

Move FOR MDS

Community Walks to Drive Awareness
& Accelerate Research



NEW YORK CITY
October 3, 2021
(In-Person)

BOSTON
October 24, 2021
(In-Person)

GLOBAL
October 24, 2021
(Virtual)

Thank you signing up for our Fall 2021 *Move For MDS* community walk events! These community events are taking place in-person in New York City & Boston and we're hosting a virtual Global movement this October, where participants are encouraged to get together safely outdoors to walk, run, wheel or any movement they prefer. We wanted to provide you with some information to help you with your Run/Walk Experience. In this Toolkit, you will find:

- 1 Registering & Fundraising**
- 2 Social Media Best Practices**
- 3 Schedule for the Event Day, and Day of Event Information**
- 4 Instructions for Mapping Out Your Own 5K Route**
- 5 How to Record and Submit Your Own Race Time**
- 6 Thank You to Our Sponsors!**

If you have any questions on the following content, please reach out to David M. Smith at 908-917-0654 or dsmith@mds-foundation.org

1 REGISTERING & FUNDRAISING

If you've received this packet, you've probably already signed up to race – Thank you for registering! But if you haven't, you can go to www.MoveForMDS.org to sign up for the event. Simply find the walk you want to participate in, click "REGISTER", and you'll have the option to sign up as a runner, walker, or child participant. Step-by-step video instructions on how to register can be found here: <https://vimeo.com/542153237>.

CREATING A TEAM

Once you've registered, we highly encourage that you create a Team so that your friends can join you in fundraising for the event. You'll be prompted to create a team after you register to run/walk, but you can also go to www.MoveForMDS.org and click on "CREATE A FUNDRAISING PAGE" to get started.

Once you have a fundraising team, you can share it with your friends to have them either join your team as a fundraiser, or register for the event through your page. It's that easy!



WHAT WE ARE FUNDRAISING FOR:

Here are some helpful talking points to use when reaching out to your network to support you and your team:

- The Myelodysplastic Syndromes Foundation (MDSF) will be hosting its popular local *Move for MDS* community walks again in 2021. Help show support to those effected by MDS by joining me to fundraise in this fight against MDS. MDSF's year-round events increase awareness of this rare blood cancer and accelerate critical research.
- 100% of every dollar donated goes to support the MDS Foundation's mission of supporting and educating patients, their communities, and healthcare providers, and contributes to innovative research in the fields of MDS and its related continuum of diseases to better diagnose, control and ultimately cure these diseases.

INCENTIVES FOR WALKERS:

Did you know that 100% of every dollar donated goes directly to support the MDS Foundation's mission?

If you registered for either in-person walk (NYC or Boston) you can pick up your swag bag the day of the event starting at 8:30AM ET. If you registered for the virtual Global walk, be sure to look out for your swag bag of goodies that will be delivered to your front door! Virtual registrants, please be sure to register by **October 11th** in order for your goodie bag to arrive early the week of the event. You can expect branded items such as a t-shirt, drawstring bag, and a towel.



2 SOCIAL MEDIA BEST PRACTICES

SOCIAL MEDIA TOOLS:

 Click here for social media posts you can copy and paste to drive awareness around the walks and promote fundraising

 Click here for social media images you can download for your posts

Be sure to use our official hashtag
#MOVEFORMDS

facebook EVENT LINKS

NEW YORK
CITY

BOSTON

GLOBAL



Move For MDS
NEW YORK CITY
Community Walks to Drive Awareness & Accelerate Research

JOIN THE MOVEMENT!
OCTOBER 3RD
NEW YORK
BATTERY PARK CITY ESPLANADE

YOUR TEAM NAME HERE!

Join the Move for MDS community walk, fundraiser and show support for the MDS Foundation in our fight against Myelodysplastic Syndromes – a rare blood cancer.

100% OF EVERY \$1 DONATED GOES TO THE CAUSE!

A friendly 5K for everybody - run, walk, wheel, or any movement you prefer!

MoveForMDS.org

Social Media Flyer: After registering, you will receive an email attached with a personalized flyer with your team name on it! Feel free to post on your SM and share with your community.

Here are a couple of recommendations on what you can post about:

- Why you're participating in the *Move For MDS* community walk
- If you have a fundraising team and you're making team shirts, you can post pictures of the team shirts
- Or you can post a picture of you getting ready to run the 5K itself

3 SCHEDULE OF EVENTS FOR EVENT DAY

(All times listed below are in Eastern Standard Time)



8:30am Check-in For In-Person Events Opens

9:00am Welcome Remarks And Stretches

9:15am Race Starts!

11:00am Honoree Awards Livestream

11:30am Race Winners Announced and Program Concludes

FOR VIRTUAL GLOBAL PARTICIPANTS

GLOBAL TEAM SHOWCASE

If you are participating virtually from around the globe, we want to feature you during the program on October 24th!



Virtual Global walkers are encouraged to send team videos, which we'll share at the Boston walk and through our interactive live-stream around the world. Videos should be texted via WhatsApp to +1 (646) 503-8277 or emailed to events@emrgmedia.com. If the 9AM ET start time is inconvenient for your timezone, we encourage you to walk prior to the start time, either earlier in the day or the day before, and submit your photos and video then.



A full recording of the live stream will be posted on October 25th at www.MoveForMDS.org.

4 INSTRUCTIONS FOR MAPPING YOUR 5K ROUTE

MAPPING A 5K ROUTE IN YOUR AREA IS EASY!

If you'd like to find a 5K route that has already been certified by the USATF, you can always go to <https://certifiedroadraces.com/search/>, and search for certified routes in your city. If you want to map your own 5K route, we recommend using **Map My Run**. You will need to make a Map My Run account, but it's free and easy to use.

Once you have an account with Map My Run, you can start mapping out a 5K route near you:



- 1 Start by clicking on the map where you want your "Start Line" to be, and click along a route that you want to measure. Be sure to use the Tool panel to switch from miles to kilometers to map 5 kilometers. (Note: 5 kilometers is roughly 3.12 miles.)
- 2 If you don't think that your neighborhood is well-suited for a 5K, then consider mapping a route in a local park. You can also use their search feature to find a route near you that's already been mapped out.
- 3 Reach out to us with any issues or questions. We'll be happy to help guide you in finding or creating a route.



5 RECORDING AND SUBMITTING YOUR TIME



Be sure to use Strava to log and record your time. To do so, just log into that app on your phone or online and find the “MDS Foundation” Club. You can find this on your browser here:

<https://www.strava.com/clubs/moveformds>

Once you have the Strava app downloaded, or you’ve gone to the event online:

- 1** We ask that you create a Strava profile.
- 2** Then join the appropriate event you are participating in.
- 3** When you run on event day, be sure to have your phone with you, and record your run using their record feature. You’ll be able to then upload your time to the event!

Please keep in mind that all race time submissions should be done on good faith. Some people’s routes will be flatter and have less hills, and some participants may be running on sidewalks and waiting for traffic lights while others are in a park. In the spirit of the MDSF community, please be honest about your time when submitting your results

6 THANK YOU TO OUR SPONSORS!

NATIONAL PLATINUM

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ONCOLOGY

NATIONAL GOLD



REGIONAL GOLD



REGIONAL SILVER



REGIONAL BRONZE



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