



Wild West MS
WALKABOUT

August 21-23 2009
Fort Collins, Colorado
3 Days, 50 Miles
"The Journey of A Lifetime"

FUNDRAISING GUIDE

www.wildwestmswalkabout.org

Supporting Those Living With MS

The Wild West MS Walkabout is about moving beyond limitations. You will push yourself physically and challenge yourself emotionally. Fundraising pushes many of us outside our comfort zones. But once you get started you'll find that it's a lot easier than you might imagine! In fact most of our walkers raise quite a bit more than the \$750 minimum. Our goal is to have 100% of walker-generated funds go directly to support those who live with multiple sclerosis. Last year we were able to meet that goal thanks to sponsors who underwrite the cost of the event. Below are a few insights and suggestions to help you achieve your goal, and please remember that we are here to support you each step of the way.

You may begin collecting and submitting contributions immediately. We are enclosing a pledge tally sheet to help you track donations. Please include your walker identification number on each pledge form or contribution receipt slip so we can be sure to post these funds to your walker account.

There Is Power in Your Action

Your commitment to walk will effect change in peoples' lives, as well as your own. It is a message to those with the disease that they are not alone; that people care about them and are willing to go the extra mile to show their support. It is a message to contributors that this cause is important. Your enthusiasm is contagious. As people see your belief in your cause, they will share in your enthusiasm, and help support your goals, becoming an integral part of your amazing accomplishment when you cross the finish line.

Steps to Successful Fundraising:

1. Be Proactive

Start your fund raising now—don't procrastinate! Successful fund raising is intentional, planned and diligently executed.

2. Set Your Goal

This challenge is about going beyond what you thought possible. Set your goal a little higher than you originally anticipated, and strive to meet the challenge.

3. Make a Plan

Break your pledge goal into smaller goals, then schedule those goals on a calendar. Visit the Support section of our website for the \$1,000 in Ten Days plan.

4. See It Through

This step is crucial to fulfilling your goal. Once you've mailed out letters, call recipients to ensure they've received your letter. Ask if you can count on their support. Send thank you notes to people who have made contributions. Give your donors updates on your fund-raising and training progress. Invite them to celebrate with you at the finish line.

5. Inspire Others to Share Your Goal

You are walking on behalf of the more than 400,000 people with MS in the United States. You are not asking for the contribution for yourself, but on behalf of the individuals who live with this destructive disease.

METHODS FOR RAISING DONATIONS

Letter Writing

Send letters to everyone you know (business associates, family, neighbors, far-away friends, college alumni, members of club or professional organizations you've belonged to). People whom you'd least expect may feel a connection and want to help.

Remember the following tips when writing your letters:

- Make it easy for people to give.. Always include a self-addressed, stamped envelope with your letter and pledge form as well as instructions for how to donate on-line. You can create your own webpage and accept secure, on-line contributions at Active.com
- Make it personal. Include details about yourself and your commitment to fighting MS.
- Include a deadline as a gentle nudge to get contributions in.
- Always thank anyone who helped in previous years.
- Take the opportunity to catch up with old friends and family members.
- Follow up with a note or phone call to those who have not responded. Send a thank you note once you receive a pledge.
- After the Wild West MS Walkabout, send details of the event, a photo, and stories to tell your supporters how you did.

Sample Letter

May 30, 2009

Dear Friend:

About 12 years ago a close friend was diagnosed with Multiple Sclerosis, (MS). A once active and energetic man, his life has drastically changed over the past decade. What began as numbness in his left arm has become a constant feeling of fatigue, trouble with balance and, on particularly rough days, trouble walking. His doctors have told him that over the next few years he will probably lose his ability to walk, along with many of his motor skills; essentially, the active lifestyle he has always led. His ability to work has been effected, and the illness is depleting his savings. He is doing what he can to raise money to battle the devastating disease, and as his friend, I am doing what I can.

My goal is to raise \$750 by walking 50 miles over 3 days. I am now asking for the help of my friends to reach my goal. 20% of the money raised will go to the National MS Society to support research and the Colorado chapter and 20 % will go

to the Rocky Mountain MS Center. The remaining 60% will fund the Walkabout's grants program. These grants are available to help defray the cost of equipment, therapies, and other items necessary to assist people living with MS

If you are able to contribute toward the aid of people living with this disease, please mail a check, payable to Center for Neurorehabilitation Services Foundation with WWMSW written in the memo line, in the self-addressed, stamped envelope. Please also include the pledge form. My gratitude is great for any contributions you can so generously make.

Sincerely,
Bob Smith

Phone Calls

Here are a few suggestions for successfully raising funds over the telephone:

Develop a Contact List

Determine who needs to hear your voice in addition to receiving a letter.

Plan Ahead

Avoid awkward pauses by knowing what you are going to say before you call.

Make the Call

Explain your commitment to the fight against MS. Then state your fund raising goal. Ask for a specific amount, but reinforce that all donations make a difference.

Say Thanks!

Regardless of the response, thank them for their time, consideration and support. If someone is unavailable to assist financially, invite him or her to volunteer at the event.

Follow Up

It may seem like a detail, but it's a critical step in fulfilling your goal. Once you've had someone commit to a contribution over the phone, send a letter including the agreed upon amount. Enclose a self-addressed, stamped envelope.

Make It Count!

Again, your enthusiasm is contagious; if your contacts know that this event is significant and purposeful, it will be important to them.

Other Fund Raising Ideas:

Walkabout Parties

This can be a fun way to raise awareness and meet your pledge goal in one afternoon or evening. Have someone who has been affected by MS give a short presentation. It is a good idea to have pledge forms readily available, along with a designated note taker to record cash contributions for thank you note purposes.

Start a Team

Recruit others to be a of your training and fund raising team. Sharing such a rewarding experience with other enthusiastic individuals will make the experience more fun for everyone involved. Plus, you will keep each other motivated to fulfill your fundraising goals.

Additional Suggestions:

Go Big— ask your company to sponsor you.

Garage Sale

Auction

Golf Tournament

Bunko Game

Elks Club Sponsored Event

Wine Tasting

Car Wash

Contact Information:

For more fundraising tips and information, please visit our website at www.wildwestmswalkabout.org or e-mail Kris Clagett, Walker Coordinator, at krisclagett@msn.com



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TRAINING MANUAL

www.wildwestmswalkabout.org

In Support of Those Living With MS

Training is the key to your success and enjoyment of the Walkabout. 50 miles over the course of three days is a serious endeavor, one that shouldn't be undertaken lightly or without adequate preparation.

The training process will not only strengthen you physically, but it will strengthen you mentally. Training will reward you with a better quality of life through better health and fitness. And, if you are properly prepared, you'll have a lot more fun on your 50-mile journey!

Initial Fitness Assessment

The training process is different for everyone. Age, general health and current physical fitness are all factors to consider. It's important that you assess your present state of health and fitness and begin with a level of training that is appropriate.

It's always a good idea to consult a physician before beginning any new exercise program, but it's essential if you have a medical condition like diabetes, high blood pressure, a heart condition, an injury, or you are overweight or pregnant. You should also consult with a doctor if you are older, sedentary, or have any other conditions that could be aggravated with extensive walking.

Essential Gear

Shoes

On average, you will take nearly a half a million steps for this cause, and approximately 100,000 on the event weekend alone. It is very important to have the right shoes. Look for these characteristics when shopping for walking shoes:

Flexibility: your shoe should allow you to comfortably "roll" your foot from heel to toe.

A low heel: a low heel will help prevent tipping or tripping.

Comfortable toe box: make sure your toes have plenty of wiggle room to help prevent blistering, but shoes that are *too* wide can increase your risk of tripping. Ask an expert at a boutique athletic shoe store if you have questions on shoe fit. The good ones will put you on a treadmill and measure your gait while observing the position of your feet as you walk.

Fit: the key to a good shoe is the way it fits *your* foot. Different brands fit differently so try on several. Walk around the store and outside if the store will allow it. Also, remember that your feet swell as the day wears on; try on shoes late in the day when your feet are tired and swollen.

It is a good idea to buy a second pair (of the same brand) and alternate between shoes. A second pair will also help conserve the life of your shoes, and will help decrease wear on

your body as shoes need to “spring” back between workouts. Also, if your shoes get wet or overly sweaty during the walk, you’ll have a second pair to wear while the first pair is drying.

Socks

Even with a great fit, cheap socks can cause blisters. Look for thin socks made of a wicking material and try them out before the big event! As with shoes, it’s a good idea to have several pairs of good socks.

Inserts

If you have pain when you walk (especially in the shin, knee or lower back), you might want to consider purchasing inserts. They are designed to keep your feet in the proper position when you walk and give you added support and cushioning. If you really want to treat your feet, consider buying a pair of high quality inserts available at specialty running and walking stores.

Workout Clothes

A few things to consider:

- Dress in layers so you can add or remove clothing to keep you comfortable. The bottom layer should be made of lightweight, wicking material. A long-sleeve T-shirt, a wind/rain jacket, running shorts and a pair of tights should prepare you for most weather conditions.
- Try different styles of exercise clothing. Different problems, such as chaffing or “riding” may occur. Testing your attire beforehand will minimize discomfort.
- Colorado sun can be brutal! Don’t forget to bring plenty of sun protection: a hat/visor, sunglasses, an SPF of 30 or greater, and a light, long-sleeve T-shirt in case you need additional coverage on your arms.
- Many walkers have found that carrying a “fanny pack” is useful for things like lip balm, cell phones, keys, food, and spending money. A hydration belt or “camel-back” will prove extremely useful in helping you stay properly hydrated.

GETTING STARTED

Training should begin as soon as you register for the 2008 Wild West MS Walkabout. Choose a program based on your fitness assessment. Form a habit quickly and build endurance by walking three to five days a week, even if it is only for a short duration. Remember, your body will eventually need to be able to walk 15 to 20 miles a day, but initially your walks can be very short. In addition to helping others, this walk is also about your fitness, overall health and personal goals— and having fun while you are doing all those things!

Building Fitness

The most effective way to train for an event like the 2008 Wild West MS Walkabout is to follow a plan that gradually increases walking duration and distance.

Some find that keeping a walking journal can be a very effective and motivating part of a regular fitness plan. It will help you reach your walking goals, but more importantly, it can be a valuable resource if you experience any glitches during your training. And, if you ever become uninspired, you can look back over your accomplishments to propel you forward.

In your journal, you'll want to track week number, dates, distance, time, weather, and make general notes about how you felt during your walk.

Training for Long-Distances

Training for long-distances requires the practice of what is known as "progressive overload". The idea of progressive overload is to make your body do a little more work, one step at a time, than it is used to doing. Continuing this practice week after week will enable your body to gradually become stronger and more fit, eventually preparing you to complete 50miles in just 3 days!

WALKING PROGRAM

Program (12 Weeks)

Week	M	T	W	T	F	S	S	Miles
1	OFF	1	0.5	1	OFF	0.5	1	4
2	OFF	1	1	1	OFF	1	2	6
3	OFF	1.5	1	1.5	OFF	1	2	7
4	OFF	2	1	2	OFF	2	3	10
5	OFF	3	OFF	3	OFF	3	6	15
6	OFF	4	OFF	3	OFF	3	8	18
7	OFF	4	OFF	4	OFF	3	10	21
8	OFF	4	OFF	4	OFF	4	12	24
9	OFF	4	3	OFF	3	6	10	26
10	OFF	4	OFF	4	OFF	4	15	27
11	OFF	4	OFF	4	OFF	8	10	26
12	OFF	3	3	OFF	MS	CHALLENGE	WALK	56

If you are a beginning walker, try this 12-week program. It will enable you to complete the walk safely and have an enjoyable experience over the weekend of the event.

If you are an experienced walker, you can still use the 12-week program, but start at about week 6 and repeat the final weeks of the training program until the race. Additional 6 and 8 week training programs are posted on our website.

Cross Training

Cross training is an important element in your training program. It will help you build muscle and endurance quickly; it will also help prevent injury as you are strengthening muscles that support the ones you use for walking. There are three types of cross training: stretching, strength training and cardiovascular training. Stretching is essential; strength training is strongly recommended, and cardiovascular cross training is optional, except in cases of injury.

*If you have had any recent surgeries, injuries or muscle problems, consult your health care professional before beginning stretching or cross-training programs.

Stretching

Stretching should be done slowly and without bouncing. Stretch to the point you feel a slight, easy tension; hold this for 5 to 10 seconds. Once the feeling of tension diminishes, stretch just a little deeper. If the feeling does not diminish, ease back on the tension.

Stretching should not be painful; it should be relaxed. Don't worry about how far you can stretch, but simply that you are incorporating a technique into your routine that will help prevent injuries in your training and your daily life.

Please find reference material if you are unsure about good stretches. A good Web site is www.walkinghealthy.com. There have also been numerous books written on stretches. Your health care provider can also give you good stretches to keep your muscles in good shape!

Strength training

Especially for walkers, strength training is another excellent means of preventing injuries. You can get a complete secondary workout with two or three 20-minute sessions per week.

The most important muscles to strengthen are the core muscles (abdomen and lower back), the hips, gluts, thighs, and shin muscles.

Cardiovascular cross training

The main benefit of adding cardio to your workout program is injury prevention. Incorporating additional exercises such as swimming or biking can help you gain fitness quickly with less risk of the overuse injuries that are common, especially among beginning walkers.

Fueling Your Muscles

Muscles in motion need fluid and energy to perform at their best. Dehydration and depletion of stored energy are the most common causes of muscle fatigue.

Hydration

Sweat contains water and minerals called electrolytes. It is important to drink energy drinks in addition to water. Water will replace the lost fluid from sweat in your body. Energy drinks will replace lost mineral such as sodium, which helps slow the rate of lost fluid in the body. Sports drinks will also add minor amounts of carbohydrates to your intake, a very necessary element for moving bodies.

Dehydration is a serious condition that can become life threatening. Having plenty of water and sports drinks handy will help keep you healthy and your hard-working muscles happy.

For more information on hydration needs visit www.poweringmuscles.com.

Nutrition for Recovery

The right nutrients in the right amounts at the right time will allow for significantly increased muscle recovery after workouts.

Replacing food intake is important. Energy bars will help replace the minerals used by your body while walking.

INJURIES: PREVENTION AND TREATMENT

Old shoes are the most common culprits of walking injuries. Be sure to log the miles you walk in each pair and pay attention to wear. Replace shoes frequently. Remember, you want broken-in shoes for the big weekend, not broken-down shoes.

Don't try to push through pain that may be related to muscle or joint problems. It could be an indicator of a larger problem. Consult a health care provider if pain persists.

Other common walking injuries

Blisters:

These can be diminished by paying attention to "hot spots", or places you feel rubbing. Stop and put petroleum jelly on these areas to help slow or prevent blisters.

Once you have a blister, products such as "moleskin" can help ease discomfort.

Shin Splints:

This is pain in the outer frontal area of the shin; it is a natural part of the conditioning process. The pain should disappear within one or two weeks. If it does not, consult your health care provider.

Knee Pain:

Knee pain is often caused by problems related to weak quadriceps or gluteus muscles. Cross training can greatly help relieve the workload placed on the knees.

Incorporating cross training in your workout schedule from the beginning will greatly reduce your risk of injury.

STAYING MOTIVATED

Physical fitness is as much a mental game as it is a physical one. Most likely, your biggest challenge will be in your head. Here are some tips for staying motivated:

Remember Your Purpose

While you are gaining health benefits from this walk, your original goal was to raise money to help those suffering from MS. On days you feel uninspired, you may need to remember that you are doing this as a gesture of kindness for those you care about.

Train With Fun People

Training with others will help you be accountable to others who are also working toward goals. You will want to encourage them on their journey. Plus, you'll make new friends and hear interesting stories along the way and the time will go faster!

Get Feedback

Tracking your progress by timing your walks and tracking your distance will inspire you. You will see how your physical strength has increased. Few things feel as good as becoming stronger.

Get Creative

Changing your workouts, cross-training or mapping out new routes will help keep your workouts interesting, your visual stimulation new and your thoughts inspired.

Just Get Out and Walk

You will have days when you are unmotivated or feeling tired. On these days, your goal is not so much to beat your time or push your limits. On these days, your goal is simply to get out and walk. Just remember that a short walk is better than no walk at all.

Contact Information

For more training tips and information, please visit our website at www.wildwestmswalkabout.org or e-mail Kris Clagett, Walker Coordinator, @ krisclagett@msn.com.