



# Climb to the Top **New York City**

presented by:



# WELCOME to Climb to the Top 2012!

Thank you for registering for Climb to the Top! Your participation and fundraising efforts directly support the Society's goals to: STOP the progression of MS in its tracks; RESTORE function that has been lost; and END the disease forever. Thank you for joining us as we move closer to a world free of MS.

# What is Climb to the Top?

Climb to the Top is a timed stair climb event that raises funds for the NYC – Southern NY Chapter of the National MS Society. Participants will run/walk up the 66 flights of stairs inside 30 Rock at Rockefeller Center on Sunday, March 4, 2012. The finish line will be on the 69th floor at the Top of the Rock™ Observation Deck; a finish line view you certainly won't find anywhere else!

This guide is here to answer all of your questions about fundraising and event day. If you still have questions, visit www.climbMSnyc.org, email climbMS@msnyc.org or call us at 212-463-9791.

#### **Table of Contents:**

Champions2	What to Expect12-13
Fundraising 1013	Training/Race Day Tips13-14
Creative Fundraising3-4	Share Your Experience14
Online Fundraising Tools5	Frequently Asked
Benefits of Fundraising6-7	Questions15-17
Top Fundraisers8	Where the Money Goes17
Top 66 Club9	About MS18
Volunteer10	About the Chapter18
Teams11	NOW: An MS Research Revolution18

# Climb to the Top 2012 Goals

By registering for Climb to the Top, you have accepted two challenges: the physical challenge of climbing 66 flights of stairs AND the fundraising challenge of helping us reach our goal to raise \$1 million this year.

Climb to the Top is one of the fastest growing events for the National MS Society. In our inaugural year, 2009, the event raised just over \$265,600. In its second year, Climb to the Top raised over \$551,000 and last year in 2011, Climb to the Top raised more than \$670,000. And now, in our fourth year, we are aiming even higher to make this our first year of raising \$850,000. With your help, we know we will achieve this goal!

Why do you Climb? Email us at climbMS@msnyc.org and tell us why you will Climb to the Top!



# Fundraising 101

#### Five easy steps to get you started:

- 1. BE BOLD aim high when you set your goal. Don't forget about our Top Fundraiser club made up of all individuals who raise \$1,000 or more. All Top Fundraisers receive great perks and prizes. Update your goal in your Participant Center so it is proudly displayed on your fundraising website and share your goal when asking your friends and family for support. When you surpass your goal, be sure to update your page with a new one!
- BE THE FIRST start your fundraising off with a bang by making a donation toward your fundraising goal. Others will be more inclined to give if they see you have made a donation yourself.
- 3. BE PERSONAL share your story with your donors. Tell everyone you know you are participating in Climb to the Top and tell them why.
- 4. BE SIMPLE go online and use the set of easy to use online fundraising tools right at your fingertips called your Participant Center! You can set up a personal webpage, send out emails, and track your progress. Go to www.climbMSnyc.org to log in to your Participant Center and get started now!
- 5. BE CREATIVE we have all kinds of innovative fundraising ideas and tips to help get you started. Some ideas are listed in this guide and you can find over a 100 more at www.climbMSnyc.org. If you would ever like to meet with a Society staff member to discuss your fundraising plan and gain more resources, contact Elizabeth Jones at ejones@msnyc.org or 212-453-3262 anytime.

# BE CREATIVE in your fundraising

#### Go mobile with your fundraising

Download our iPhone and Droid mobile fundraising apps to be able to access your Participant Center on the go. These applications allow you to update your fundraising webpage, send emails, check your fundraising stats, update your Facebook status and much more.

#### Use social media to fundraise:

- Learn more about using Facebook, Twitter and LinkedIn to fundraise in our new social media fundraising guide. Download today at www.climbMSnyc.org
- Our Boundless Fundraising tool will allow you to use Facebook as an easy and fun way to raise money and awareness to all of your friends. You can upload this tool to your Facebook account through your online Participant Center. Just click on the blue "Fundraise with Facebook" button on the homepage of your Participant Center to get started.

Help us raise awareness and funds! Like our page on Facebook at www.facebook.com/climbtothetop. All fans of our Facebook page will receive advance notice about upcoming Blitz Days and prizes.

facebook

#### Sometimes sticking with the traditional is the best way to go!

Many participants have great success by sending out personal letters, emails and doing face to face asks with friends and family members.

#### Plan your own fundraising event:

- You can plan any kind of event yourself a dinner party at your home, a
  garage or bake sale, a karaoke night, a bowling or poker tournament, a
  silent auction, etc. and put the proceeds back toward your Climb to the Top
  fundraising efforts.
- Partner with a local bar or restaurant for a fundraising night. Ask a local bar
  or restaurant if they would be willing to donate a percentage of their profits
  from one night to your fundraising efforts. They may even be willing to
  display information about MS or brochures on the tables too to help raise
  awareness AND money.
- We can support you in your event planning:
  - We can send you materials about multiple sclerosis and about the National MS Society – be sure to incorporate the mission in your event!
  - We can provide the Climb to the Top logo for you to use (within our branding guidelines). Please note all logo usage must be pre-approved by the Society staff.
  - A Society staff member may be able to attend your event.
  - To receive a list of recommendations on local bars and restaurants to use for an event or for general questions about fundraising events, contact us at climbMS@msnyc.org.

#### Matching Gifts:

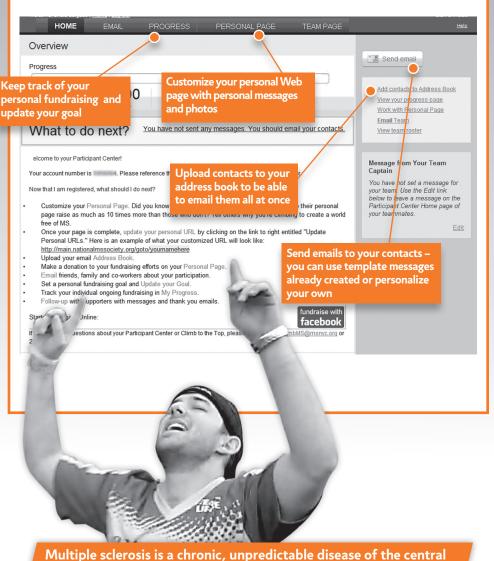
Many companies have matching gift programs where they match up to 100% of their employees' charitable donations. Be sure to ask your company (usually the HR department is best to ask first) and prompt your donors to ask their companies about matching gift programs as well. Pay close attention to your company's matching gift program procedures and mail any printed materials or forms to:

National MS Society Attn: Climb Matching Gifts 733 Third Ave., Third Floor New York, NY 10017

If you have questions, please contact us at climbMS@msnyc.org or 212-463-9791.

# **Using Your Participant Center**

Utilizing the online fundraising tools available in your Participant Center is the fastest and easiest way to jumpstart your fundraising. To get started, go to www.climbMSnyc.org and click on 'My Participant Center'. Log in with your username and password.



5. | www.climbMSnyc.org | Call: 212-463-9791 | email: climbMS@msnyc.org

nervous system.

#### Three fun facts about using your Participant Center:

- People who sent 10 or more emails raised \$773 on average versus the \$383 from people who sent less than 10 emails.
- People who updated and personalized their personal page at least once raised \$602 on average versus the \$220 from people who never updated their personal page.
- People who access their Participant Center from their mobile device raised 180% more than those who don't.

# The Benefits Of Fundraising

There are many perks that come with fundraising, so don't wait, start now! Check out these great fundraising reward opportunities and set your personal goals accordingly.

#### T-shirts

All participants are required to raise a minimum of \$250 in order to participate. All participants will receive a Climb to the Top T-shirt. T-shirts are distributed on event day and there are a variety of shirts available depending on the fundraising level you reach:



#### Early Fundraising Incentive

All individuals who raise \$300 by January 10, 2012 will receive an embroidered Climb to the Top wristband!

#### **Fundraising Prizes**

Reach one of these levels by the fundraising deadline, April 6, 2012, and receive a special incentive associated with each level! Our fundraising levels are:

- Level 1: \$500 \$749
- Level 2: \$750 \$999
- Level 3: \$1,000 + (Top Fundraiser, prizes are embroidered with "Top Fundraiser")
- Level 4: Elite 66 Club members (prizes will be embroidered with name and ranking)

Incentives are available in the Prize Information section of our website at climbMSnyc.org.

#### Online Fundraising Blitz Days

Several times throughout Climb to the Top season, we will hold one-day fundraising blitz days. On these days, different fundraising challenges will be issued and participants will have the chance to win a variety of great prizes for the donations they raise on the specific blitz day. Blitz days are done at random and prizes are only given for donations received online during that assigned 24-hour period. "Like" our Facebook page to receive advance notice of our blitz days at www.facebook.com/climbtothetopNYC.

#### Climb to the Top Fundraising Deadline and Rankings

The fundraising deadline for Climb to the Top is April 4, 2012. You can continue your online fundraising or mail in donations up to this date. The total you have raised by this day will be the amount used to rank all individual and team fundraising efforts. These rankings are used to finalize our Elite 66 Club eligibility for the following year, Top Fundraising Team rewards, and the opportunity to receive one of our fundraising prizes. Final rankings will be announced at our Climb to the Top Awards Party and posted online.

Every participant is required to raise the \$250 fundraising minimum by the date of the event in order to participate.

Most people are diagnosed with MS between the ages of 20 and 50.

# **Become a Top Fundraiser!**

#### Raise \$1,000 or more and become one of our Top Fundraisers!

#### Benefits of being a Top Fundraiser include:

- Priority Registration at Climb to the Top 2013
- Blue Climb to the Top Fundraiser Bib
- Upgraded Top Fundraiser event T-shirt
- Admission for Top Fundraiser and a guest to the Top Fundraiser Lounge at Climb to the Top
- Climb to the Top commemorative Top Fundraiser prize

#### Tour of Champions:

All participants who raise \$15,000 or more will be invited to our Tour of Champions trip held in November 2012 in Dallas, Texas.

#### Mission First Club

Participants who choose to donate their prize back are members of the Mission First Club and are appreciated for enabling as much money as possible to go toward the mission of the National MS Society: a world free of MS.

#### Top 66 Club:

Our top 66 fundraisers at Climb to the Top 2011 make up our 2012 Top 66 Club. These elite fundraisers will receive a variety of benefits at Climb to the Top 2012.

#### Benefits of being in the Top 66 Club include:

- a personalized bib with your name and ranking
- listing on the website and in the participant guide
- priority time assignments
- admission with a guest to the Top Fundraiser Lounge at Climb to the Top
- gift bag on event day
- invitations to special events throughout the year
- dedicated staff to assist with fundraising and other support!
- personalized Top 66 Club prize embroidered with your name and rank

# 2012 Top 66 Club:

1. Shane Ciniglio	\$7,500	34. Jessica Absatz	\$2,286
2. Michael Norton	\$6,695	35. Gregory Ho	\$2,280
3. Paul Galiano	\$5,150	36. Deborah Sobczak	\$2,264
4. Marc Ivry	\$4,798	37. Steve Cohen	\$2,260
5. Amy Phillips	\$4,415	38. Lindsay DeFouw	\$2,235
6. Mollie Nickman	\$4,312	39. Gina Bondi	\$2,228
7. Katrina Adams	\$4,135	40. Tracie Spingarn	\$2,220
8. Stacey Gutman	\$3,966	41. Elizabeth France	\$2,210
9. Peter Vermette	\$3,753	42. James Forrest	\$2,206
10. Jessica McGeary	\$3,708	43. Iliana Carmona	\$2,205
11. Alexandra Wtulich	\$3,618	44. James East	\$2,205
12. Deirdre Mammano	\$3,430	45. Fani Malikouzakis	\$2,145
13. Gary Kravetz	\$3,412	46. Dawn Nickman	\$2,130
14. Todd Whiting	\$3,326	47. Heidi Connal	\$2,105
15. Martin Pinzon	\$3,265	48. Edward Liberman	\$2,090
16. Wendy Thomas	\$3,232	49. Carmel Agdeppa	\$2,050
17. Kiana Groomes	\$3,175	50. Jason Stokar	\$2,020
18. Stefanie Tannenbaum	\$3,090	51. Fernando Gomez	\$2,005
19. Ron Kanfi	\$2,873	52. Franco Cabral	\$1,990
20. Paul Gutman	\$2,868	53. Joe Rich	\$1,931
21. Aida Khalaf-Parker	\$2,810	54. Todd Robertson	\$1,930
22. Kristen Grippi-Litman	\$2,755	55. Sebastian Frey	\$1,910
23. Robert Sommer	\$2,730	56. Raymond Dural	\$1,875
24. Rebecca Gordon	\$2,660	57. Sheila Burkert	\$1,800
25. Gabrielle Verkman	\$2,515	58. Patricia Falzarano	\$1,795
26. Connie Gutierrez	\$2,495	59. Margaret Dennis	\$1,764
27. Matthew Winkler	\$2,460	60. Catherine Conrad-Saydah	\$1,760
28. Charles Serafy	\$2,423	61. Renata Rojas	\$1,748
29. Victoria Gallagher	\$2,411	62. Paul Suarez	\$1,709
30. Rebecca Attwell	\$2,369	63. Jenna Converse	\$1,705
31. John Garrett	\$2,360	64. Ana Mercado	\$1,705
32. Valerie Smaldone	\$2,331	65. Eileen Downes	\$1,696
33. Robert Steinberger	\$2,320	66. Howard Miller	\$1,690

Our Top 66 Club raised 27% of the total raised in 2011! Thank you for your outstanding efforts and dedication.

# Climb to the Top Volunteers

# We could not put on Climb to the Top without the support of volunteers AND volunteers get great benefits!

- Commemorative Climb to the Top 2012 volunteer shirt.
- Chance to meet new people.
- Opportunity to make a difference in the lives of people living with MS.
- Opportunity to take on a vital leadership role by becoming a Volunteer Captain!

#### What is a Volunteer Captain?

Volunteer Captains go that extra mile that makes the New York City – Southern New York Chapter's events the best! Volunteer Captains help the day run smoother by managing the logistics and volunteers in an area such as Food Team, Registration Team, and Information Team. Volunteer Captains add an extra level of expertise, going above and beyond to learn what goes on behind the scenes, while working with amazing staff and volunteers who are all here for the same mission - to create a world free of MS.



Register to volunteer online or call 212-463-9791

#### Teams

Want to make your Climb to the Top experience more fun? Create a team and climb with your friends!

#### There are many benefits to creating a team:

- Being a team captain makes you a key leader in our movement to create a world free of MS.
- You will have your friends, family, and co-workers to train with you.
- Teams raise more money fundraising is so much easier with a group!
- Team start times
- The #1 reason having a team is just more fun! Both the physical challenge and the fundraising challenge are more fun if you do it with others!

#### How to form a team:

Pick a team captain (you!)

 Pick a team name (get creative!) and then register online at www.climbMSnyc.org.

Recruit, recruit, recruit – there is no limit to how many members you can have, but you do need a minimum of two people. Be sure to use your Participant Center to send out recruitment emails

If you have additional questions about starting a team, please contact teams@msnyc.org.

Kilimanjaro

Climb to the Top teams raised \$412,000 in 2011 – this was 61% of our overall total raised. This is proof that teams work and will raise more money!

# What to expect on event day

#### Start Line:

The start line is an energetic, fun-filled area with fellow climbers who are excited about the event. Early arrival is suggested so that you will have time to turn in additional donations, stretch, and line up. All participants will be given a specific start time. Participants who raise \$250 by February 17, 2012 will be able to arrive 30 minutes prior to their start time. Those who do not meet this fundraising deadline will need to arrive 60 minutes before their start time in order to pick up materials. If you miss your start time you will be required to climb with the last group of the day.

#### Course Description:

There are 66 flights of stairs and 1,215 steps. The stair width is 66 inches and the length is 10 inches. Each story has two flights of stairs, separated by a landing. The length of a flight varies, but most are nine steps each. Two rest stops will be available along the route. The actual finish is on the 69th floor.



#### Timing Chip:

Climb to the Top is a timed event. Your timing chip will record your official course time, which is captured at the entrance and exit of the stairwells. Your timing chip is pre-assigned to your bib number, so do not trade with another participant or your time will not be accurately captured. If you have raised the \$250 minimum by February 17, 2012 your timing chip and other event materials will be mailed to you before the event. If you do not meet the minimum until after February 17, 2012, you will be able to pick up your event materials on event morning 60 minutes before your start time. All participants must meet the \$250 minimum in order to receive their materials on event morning.

#### Finish:

Though you'll climb 66 flights of stairs, the race will end on the 69th floor. From there, you will cross diagonally through the door to the outdoor terrace and will be greeted by beautiful views.

#### Inclement Weather:

Climb to the Top will happen rain or shine! If the weather is wet outside, be sure to arrive in a different pair of shoes and change into your race shoes on site. This way you won't have to race in soggy shoes!

# **Training**

Participants should know that climbing 66 flights of stairs is equivalent to running a 5k (3.1 miles). However, it should take less time to climb the stairs than it would to complete a 5k. Experienced athletes who've completed a 5k should be able to complete the stair climb without extensive stair climbing practice. Visit the training page on our website today for a list of recommended training tips and events.

# **Race Day Tips**

- Before arriving on race day, be sure to eat a nutritious, but light breakfast. Water
  will be provided at the start line and at all rest stops. A light snack and water will
  be provided for participants once they have completed the climb.
- Food and beverage will not be allowed in the stairwell.
- Prior to starting the climb, be sure to stretch and warm up. Jog in place while you
  are waiting in line to start to keep your muscles warm.
- Don't rush out of the gates too fast! Take your time the first 10 flights of stairs, then begin increasing the intensity of your climbing.
- While the stairwell is well ventilated, stair climb participants usually experience
  'dry throat' during climb events. Consult your physician if you have any breathing
  disorders, which may be triggered by dry air.
- Once you have completed Climb to the Top, be sure to cool down, stretch, and hydrate!

# Share the experience with friends and family

Introduce Climb to the Top to someone new and gain a few climbing buddies for the event! We are introducing our Ticket to Climb program – recruit TWO friends or family members for their FIRST Climb to the Top event, and we will provide a code for their free registration.

Contact us at dimbMS@msnycorg or 212-463-9791 for more information.

Share this experience with your loved ones and invite friends and family to cheer you on at the finish line!
Discounted tickets for multiple visits to the Top of the Rock
Observation Deck will be sold at the event on Sunday, March 4 or ahead of time online for your friends and family.



# **Frequently Asked Questions**

# Is there a minimum fundraising requirement?

Yes. Every participant is required to raise the \$250 fundraising minimum by March 4, 2012. You will not receive the required event day materials or be permitted to participate if you have not fulfilled the minimum. Matching gifts will not count toward the minimum requirement. The minimum must be met before you can receive your packet of mandatory event-day materials.

# Where do I send my donations? National MS Society

Attn: Climb to the Top P.O. Box 10123 Uniondale, NY 11555

#### Who do I make checks payable to?

Climb to the Top. Also remember to include your name and account number in the memo section of each check. Your account number may be listed on the mailing label of this participant guide and can also be found by logging into your Participant Center. Please do not mail cash.

# How long does it take for checks to show up on my account?

It depends how many checks the chapter receives and how close it is to the event. Checks that are mailed prior to the event can take two to four weeks to show up on your account. To avoid the wait, always encourage your donors to sponsor you online. Online donations are safe and easy.

#### What is my Participant Center?

Every Climb to the Top participant receives access to our online fundraising system through their Participant Center at www.climbMSnyc.org. You can send emails to your friends and family so that they can sponsor you directly online using a credit card. This is an easy way to keep track of your donors.

# How do I get my donations matched?

Ask your donors to contact their company's HR department to learn about their company's matching gift policies and procedures.

Follow the procedure outlined by the company's matching gift program; printed materials may be mailed to:

National MS Society Attn: Climb Matching Gifts 733 Third Ave., Third Floor New York, NY 10017

# How do I get a receipt for my donation?

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 acknowledgment letter from the National MS Society within the calendar year of the donation.

# What is the Tax ID for the National MS Society NYC – Southern NY Chapter?

The National MS Society Tax Id # is 13-2835721. Official 501(c)(3) letters and W-9 forms are available by request.

# How long does Climb to the Top take?

This depends on each participant's fitness level, speed and amount of time spent at rest areas. Top climbers finish in as little as 8 minutes, while the average participant takes 20-30 minutes to finish.

#### When will I receive my start time?

Start times will be provided to participants closer to the event. Please be sure to read all materials mailed and emailed to you regarding the Climb event.

# When will I receive my event day materials (timing chip, participant bib, etc.)?

All participants who raise the \$250 minimum by February 17, 2012 will receive their event materials, including timing chip and participant bib, the week before the event in the mail. Participants who do not meet the minimum until after February 17, 2012 will be required to arrive 60 minutes before their start time to receive their required event materials. Please note all participants must meet the \$250 fundraising minimum before receiving materials and no participant will be allowed to participate without these materials.

#### Will there be medical personnel?

There will be emergency crews on site. In case of emergency, volunteers in the stairwell will communicate with emergency personnel.

Additional details about climbing rules and information will be distributed closer to the event.

# Can a climber stop on a landing to catch his/her breath?

Try to avoid stopping in the stairwell. If you are fatigued, slow your pace and try to continue climbing. If you need to stop, make sure you only do this on a landing. Never stop on the actual flight of stairs.

If you do not wish to continue to race, climb to the next rest stop and inform the rest stop captain that you can no longer continue. If you are unable to climb to the next rest stop or are experiencing a medical emergency, do not climb back downstairs! Call the number on your participant wristband and a medical team will come to your assistance. If you do not have a cell phone, ask a fellow participant to call for help.

# Can I wear my headphones while climbing?

Headphones are not permitted while climbing. This is a safety precaution so you will be most alert when climbing in the stairwell and able to hear everything around you.

#### Is there a bag check?

There will be a free bag check area for personal items in the lobby for all participants. Top Fundraisers and Top 66 Club members will have a separate bag check located in the Top Fundraiser Lounge area. Please do not bring valuables with you to the event. The National MS Society is not responsible for any lost or damaged items.

# What if I have already registered as an individual and want to start or join a team?

We're glad to help you, and we will update your status. If you have already registered, just email teams@msnyc.org with your full name and the team name you would like to start or join. We will contact you to let you know the change has been made.

# Can I hand in all my donations as a team?

No, all donations received must be credited to an individual participant. Every team member is responsible for the \$250 fundraising minimum and the team total is the combination of all team members' individual fundraising totals.

If you still can't find the answer to your questions after reviewing the above information, please feel free to contact our office at climbMS@msnyc.org or 212-463-9791.

#### **Where Your Money Goes**

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

80% Programs / Education / Research

20% Fundraising / Administration







www.raceMSnyc.org

www.walkMSnyc.org

www.bikeMSnyc.org

# **About Multiple Sclerosis**

Multiple sclerosis interrupts the flow of information between the brain and the body and it stops people from moving. Every hour in the United States someone is newly diagnosed with MS, an unpredictable, often disabling disease of the central nervous system. 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 more than twice as many women as men being diagnosed with the disease. MS affects more than 400,000 people in the U.S., and 2.5 million worldwide.

# **About the NYC - Southern NY Chapter**

The New York City – Southern New York Chapter of the National MS Society is committed to helping the thousands of residents affected by 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.

#### NOW: An MS Research Revolution

Funds raised through Climb to the Top will go toward our new NOW initiative to fund more cutting-edge research than ever before. The National MS Society has declared that NOW is the time to take action and that when it comes to a world free of MS, enough is not enough. Only all is enough! We have embarked on a five year \$250 million dollar research revolution N.O.W. so: No Opportunity will be Wasted.



An MS Research Revolution

Through the NOW campaign we will: STOP the progression of MS in its tracks; RESTORE function that has been lost; and END the disease forever. With your participation and support in Climb to the Top, we can make a bold commitment to do more NOW.



Southern New York

Society

New York City -

New York, NY 10017 733 Third Ave., Third Floor

# THANK YOU TO OUR OFFICIAL SPONSORS



TOP OF THE ROCK
OBSERVATION DECK
at Rockefeller Center



MEDICAL CENTER

Genentech

to raise a minimum of \$250 by March 4, 2012. All donations must number and timing chip. be turned in prior to receiving your event day packet with your bib your participation in Climb to the Top. All participants are required Thank you for registering! Fundraising is the most important part of

at 212-463-9791 or climbMS@msnyc.org to update your account. If you are not receiving emails from Climb to the Top, please contact us