



WHATEVER IT TAKES.

BUILDING YOUR CASE FOR SUPPORT

Along with a powerful personal story, the points below are designed to help you inspire people to join our movement to Breakthrough MS once and for all. **Remember, you don't need a script—you just need to get the conversation started.** In addition to the points below, be ready to **share a personal example or to highlight a success story from the Society** to illustrate and make these points more impactful. Also, always strive to **land on an action step** (follow-up email, invitation to an event, connection to someone on the Society team, etc.) to deepen relationships and keep the dialogue moving forward.

OF ALL THE CAUSES OUT THERE, WHY SHOULD WE FOCUS ON MULTIPLE SCLEROSIS?

[Lead with a personal story and use the below to tell the broader impact of the disease.]

“Nearly one million people in the U.S. live with MS. That’s one million people who wake up every day unsure of what multiple sclerosis will take from them next. Imagine being a new mother and suddenly you can’t walk. Or a lawyer dealing with MS-related brain fog, afraid to lose your career. Or [another example that is personal and compelling to you]. **MS is cruel and unpredictable, but we will fight together until we end it for good.”**

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IN THE U.S.

WHY SHOULD I SUPPORT THE NATIONAL MULTIPLE SCLEROSIS SOCIETY?

- **“The Society brings the MS movement together—and turns our power and passion into real results.”**
- **“The Society’s work fights MS from all angles, through research, service, and advocacy.”**
- **“The Society helped pave the way for every MS treatment option, it built a network of resources and a supportive community for people affected by MS, and it ensures that the voices of those with MS are always heard—from the court room, to the newsroom, to the halls of Congress.”**
- **“Did you know that the Society [give a specific, quantifiable example of the Society’s impact that you find compelling—could be how progress helped to improve your life or given hope to someone you love]? The Society has reshaped life with MS by putting the needs of people affected by MS first.”**

WHY NOW?

“We’ve achieved more breakthroughs for MS than the world has seen for any other neurological disease. And we’ve seen more momentum in the last five years than in the previous 70. Because of that progress, we can see the **pathways to cures** for MS. **The next chapter in our story could be the last chapter for MS.”**

“This is a new chapter—and it’s our moment to break through. That is why the Society launched the Breakthrough MS® campaign.”



WHATEVER IT TAKES.

WHAT IS BREAKTHROUGH MS® ABOUT?

- “**Breakthrough MS is our campaign to mark the beginning of the end of MS**—to seize life-changing solutions and bring them within reach of everyone living with MS.”
- “Through this effort, the Society is marshaling the strength of our movement to invest **one billion dollars across all areas of its work: research, service, and advocacy.**”
- “**In research**, the Society is focused on funding work that will **stop** the progression of MS, **restore** what has been lost, and **end the disease forever.**”
- “**In service**, our goal is to make sure no one faces MS alone. The Society will strive to **connect nearly one million people and their families with the resources, information, and support they need** to take control of their lives and get in front of their MS.”
- “Through investments **in advocacy**, the Society will amplify our movement’s voices, shape every decision affecting people with MS, and make new solutions **possible, affordable and accessible.**”

WHAT CAN I DO TO MAKE A DIFFERENCE?

- “**There are so many ways you can make a positive difference.** I’d love to [**propose an action step** such as an event invite, joining a Walk MS® team, etc.] Would that work for you?”
- “Our work began with the passion and dedication of just one woman: Sylvia Lawry, who started the Society in 1946, when MS was neglected and poorly understood. **If one person can launch a movement that’s led to more breakthroughs than the world has seen for any other neurological disease, imagine what our movement can achieve today**—and how much of a difference your support can make.”
- “The next chapter in our story could be the last chapter for MS. We can be the generation that ends the disease and changes life for millions of people affected by MS today. But **we’ve got to give all that we can—our time, our resources, our energy**—until we create a world free of MS.”
- “**Every one of us has the power to achieve breakthroughs**, uncover solutions, and help create a world free of MS. As a movement willing to do whatever it takes, **we WILL break through MS.**”

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ACHIEVE TODAY