



MS Run the US – 2016 Relay

Thank you for your interest the Relay Runner opportunity with MS Run the US, Inc.

We are thrilled that you are taking this opportunity to learn more about the **MS Run the US – 2016 Relay**, as it truly is a unique fundraising event that we are very excited about!

To help you better understand what to expect as a Relay Runner candidate we have compiled a schedule of responsibilities and events. **Please read and take some time to truly evaluate if this opportunity is right for yourself and the charity.**

MS Run the US, Inc. is a nonprofit organization founded by philanthropic runner Ashley Schneider (previously Kumlien). Through the support of MS Run the US, Inc. sponsors, and many generous donations, in 2010 Ashley ran 3,200 miles across America in an effort to raise funds to support MS research, and to raise nationwide disease awareness.

The MS Run the US – 2016 Relay is where YOU get the chance to experience a portion of what Ashley did in 2010. More importantly, this is your chance to be a unique part of the growing movement to end MS.

There are limited slots available for the **MS Run the US – 2016 Relay** and we are accepting applications until September 15, 2015. Runners should expect a fun, challenging adventure. We will do what we can to make each runner comfortable, but this is an ultra distance expedition and like a camping trip some creature comforts might not always be available.

Step 1 The Application

Anyone interested in taking the on the challenge of running approximately 150 miles in six days while raising funds and awareness to end MS should fill out an application.

Once your application is received the MS Run the US team will review it. Following phone interviews and references checks; MS Run the US will select the best candidate for each relay segment by October 1st, 2015.

Those selected for **MS Run the US – 2016 Relay** will partner with us on fundraising, disease awareness, community involvement, and training efforts.

Step 2 Fundraising (deadlines, amounts)

Each Relay Runner will be expected to raise a minimum of \$10,000 net donation dollars by the completion of the **MS Run the US 0 2016 Relay** fundraising campaign on September 30th, 2016.

[Note: Before you pass on this opportunity because of the challenging fundraising minimum know that many runners before you were also afraid of that goal, and many runners before you still applied, and many runners before

you achieved & exceeded our fundraising minimum! We wouldn't set a goal if we didn't think it was possible & fair for what the event offers in return ☺ Carry on...]

With the guidance of MS Run the US you will develop your very own fundraising support team. We will coach you on the use of social media and organizing events to spread the word out about your involvement with the **MS Run the US 2016 Relay** and your fundraising goals.

Relay Runners should start their fundraising efforts months before they actually run, and will continue raising funds and awareness during and after they complete their Relay segment. Upon acceptance of the Relay Runner position in October of 2015 each runner must donate via fundraising or personal contribution to MS Run the US, Inc. 20% of their total fundraising minimum (\$2,000) by January 31st, 2016. The Relay Runner will then contribute again 20% of the total minimum amount (\$2,000) by the first day of the MS Run the US – 2016 Relay on April 9th, 2016. Another \$4,500 in fundraising is required two weeks prior to the start of each Relay runner's segment. This fundraising requirement is in the best interest of each runner. In light of our previous Relay experience it is significantly more difficult to fundraise *after* your Relay segment is complete. This is why we require 85% of the funds raised to be prior to your assigned segment. The remaining of the donation minimum (\$1,500) by the completion of the **MS Run the US – 2015 Relay** fundraising campaign on September 30th, 2016.

The fundraising commitment schedule is as follows:

\$2,000 – January 31, 2016 – Totaling \$2,000

\$2,000 – April 9, 2016 – Totaling \$4,000

\$4,500 – [Two weeks prior to the start of your segment] – Totaling \$8,500

\$1,000 – before September 30th, 2016

Fundraising total to \$10,000 by September 30, 2016

Step 3 Training

It is expected that not everyone that will apply for this event will have had experience running approximately 150 miles in one week. In conjunction with the MS Run the US, Inc. mission of supporting the cure of MS, the charity also strives to inspire others to live a healthy and active life style. For purposes of this event MS Run the US, Inc. will provide training trips, nutritional advice, and guidance from a group of running experts like Ashley and others within the organization.

Expect to make a commitment to begin a training program three to six months before your segment of the Relay. Previous distance running experience is part of the selection criteria in our process of evaluating applicants.

Step 4 Running Your Segment

Each Relay segment is sectioned into approximately six consecutive days of running 26 miles each day. For reasons of community awareness and involvement, as well as safety, any Relay Runner may not complete the assigned segment miles more than one day faster than scheduled (ie. Relay Runners may not complete their whole segment in one long running effort).

A list of the Relay Segments can be found online at:

<http://www.msruntheus.com/the-relay-segments/>

Due to the logistics of this event, the fact that every mile from coast to coast will be covered, and for safety, each runner will be supported by the MS Run the US, Inc.-provided motor home (RV) vehicle. The RV will serve as a home base, sleeping quarters, runner aid, meal prep, and the central hub vehicle for all activity during the Relay.

Each Relay Runner can expect to stay with the MS Run the US team for approximately six days. Five to six of those days will be focused on running and greeting spectators. The remainder of the time will be used to speak with media, support fundraising events, and connect with the volunteer runners and communities involved in each segment. Depending on the location of your Relay Segment and your running abilities, you can expect to have anywhere from 3-6 hours of downtime every day after your running is complete to refuel, clean up, and recover.

Step 5 Going Farther!

Following completion of each Relay segment the MS Run the US – 2016 Relay will continue the journey with the next Relay Runner. Building on the attention and awareness generated during the successful completion of each relay segment, all Relay Runners are asked to continue driving donations and charity awareness even after they have completed their segment.

The Relay Runner with the largest net donation dollars by September 30th, 2016 will receive our love & admiration, a sweet running gear gift set, and two (2) tickets to the Erase MS Gala (<http://www.erasems.org>) in Los Angeles, CA scheduled for May 2016, along with one nights hotel stay. Each Gala ticket is valued at \$1,000 and the event features many LA celebrities interested in ending MS NOW!

Each Relay Runner achieving \$20,000 in net donation dollars raised for MS Run the US, Inc. by September 30, 2016 will receive reimbursement for their travels within the continental U.S. to their Relay segment, as well as a running prize pack. Receipts must be provided for reimbursement.

Each Relay Runner achieving \$30,000 in net donation dollars raised for MS Run the US, Inc. by July 15th, 2016 will be flown to New York for the finish line ceremony on August 12th, 2016. All travel expenses within the continental U.S. reimbursed.

Each Relay Runner will receive official MS Run the US 2016 merchandise and super cool swag from our 2016 sponsors.

Additional Details:

Relay Runners are allowed and encouraged to invite others to run voluntarily with them along their segment. Restrictions may apply as some areas of the route may limit the number of runners that can safely join. It will be understood by all volunteer runners joining the Relay Runner after agreeing to a Risk Liability Waiver that they aid themselves and are not reliant on the MS Run the US, Inc. mobile RV vehicle for safety, accommodations, or aid.

What is provided for the Running Partner?

- *Training tips and suggestions*
- *Nutritional guidance for endurance running*
- *Fundraising advice and support*
- *Featured Relay Runner page on www.msruntheus.com*
- *Meals for the duration of their segment*
- *Access to the comforts provided by the mobile RV, SAG vehicle, and crew members*
- *Sleeping quarters and clean linens for the duration of the stay*
- *Bathroom and showering facilities*
- *An experience you will never forget!*

If after reviewing the Relay Runner Event Details you are interested in applying, please visit the website and look for the below icon at www.msruntheus.com/sign-up/

