

this is why

People with MS rely on us for education, equipment, and emotional support.

This is why we give.

Join the CLASS of 2004 and let us give you an unparalleled experience in networking and philanthropy.

Long Island Chapter
200 Parkway Drive South
Hauppauge, NY 11788
(631) 864.8337
www.nmssli.org



CLASS of 2004

Join the fight against the devastating effects of multiple sclerosis.

Put your talents to work as part of our CLASS Leadership Recognition Program.

Learn more inside.

You can **(and will)** make a difference.

our mission:

The National Multiple Sclerosis Society's mission is **to end the devastating effects of multiple sclerosis.**

On Long Island, nearly 7,000 people have MS. If you include their families, friends, employers and caregivers, 38,000 people in the area are affected. They rely on our chapter for a wide variety of innovative, life-affirming programs that connect people with information and resources, and promote community awareness of this neurological disease.

We are equally proud to be involved in international research efforts to find a cure and new treatments for MS. Thanks to the generosity of local residents and corporations, we are able to fund research that will one day put an end to the devastating effects of multiple sclerosis.

The Long Island Chapter raises almost \$2 million annually. Approximately 40% supports research and 60% remains locally to support community programs.

Please get involved. The requirements are minimal, and the benefits are endless!

yes i will

join the fight to end the devastating effects of multiple sclerosis.

Name _____

Address _____

Phone _____ Email _____

Employer _____

Position _____

Skills and/or interests _____

I am interested in:

Fundraising Events

Programs

Board Participation

Please detach and mail to:

The National MS Society

Long Island Chapter

200 Parkway Drive South, Suite 101

Hauppauge, NY 11788

Tel. (631) 864.8337 or visit our website:

www.nmssli.org

the benefits of class:

- ◆ Great opportunity to network with Long Island's top business leaders
- ◆ Receive prestigious MS Leadership Award by Waterford
- ◆ Cocktail reception in your honor on June 16; you may bring up to six guests at no charge
- ◆ Receive CLASS Directory with details for all current and past honorees, for additional networking opportunities.
- ◆ Your name and photo featured in *Long Island Business News*
- ◆ Nominate an honoree for the CLASS of 2005
- ◆ Have a great time, and lend your voice to the fight against the devastating effects of MS!



The CLASS of 2003. Photo Credit: Pace

what is multiple sclerosis?

Multiple sclerosis is a chronic, unpredictable disease of the central nervous system (the brain, optic nerves, and spinal cord). It is thought to be an autoimmune disorder. This means the immune system incorrectly attacks the person's healthy tissue.

MS is often referred to as a "**prime of life**" disease; it most often strikes adults between the ages of 20 and 50. Approximately 400,000 Americans acknowledge having MS, and every week about 200 new cases are diagnosed.



symptoms/treatments

Symptoms of MS are unpredictable. They may vary from person to person, and from time to time in the same person. They may be permanent, or they may come and go. They can include:

blurred vision
loss of balance
poor coordination
slurred speech
tremors
numbness
extreme fatigue
problems with memory and concentration
paralysis
blindness

Thanks to significant advances in research, the FDA has approved several treatments that may alter the underlying disease course of multiple sclerosis. People with MS should consult their doctors about using one of the FDA-approved medications and other effective treatments for the symptoms of MS.

fundraising tips:

Make your own contribution—then ask your company to match your gift.

Send solicitation letters to everyone in your Rolodex with a pledge card and return envelope (we supply these) telling them about the honor bestowed upon you and your commitment to support the important work of the National Multiple Sclerosis Society.

Ask all of your business and personal contacts to support you in this effort.

If you think it will help, invite the donor to the cocktail reception as our guest . . . no charge.

Ask family members for a gift. Invite them to see you get this award as a guest! We promise an evening you will never forget!

Conduct your own fundraising event (e.g. Hold a raffle).

Call (631) 864-8337 for a quick and easy way to raise \$2,000 in ten days.

Pledge cards are due at the Chapter office by June 9, so we can announce the top fundraiser and total raised by the Class of 2004 at the cocktail party.

sample letter:

To get you started, we've provided a letter for you to send to your colleagues. (This is available as a Word file on request.)

I have been selected by the National Multiple Sclerosis Society to receive the MS Leadership Award and become a member of the Class of 2004, a group of professionals who have made an outstanding contribution to the business, civic and cultural enhancement of Long Island.

With this honor, I have accepted the responsibility of raising money to support the programs of the Long Island Chapter. I have a personal goal of raising \$_____ for the cause. Please join me in this endeavor by becoming a sponsor.

Multiple sclerosis, a disease of the central nervous system, typically strikes young adults in the prime of life; young people just starting their families and building their careers. They never know when attacks will occur, how long they will last or how severe they will be. The physical and emotional effects stay with them throughout their lifetimes.

The National MS Society is the only national voluntary health agency in the United States supporting worldwide research to find the causes and cure for MS. The Long Island Chapter serves over 38,000 local residents affected by MS by providing vital community programs.

Together, we can make a difference in the lives of so many people. Please complete the enclosed pledge card and send it in the convenient return envelope. Should you have any questions, please call me at _____.

I look forward to hearing that you will assist me in helping to fund this worthwhile mission.

we offer:

The National Multiple Sclerosis Society, Long Island Chapter is proud to be a source of information and support for the Long Island residents whose lives are affected by MS.

We offer a range of more than 60 innovative programs for people with MS, their friends, families, and caregivers. We also help to fund critical research that is focused on finding new treatments and a cure.



Photo Credit: Jim Dratfield, Petography

How wonderful that no one need wait a single moment to improve the world.

Anne Frank

about CLASS

The Long Island Chapter of the National Multiple Sclerosis Society's CLASS Leadership Recognition Program was established in 1995 to honor senior level professionals for their outstanding contributions to the business, civic and cultural enrichment of Long Island. For the past nine years, the Long Island Chapter has recognized many business and community leaders for promoting high ideals and for making Long Island a better place in which to live and work.

We seek those in the business community who rarely get the recognition they deserve—young professionals on their way up as well as CEOs. This is a great opportunity for individuals from small businesses to large corporations to get exposure and recognition.

The MS Leadership Recognition Program respects the demands on your time and is structured so that there are no meetings to attend.

Honorees will be presented with the prestigious Waterford MS Leadership Award at a fabulous Cocktail Reception held in their honor on June 16, 2004 at Crest Hollow Country Club from 5:00 - 7:00 P.M. Honorees are encouraged to ask their employers, colleagues and family members to be our invited guests to the cocktail reception as our guests. The evening is an excellent opportunity to network with some of the great business leaders on Long

Island. Honorees will have individual pictures taken and will also be asked to pose for a group picture that will appear in Long Island Business News and local newspapers.

For more information about CLASS, please contact Erin Cleary, Director of Development, at (631) 864-8337 or ecleary@nmssli.org.

Responsibilities of CLASS:

- ◆ Raise a minimum of \$2,000 to support the work of the National MS Society.
- ◆ Attend cocktail reception - invite guests - no charge!
- ◆ Pose for individual and group picture at cocktail reception.
- ◆ Nominate a colleague for next year's Class of 2005!
- ◆ Have a great time!