about multiple sclerosis and the programs and services that the chapter offers.
- Provide you with the Race to Stop MS logo

NOTE: the chapter must approve use of the logo on materials in advance

- Share your event with the rest of the Race team and Race alumni.



WAYS TO FUNDRAISE CONT'D

Matching Gifts:

You can drastically increase your fundraising total by having your donors apply for matching gifts! Many companies have matching employer gifts and volunteer incentive programs to maximize their financial contributions to non-profit organizations. This means they will match donations which in turn will increase your fundraising total and bring us closer to a world free of MS.

How it works:

- Send an email to your donors explaining the benefits of Matching Employer Gifts and let them know they can access an employer lookup at www.nationalmssociety.org/employermatch
- Instruct them to follow the procedure outlined by the company's matching gift program; printed materials may be mailed to:

  New York City – Southern New York Chapter of the National MS Society
  Attn: Race to Stop MS Matching Gifts
  733 Third Ave., Third Floor
  New York, NY 10017

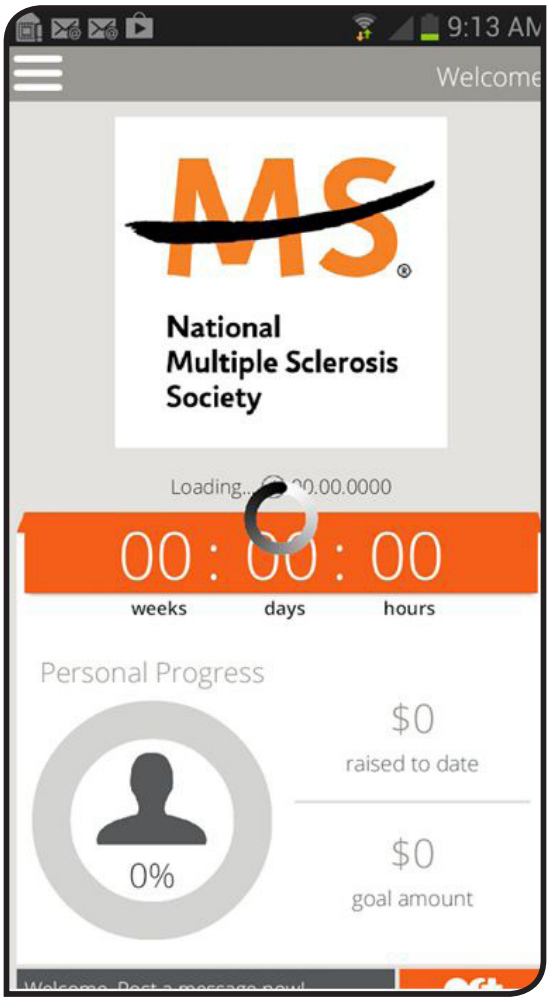
- Our staff will send confirmation to the donor's company. Upon receipt of the matching employer gifts check, we will credit your Race to Stop MS account. While this process may take up to several months, if we have received the matching gift paperwork by the final fundraising deadline of April 15, 2016, we will include it in your Race to Stop MS fundraising total.

MOBILE FUNDRAISING

Manage your fundraising on the go with our Race to Stop MS mobile app. Update your fundraising page, send emails and check your progress – all from the palm of your hand! Keep your fundraising going through the final fundraising deadline. The free app is for iPhones and Androids, and is available to all registered Race to Stop MS participants.

How It Works:

1. Search **National MS Society** in either the iTunes App Store or Android Market.
2. Download the mobile application to your phone as you would any other app.
3. Log in with the same username and password that you use online at http://www.raceMSnyc.org. If you do not know your username and/or password email raceMS@msnyc.org or call 212-463-9791.
4. Use the app to send emails, view your donors, update your fundraising page, get updated event information, share your fundraising progress on Facebook, and check the status of your personal and team fundraising.

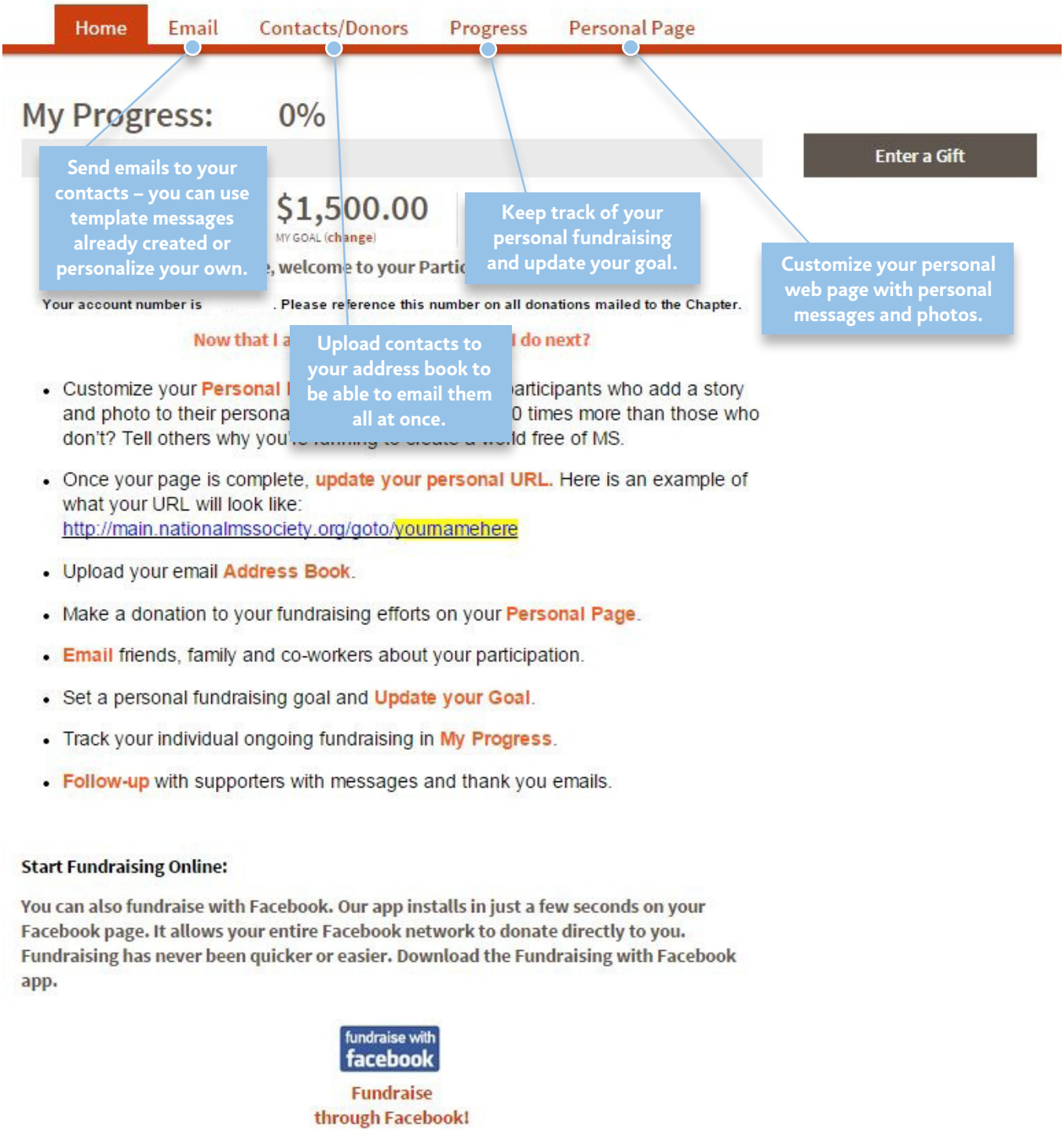


MY PARTICIPANT CENTER – HOW-TO GUIDE

Utilizing the online fundraising tools available in your Participant Center is the fastest and easiest way to jumpstart your fundraising.

Accessing My Participant Center:

- **Step 1:** Go to www.raceMSnyc.org and select 'My Participant Center.'
- **Step 2:** Enter your username and password to access your Participant Center.



FUNDRAISING DAYS

During the weeks leading up to the United Airlines NYC Half Marathon, you will receive email notifications about the various Fundraising Days we will host offering fundraising tips, encouragement and challenges that give you a chance to win great prizes!

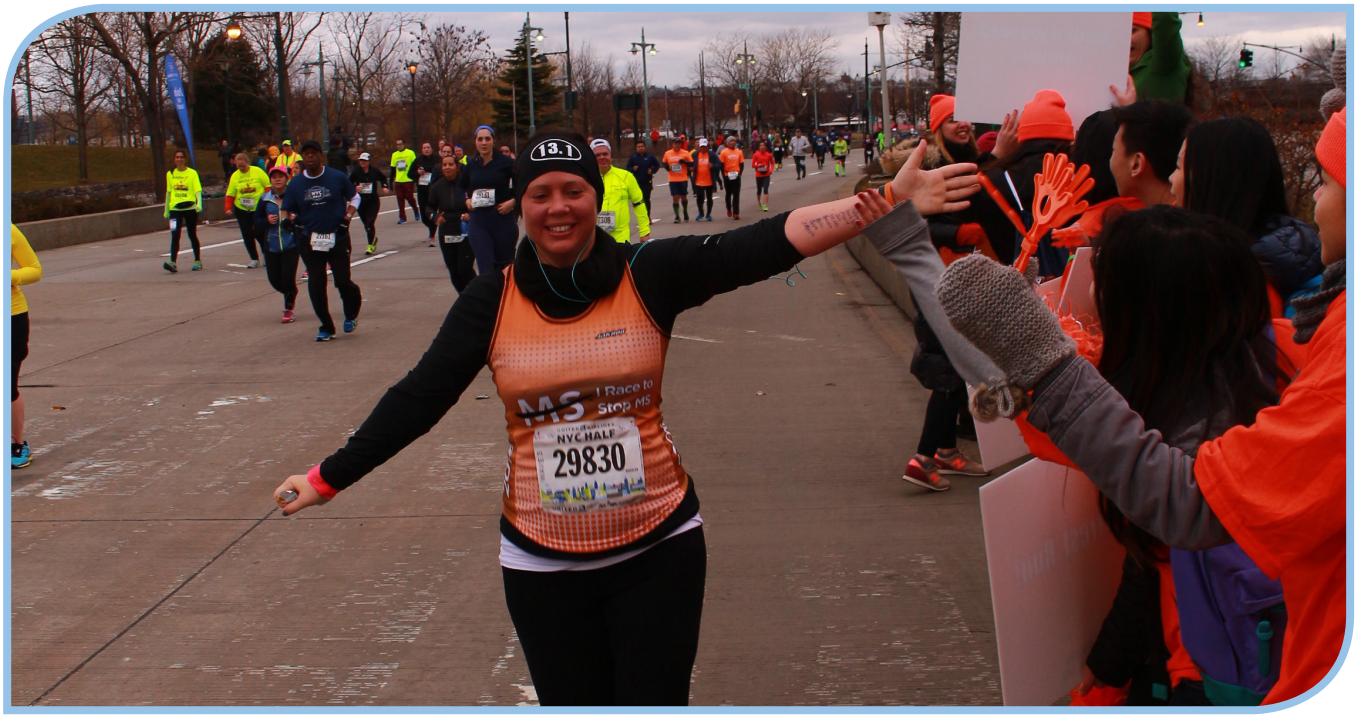
RAISE $2,500 OR MORE AND BECOME A TOP FUNDRAISER!

Benefits of being a Race to Stop MS Top Fundraiser include:

- Receiving a Race to Stop MS Top Fundraiser commemorative jacket embroidered with our Race to Stop MS logo.
- Bragging rights about the strides you made toward creating a world free of MS by becoming a Top Fundraiser.

CHEER STATIONS AND KITS

We want you to feel supported on race day, so our staff will be stationed at our Race to Stop MS cheer station along the route to encourage you to keep going! We welcome your friends and family to join us at our Race to Stop MS cheer station. We will create kits filled with signs, noise makers, pom-poms, etc., for them to use. You can pick these up at the pasta party on the Friday before race day.



TRAINING INFORMATION

Race to Stop MS has partnered with JackRabbit Sports to provide a training program for Race to Stop MS United Airlines NYC Half Marathon participants. Training classes are held every Wednesday evening at 6:45 p.m. and Saturday morning at 8:30 a.m. beginning January 14, 2016 in Central Park. We ask that participants commit to attending at least 80% of the coached sessions which include the following:

- Twice weekly coached sessions
- Bag Watch for the weekday workouts
- In-between class "homework" and suggested workouts
- JackRabbit training program technical T-shirt
- 24/7 online coaching support and guidance
- Team Night at JackRabbit with a special 15% discount
- 10% off on all in-store JackRabbit Sports merchandise
- Race day preparation so that all questions are addressed

***If you're unable to attend the in-person training program, a virtual training program is also available**.

Training tips to follow:

- **Don't Over-Train:** The worst thing you can do is over-train. Over-training is one of the surest paths to injury, in which case you won't make it to the starting line. It's much better to be slightly under-trained.
- **Increase Mileage Slowly:** There is a natural progression to building the endurance and strength it takes to complete 13.1 miles. Going from a long run one week of seven miles to one of 10 miles the next week will only do harm, and again, is inviting injury. There's a "10% Rule" which says that you should increase your weekly long run by no more than 10% – it's a general guide, but it's best not to stray far beyond it.
- **Recover:** There's no need to train hard five, six or seven days a week. When you have a hard training day, ease up the following day or take a break altogether. Recovery and plenty of rest are essential to improvement and remaining injury free.
- **Practice Nutrition:** You are increasing your level of exertion so you should be prepared to increase your caloric intake. You will need to take in quality nutrients on race day and you should use your long runs as a testing ground for what type of nutrition and hydration work best for you. Along with a running journal, also keep a nutrition journal. This way you will have your nutrition needs worked out well before race day.

Email Abasi.Clark@nmss.org or call 212-453-3257 to register for the training program.

ABOUT MULTIPLE SCLEROSIS

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 2.3 million people worldwide.

ABOUT THE NEW YORK CITY – SOUTHERN NEW YORK CHAPTER

The New York City – Southern New York Chapter of the National MS Society is committed to helping the 12,000 people living with multiple sclerosis in the five boroughs and Westchester, Putnam, Rockland, Orange and Sullivan counties continue moving their lives forward. The chapter raises funds locally to support the Society's critical research initiatives and to provide hundreds of comprehensive support services and educational programs for people living with MS, their family and friends. Visit www.MSnyc.org for more information.

ABOUT THE NATIONAL MS SOCIETY

The Society addresses the challenges of each person affected by MS. To fulfill this mission, the Society funds cutting-edge research, drives change through advocacy, facilitates professional education, collaborates with MS organizations around the world and provides programs and services designed to help people living with MS and their families move forward with their lives.

In 2014, the Society invested $50.6 million to advance more than 380 research projects around the world in order to stop MS in its tracks, restore what has been lost and end MS forever. Through its comprehensive nation-wide network of programs and services, it also helped more than one million people affected by MS connect to the people, information and resources needed to live their best lives. Join the movement at www.nationalMSsociety.org.

MS® Race to Stop MS

WHERE THE MONEY GOES

In 2014, 77% of the chapter's donations went toward hundreds of comprehensive programs and services and critical research to find a cure.

See How Your DONATION

Can Help Someone Living With Multiple Sclerosis

$37
will pay for two hours of personal care to assist them with bathing

$50
will purchase a cane to foster independence

$75
will pay for a family to receive counseling when a loved one has just been diagnosed

$84
will pay for an occupational therapist to evaluate the safety of the home

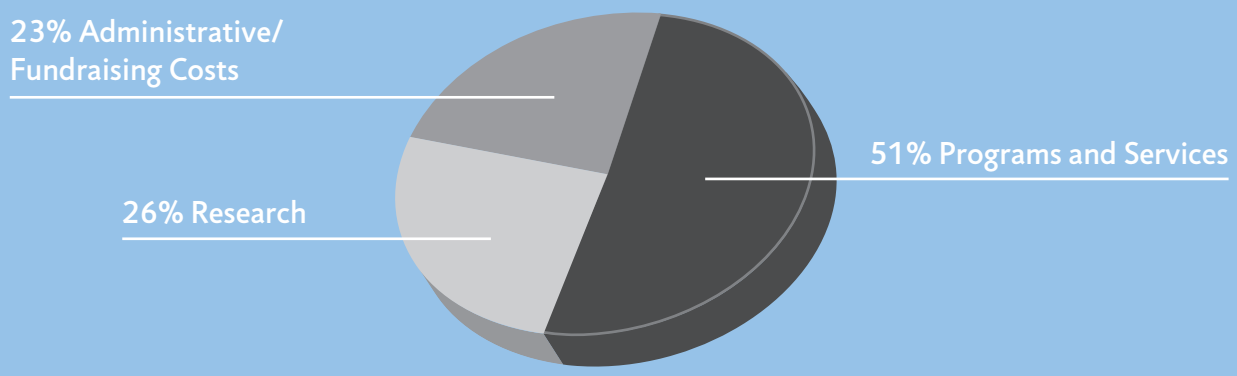
$100
will cover the cost of a walker

$300
will purchase new batteries for an electric scooter

$1,500
can contribute to the cost of an electric scooter

Join the movement and help END MS FOREVER!
www.MSnyc.org | 212-463-7787

Early and ongoing treatment with FDA-approved therapy can make a difference for people living with multiple sclerosis. Learn about your options by talking to your health care professional and contacting the National MS Society at nationalMSsociety.org or call 1-800-344-4867 (1-800-FIGHT-MS).



FAQs

Where do I send my donations?

Please forward your donations in the form of check or money order (no cash please) to:

New York City – Southern New York Chapter of the National MS Society
Attn: Race to Stop MS
733 Third Ave., Third Floor
New York, NY 10017

Who do I make checks payable to?

Make checks payable to Race to Stop MS Half Marathon. Remember to include your name in the memo section of each check.

How long does it take for checks to show up in my Participant Center?

Checks that are mailed prior to the event can take two to four weeks to show up in your account. To avoid the wait, encourage your donors to sponsor you online. Online donations are safe and easy.

Are donations tax deductible, and how do I get a receipt?

Yes. All donations are tax deductible to the fullest extent allowed by law. Your cleared check or credit card transaction serves as a receipt. Donors giving $250 or more will automatically receive an acknowledgement from the New York City – Southern New York Chapter of the National MS Society by the end of the calendar year in which the donation was made. Receipts are also available for the donor upon request.
Email raceMS@msnyc.org or call 212-463-9791.

If you still can't find the answer to your question after reviewing the above information, please email Abasi.Clark@nmss.org or call 212-453-3257.

muck
fest MS
June 2016
www.muckfestMS.com

MS
Climb to the Top
New York City
February 28, 2016
www.climbMSnyc.org

walk
MS
Spring 2016
www.walkMSnyc.org

challenge
walk
MS
A WORLD FREE OF MS
September 2016
MSchallengewalkcapecod.org

bike
MS
October 2016
www.bikeMSnyc.org