WHAT IS THE MDA MUSCLE WALK?

Each day, everyday freedoms like walking, hugging, playing and even breathing are taken away from kids and adults in hometowns across America with muscular dystrophy, ALS and related muscle-debilitating diseases.

MDA — the Muscular Dystrophy Association — fights to free individuals and their families from the devastating effects of these diseases. We do this by caring for kids and adults from day one, supporting families and finding breakthrough treatments across diseases.

MDA Muscle Walk, the largest event of its kind, provides an opportunity for supporters to take action and unite and bring strength to life for this important event.

MUSCLE WALK SNAPSHOT:

- MORE THAN 50,000 PARTICIPANTS
- 10,000 TEAMS
- 150 EVENTS EACH YEAR
- $8.5 MILLION RAISED THROUGH MUSCLE WALK LAST YEAR
- $26 MILLION+ RAISED SINCE MUSCLE WALK BEGAN IN 2011

WHAT’S INSIDE?

- Creating your star-studded team
- Fundraising tips and tools
- How your donations shine
- Shine a little brighter — Circle of Strength details
- Checklist for Success
CREATING YOUR STAR-STUDDED TEAM

REGISTER AT MDAMUSCLEWALK.ORG TO FIND YOUR EVENT AND START A TEAM.

Visit mdamusclewalk.org to find your local event and start a team. Choose a team name and set a collective fundraising goal.

RECRUIT EVERYONE YOU KNOW TO JOIN YOUR TEAM.

Invite everyone you know to join your Muscle Walk team. Let them know this is more than a walk. Muscle Walk is a life-changing experience that unites families, friends, neighbors and local businesses to forge powerful connections, celebrate the strength of MDA families and transform hope into answers.

JOIN US FOR THE EVENT AS WE RALLY OUR COMMUNITY.

Muscle Walk gives us the opportunity to unite around a cause that binds us together and celebrate all the stars in our lives — you, supporters, caregivers, friends and family — who make this journey possible. Everyone is invited!

RAISE FUNDS TO HELP FAMILIES IN YOUR COMMUNITY AND ACROSS THE COUNTRY.

Encourage everyone on your team to raise at least $100. Reminder — $100 secures you a 2016 Muscle Walk t-shirt. Contributions fuel MDA’s efforts to empower families in hometowns across America with services and support. See page 4 for Fundraising tips.

RECOGNIZE THOSE THAT GIVE AND SUPPORT YOUR TEAM.

MDA needs caring team members like yours to help us make an impact in our community together. Keep your team members motivated, feeling appreciated and successful. See page 5 to remind your team how their hard work is making a difference.

TIP:

Once you register, use your participant center and custom team URL link to invite team members. Aim for a minimum of 10 team members and nominate a co-captain for every 10 team members recruited.
FUNDRAISING TIPS

TOP 5 FUNDRAISING TIPS

1. Lead the way by making your own donation to your personal fundraising page.

2. Customize your fundraising page and update it regularly. Let everyone know why you walk — your story will motivate others.

3. Use the templates included in your participant center to send emails to your family, friends and coworkers asking them to help make a difference in the lives of families fighting muscle-debilitating diseases.

4. Download the Facebook and Muscle Walk applications from your personal participant center to make fundraising easy and convenient.

5. Plan a FUNdraiser that incorporates your personal interests to raise funds for MDA. Invite your fellow team members, family and friends to join you. Your local MDA staff are available to brainstorm and talk through any ideas.

TOOLS TO HELP YOU SUCCEED

Facebook Application

Muscle Walk Mobile App

STAY CONNECTED WITH MDA

facebook.com/MDANational · facebook.com/musclewalk · @MDAnews · @mda_usa · #MuscleWalk
HOW YOUR DONATIONS SHINE

FINDING RESEARCH BREAKTHROUGHS ACROSS DISEASES

Donations raised through Muscle Walk allow MDA to fund the best and brightest researchers working to find breakthroughs across diseases and uncover treatments and cures. Thanks in part to Muscle Walk participants, we anticipate more new treatments in development during the next five years than in the previous five decades combined.

CARING FOR KIDS AND ADULTS FROM DAY ONE

Muscle Walk contributions give kids and adults living with muscular dystrophy and related diseases the care they need from day one. From the moment of diagnosis, MDA is here to provide state-of-the-art care and support at our nationwide network of 150 clinics across the U.S. and Puerto Rico that specialize in treating families living with neuromuscular diseases.

EMPOWERING FAMILIES WITH RESOURCES & SUPPORT

Every dollar you raise through Muscle Walk empowers families with life-enhancing resources and support that open new possibilities and maximize independence. MDA programs like summer camp, support groups, equipment assistance and help for individuals transitioning into adulthood are made possible when you fundraise with us.

TIP:
By setting a fundraising goal of $100, MDA is able to care for 235 individuals every day at our nationwide network of clinics.
Did you know participants who raise $500 or more earn a spot in MDA’s Circle of Strength? This exclusive group of participants are Muscle Walk leaders, going above and beyond to raise money that will help kids and adults live longer and grow stronger. Encourage everyone on your team to strive for this special recognition.

As part of MDA’s Circle of Strength program, members will enjoy these benefits:

- A note of thanks
- MDA Circle of Strength appreciation gift
- Recognition in local chapter Muscle Walk publications and website
- Recognition on mdamusclewalk.org

I WALK IN HONOR OF MY SON, FISHER.

Muscle Walk helped me see the side of muscular dystrophy that I’ve never seen before.

Not at any point during that day did I feel sad, scared or angry. The atmosphere was filled with inspiration, love, joy and laughter. I was proud to be a part of a ‘club’ comprised of such amazing people. The families of those affected by muscle disease reached out to us with loving arms to let us know they were there for us in any way we needed them. With just a few words and a few minutes, I felt a bond with them like I’ve never experienced before.

I am so proud of our Muscle Walk team and the many friends and family that stood up to raise more than $14,000 to help our team find cures for muscular dystrophy. The MDA Muscle Walk is so much more than just a fundraising event. The walk helps to heal the souls of people like me.

— Molly, Fisher’s Mom
CHECKLIST FOR SUCCESS

TEAM CAPTAIN CHECKLIST:

☐ Register your team at mdamusclewalk.org to find your local event and start a team.

☐ Recruit team members, and make sure they use your custom team URL to sign-up for your team.

☐ Set a fundraising goal — remember $100 awards you with a 2016 Muscle Walk t-shirt and $500 earns you a spot in the Circle of Strength.

☐ Download the Muscle Walk mobile app to fundraise with a touch of a button.

☐ Add your family's inspiring story and photos on your personal fundraising page.

☐ Share your team's success stories by highlighting them in a weekly email or sending them a hand-written note to friends, family, neighbors and co-workers.

☐ Organize a team fundraising event or activity to boost your fundraising total, but to also build team morale.

☐ Use social media to keep your family and friends aware of your efforts, ask for donation and thank supporters in posts.

☐ Double your money. Contact your company’s human resources department to find out if your company has a matching gifts program. Encourage your donors to do the same.

☐ Attend Muscle Walk to help kids and adults live longer, stronger lives.

I WALK IN HONOR OF MY SON, BRYCE.

There isn’t a day that goes by where Bryce doesn’t apologize for ‘being the way he is’ or for having to ask for help. There isn’t a day that goes by that Bryce doesn’t say, ‘I hate being this way, Mom.’ As a mother it simply breaks my heart that Bryce feels this way and there isn’t much I can do to help him feel better nor have a good answer to his question. But, I can be fierce and try to raise as much money as possible so he can go to camp where for 6 days these questions never enter his mind. And, I can be relentless and raise as much money as possible to get a step closer to finding a treatment and maybe even a cure for this devastating disease.

Regardless of the form of MD, we all have similar feelings as parents. We watch our children suffer and we want to take their pain and sadness away. We want them to feel like a ‘regular’ kid and we want to have ‘regular’ dreams for them. We feel helpless and sometimes hopeless. But, we can channel all of our pain and worry and turn it into action.

— Kelly, Bryce’s mom
Thank you again for taking on the role as a family team captain.

Your leadership and dedication will help us achieve a world where no one has to experience the harmful effects of life-threatening muscle diseases.