

## FREQUENTLY ASKED QUESTIONS FOR BUSINESSES

### → *How can we promote our event?*

There are many ways you can promote your event internally and get staff excited about participating. Included on [DIYMSFundraising.ca](http://DIYMSFundraising.ca) are:

- Email copy and design elements that can be adapted to your needs
- Banners and messaging that can be placed on your intranet and website
- A poster that can be customized to advertise your event
- Certificate templates to thank staff and sponsors

Use these tools as a starting point and create your own materials specific to your event. Why not include a hyperlink to the [DIYMSFundraising.ca](http://DIYMSFundraising.ca) on your email signatures?

### → *How do we encourage employees to hold their own event?*

Lead by example! Build excitement about your corporate event and communicate how easy it is to add to summer plans. In your internal communications you could add the following:

- Offer incentives to staff that hold their own events. How about a paid day off for the top fundraiser?
- Offer a corporate matching program for those who hold their own events
- Post all of the individual events to your intranet to celebrate staff involvement

### → *How do we promote our contribution to the MS Society of Canada as a part of our corporate social responsibility?*

Post the information on your website, highlighting your event and your commitment to the MS Society of Canada. Include the logo and a link to [DIYMSFundraising.ca](http://DIYMSFundraising.ca) to encourage others to get involved. You could also use the email template to send an email to all your customers, suppliers and sponsors highlighting your Success!

### → *How do we track donations from our corporate family?*

Register your corporate event online at [DIYMSFundraising.ca](http://DIYMSFundraising.ca) and follow the easy step-by-step instructions. The site provides great fundraising suggestions, tools to help set up your event and the ability to send invitations and track the response. Set your target and watch your fundraising thermometer grow!

→ *How can we encourage competition between departments and locations?*

Encourage each department to join your activity and set up their own page at **DIYMSFundraising.ca**. This will allow them to track their fundraising targets and donations. Support the competition by sending out email updates and giving incentives to the winning team

→ *What will the MS society do with the money raised?*

Based on your chosen designation at DIYMSFundraising.ca, money raised will go to:

- Providing vital services in local communities for Canadians living with multiple sclerosis
- Funding ground-breaking, Canadian research into the cause, cure, and management of MS
- Contributing to the endMS campaign in support of the endMS Research and Training Network

→ *How can we setup multiple corporate events?*

There are two ways you can do this:

1. List all of the events planned on the same event page and on all your invitations. Don't forget to indicate the dates of each event

**OR**

2. Set up each event individually so each has its own page and invitations. Make them consistent by including your company name in each event title

→ *Where can I get more information?*

Call your local MS Society office at **1-800-256-7582**, or email **info@mssociety.ca**. Please specify your province of residence

Visit the **DIYMSFundraising.ca** toolkit for updates and new resources