

STAIR CLIMB MS

SKIP THE ELEVATOR, TAKE THE STAIRS

2014 STAIR CLIMB MS: WELCOME/FUNDRAISING PACKET





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Welcome Climbers,

Thank you for accepting the challenge and registering for our 3rd Stair Climb MS on November 16, 2013 at the Oceanaire Resort Hotel at the Virginia Beach Oceanfront. Your participation in Stair Climb MS and **your fundraising efforts provide help for today and hope for tomorrow through education, support, advocacy and research** funded by the National Multiple Sclerosis Society, Hampton Roads Chapter.

Now that you are registered, you can log into your Participant Center and get started. There are a variety of online tools, making fundraising easier and more convenient than ever! We have also included some fundraising tools and ideas in this packet as well. **No minimum fundraising goal is required, but fundraising is encouraged.** Your registration fee counts toward your fundraising total and **you can earn great prizes!** Don't worry; we'll be with you every step of the way!

We realize that there are hundreds of worthy causes deserving of your support. **On behalf of those with MS and their families living in our community, THANK YOU** for joining the movement to free the world of MS.

Step to it and start spreading the word that you are skipping the elevator and taking the stairs to help fight MS!

Happy Climbing,
The Hampton Roads Chapter



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PRESENTING SPONSOR:



IMPORTANT EVENT INFORMATION

Date: SATURDAY, NOVEMBER 16, 2013

Time: Registration opens at 10:00 a.m.

Start times will be assigned and posted on the event website on Friday, November 15, 2013. Bibs and timing chips will be distributed starting at 10:00 a.m. on race day.

Location: Oceanaire Resort Hotel (3421 Atlantic Avenue, Virginia Beach, VA 23451)

Useful Tips that will help you on event day:

- Before arriving on event day be sure to eat a nutritious, but light breakfast. Water will be provided at the start line and at the top. Energy bars and Gatorade will be available at the Finish Line. Food & beverages will not be allowed in the stairwell.
- **Parking:** Street Parking (free), 31st Street City Garage (\$2 an hour or \$10 for the day), 34th Street Gold Key Resort Self Parking=\$8, Oceanaire Resort Hotel Valet=\$16
- Prior to starting the Climb, be sure to stretch and warm up. Jog in place while you are waiting at the start.
- Don't rush at the start! Take your time the first half of flights, then begin increasing the intensity of your climbing.
- Once you have completed the Climb, be sure to cool down, stretch and hydrate!!

During the Climb:

- **Course Description:** Each top to bottom circuit is 16 floors: 16=1x Top to Bottom, 32=2x Top to Bottom, 64=4x Top to Bottom. Each floor has two flights of stairs, separated by a landing. The stairwell is approximately 57" wide. The finish line is in a Penthouse on the 18th floor.
- **Stair Support Team:** There will be a group of Key Volunteers wearing National MS Society t-shirts that will be monitoring the stairwell. If you are in need of medical assistance or notice someone that is, please notify them as soon as possible.
- **Medical Personnel:** There will be EMTs/Medics on site. In case of emergency or if you need medical assistance, the Stair Support Team volunteers will communicate with the EMTs/Medics.
- **Restrooms:** Restrooms are available in the Oceanaire Resort Hotel holding area on the 2nd floor and at the Finish Line on the 18th floor.
- **Passing:** During the Climb, participants must pass on the right. The climber being passed must not block other participants.
- **Stopping:** Other than a medical emergency, there will be NO opportunity to exit the stairwell except the 18th floor. Always try your best not to stop within the stairwell, slow your pace and try to continue climbing. If you need to stop and take a quick breath, make sure you do this on a landing. Never stop on the actual flight of stairs.

If you wish to drop out of the Climb or you are unable to continue to climb, please notify a Stair Support Team volunteer ASAP.

- **Chewing Gum:** The stairwell can be very dry and chewing gum is one of the best known ways to help prevent or lessen the effects of dry lung when climbing.
- **Feeling Ill:** There will be trash bags secured to the handrail on each flight of stairs. Please try to use these if you are feeling ill and then notify a Stair Support Team volunteer ASAP.
- **Headphones/Cell Phones:** Headphones and the use of cell phones are not permitted while climbing.
- **Going Down:** Please do not go down the stairwell during the event. Always use the elevator.
- **Finish:** You will exit the stairwell on the 18th floor and proceed to the Penthouse. Go directly into the Penthouse and your finish time will be noted. For the safety of other Climbers do not stop in the middle of the travel path.

FREQUENTLY ASKED QUESTIONS

GENERAL FAQS

What is Stair Climb MS?

Stair Climb MS is a unique fund-raising event that raises funds for the National MS Society, Hampton Roads Chapter. Participants will run/walk up the stairs of the Oceanaire Resort Hotel while raising money and awareness to help more than 2,800 area residents living with multiple sclerosis. The finish line will be in a Penthouse on the 18th floor.

How many floors is Stair Climb MS?

The non-competitive climbers will climb 16 flights of stairs. The competitive climbers will have the option to climb 16, 32, or 64 floors.

Do ALL participants have the option to climb more than once?

No. Non-competitive participants will run or walk up 16 flights of stairs of the Oceanaire Resort Hotel. Competitive Climbers have the option to hustle up the stairs, once (16 floors), twice (32 floors), or four times (64 floors)!

How long does Stair Climb MS take?

This depends on each participant's fitness level, speed and amount of time spent at rest areas. Top racers going once, finish 16 floors in as little as 3-5 minutes, while the average participant may take from 10 to 15 minutes to finish.

Will I receive an event T-shirt?

Yes. All participants receive an event T-shirt and medal for participating in the event.

Will there be parking?

Yes. Street Parking (free) and the 31st Street City Garage (\$2 an hour or \$10 for the day) are available, as well as the 34th Street Gold Key Resort Self Parking (\$8) and Oceanaire Resort Hotel Valet (\$16).

When will I receive my start time?

Start times will be assigned and posted on the event website on Friday, November 15, 2013.

What time should I arrive?

Please be sure to get to the Oceanaire Resort Hotel 20 minutes prior to your assigned start time. If you miss your start time, you won't be able to begin until all other climbers have started.

Will there be medical personnel?

There will be emergency crews on site. In case of emergency, volunteers in the stairwell will communicate with emergency personnel. Further details about climbing rules and information will be distributed closer to the event.

Can a climber stop on a landing to catch his/her breathe?

YES, but be aware that other Climbers are coming up behind you, and you should try to stay out of their way.

Can I wear my headphones while climbing?

Headphones and the use of cell phones are not permitted while climbing.

Can a climber stop at any time?

Try to avoid stopping in the stairwell. If you are fatigued, slow your pace and try to continue climbing. If you need to stop, make sure you only do this on a landing. Never stop on the actual flight of stairs. If you are unable to climb to the next rest stop or are experiencing a medical emergency, do not climb back downstairs! Call the number on your participant wristband and a medical team will come to your assistance. If you do not have a cell phone, please inform one of the Stair Support Team Volunteers or ask a fellow participant to call for help.

FREQUENTLY ASKED QUESTIONS

FUNDRAISING FAQS

Is there a minimum fundraising requirement?

No minimum fundraising goal is required, but fundraising is encouraged. Prizes will be given to those who met our prize levels.

Where do I send my donations?

National MS Society, Hampton Roads Chapter, 760 Lynnhaven Parkway, Suite 201, Virginia Beach, VA 23452

Who do I make checks payable to?

Please make checks payable to the National MS Society. Remember to include the participant's name in the memo section of each check.

What are your prize levels?

- \$150-Kilimanjaro Level
- \$300- McKinley Level
- \$500-K2 Level
- \$1,000-Everest Level & Thousandaire Club

What is a Stair Climb MS Thousandaire Top Fundraiser?

Stair Climb MS Thousandaire Top Fundraisers are participants who raise \$1,000 or more by our fundraising deadline. *Thousandaires receive special perks at the event and are eligible for a commemorative item after the event.

How do I obtain my prize?

Prize options and specific dates will be posted online once available.

How long does it take for checks to show up on my fundraising page?

It depends how many checks the Chapter receives and how close it is to the event. Checks that are mailed prior to the event can take two to four weeks to show up on your account. To avoid the wait, you can always encourage your donors to sponsor you online. Online donations are safe and easy.

What is My Participant Center?

Every Stair Climb MS participant receives an online fundraising account that is accessed through the "My Participant Center" tab and logging in with your username and password. Online fundraising accounts enable participants to create personal web pages, provide e-mail tools to solicit donations and have reports to track your fundraising.

What if my company wants to match my donation?

Contact your HR department to learn about your company's matching gift policies and procedures. Check to see if your company participates by visiting our Matching Gift Corporations List. Follow the procedure outlined by your company's matching gift program; printed materials may be mailed to:

National MS Society, Hampton Roads Chapter, Attn: Matching Gifts, 760 Lynnhaven Parkway, Suite 201, Virginia Beach, VA 23452

Are donations tax deductible and how do I get a receipt?

YES. All donations are tax deductible to the fullest extent allowed by law. Your cleared check or credit card transaction serves as your receipt. Donations of \$25 or more will automatically receive an acknowledgement from the National MS Society by the end of the calendar year in which the donation is made.

FUNDRAISING

FUNDRAISING INCENTIVES

We realize that there are hundreds of worthy causes deserving of your support. On behalf of those with MS and their families living in our community, THANK YOU for joining the movement to free the world of MS.

FUNDRAISING REWARDS:

- You will help provide crucial programs and services for people living with MS and their families.
- You will help fund cutting-edge research to find a cure.
- You may raise enough to be eligible to receive PRIZES!

*Remember that your registration fee counts toward your fundraising total

Reach one of these levels and receive a special prize!

\$150-Kilimanjaro Level, \$300- McKinley Level , \$500-K2 Level, \$1,000-Everest Level & Thousandaire Club

FUNDRAISING MADE EASY

While no minimum fund-raising goal is required we encourage you to fund-raise. Your fund-raising for Stair Climb MS provides help for today and hope for tomorrow through education, support, advocacy, and research funded by the National Multiple Sclerosis Society, Hampton Roads Chapter.

Whether you are participating as part of a corporate team, a friends and family team, or as an individual, these quick tips are sure to help you maximize your fundraising efforts.

Step #1: Set Your Fundraising Goal

Keep in mind that you will want an attainable goal and there is always an opportunity to adjust your goal throughout the Stair Climb MS season. Once you've settled on your goal, make sure log into your account and update it.

Step #2: Set Up Your Stair MS Personal Page

Did you know if you set up and actively update your personal page you can raise on average two to three times more?

- Start by logging in to your Participant Center.
- Once you access your Participant Center, you can update your personal fundraising page (and your team page if you are a team captain), track your progress, and reach out to your friends and family with the e-mail templates. Each time you send an e-mail from your Participant Center, a link to your personal fundraising page (and team page) is automatically added.
- From your Participant Center home page, you can download the Stair Climb MS Facebook application. The application allows you to donate your profile picture to the NMSS logo, send a stream story where your friends can click directly on the status update that you send through the application to donate to your efforts, and view your personalized fundraising badge.

Step #3: Know Your Networks

Make a list of every person you know — the obvious (friends and family) and the not-so obvious (neighbors, acquaintances, business associates, team members, alumni associates, etc.). You have just created your donor list. Need extra help? Use the Know Your Networks worksheet (pdf) included in the fundraising toolkit above.

Step #4: Ask Away!

You have created your personal page, set your goal, and made your “ask list”; next comes what many people think is the hardest part of fundraising, the ASK. Tell everyone what you are doing — the excitement is contagious and your story will inspire others. Articulate why you are taking on Stair Climb MS. Your commitment will be the reason they choose to give you a donation.

- Be sure to make the “ask” through social media sites (Facebook, Twitter, LinkedIn): We make it easy for you to set up automatic status updates and asks to your entire Facebook network with Boundless Fundraising. Log into your account and click on the Boundless Fundraising with Facebook button to set it up today.
- Think outside the fundraising box. This is a unique fundraiser and there are tons of unique ways to fundraise. Put on your thinking cap and get creative with it! Need inspiration? Check out the Fundraising Ideas document in the fundraising toolkit above.

HOW TO PREPARE FOR STAIR CLIMBING

[Always consult a physician before participating in strenuous exercise. If you become short of breath or are fatigued during training, stop and rest.]

Depending on your body weight, you could burn almost 1,000 calories in an hour of walking on a stair treadmill. But you don't need an expensive machine to exercise. If you have access to a flight of stairs and are willing to warm up and cool down properly, you can get an effective cardio workout for free. To a certain degree, nothing prepares you for stair climbing quite as well as stair climbing; the more you do it, the better you get at it. But proper pacing, a sensible workout progression and appropriate strength-training exercises all help you get ready for increasingly more strenuous workouts.

GENERAL STRATEGY

Step 1

Warm up for five to 10 minutes before you start climbing the stairs. Although you could just walk slowly up and down the stairs to warm up, spending an extended amount of time on the stairs is psychologically very challenging. Take a brisk walk around the block instead, or do some calisthenics like jumping jacks and burpees.

Step 2

Start slowly for the first few minutes of walking on the stairs. This gives you an idea of how intense a workout you can actually handle for an extended period, and it also gives the muscles that receive an intense workout on the stairs -- glutes, quads and calves -- a chance to adapt to the demands of the workout a little more.

Step 3

Aim for a total of at least 10 minutes on the stairs, and pace yourself so that you keep moving constantly throughout the workout, even if that means going slowly. Your body will adapt to the exercise stimulus, which in turn gradually prepares you for longer workouts. Keep increasing your workout time until you're walking for up to 30 minutes at a time, or if you get bored with long workouts, add multiple 10-minute workouts spaced throughout the day. These short workouts offer cumulative benefits similar to what you'd achieve with a single, longer workout.

Step 4

Cool down with another five to 10 minutes of walking around the block, and then stretch your quads, hamstrings and calves. This might not seem like preparation, as such, but stretching helps reduce muscular soreness, which means that you'll be able to do another stair-climbing session sooner. Also, the more flexible your muscles are, the less likely you are to hurt them during your next workout.

Step 5

Do leg dips and calf raises at least twice a week to help build quad, glute and calf strength for your stair-climbing endeavors. An ideal schedule would be doing leg dips and calf raises with at least one day of rest in between, and another day of rest before you tackle the stairs. As you build strength, endurance and confidence on the stairs, you can phase the strength-training sessions out -- although you should still do general strength-training twice weekly -- and focus on putting in thrice-weekly sessions on the stairs.

LEG DIPS

Step 1

Plant your right foot on an aerobics step, a plyometrics platform, or any other sturdy, raised surface from which your foot won't slip.

Step 2

Weight your right foot and drive your body up by straightening that leg.

Step 3

Return to the starting position, using your right leg as a "brake" as you lower your body. Let your left leg trail along behind you, hanging straight, to help you maintain your balance. Think of sticking your hips out behind you, as if you were doing a squat, as you lower into the "down" position.

Step 4

Do eight to 12 repetitions, total, on one leg before switching to the other leg. If you can do more than 12 repetitions with good form, carry a small dumbbell in each hand for extra resistance next time.

CALF RAISES

Step 1

Plant the balls of both feet on an aerobics step, plyometrics platform, or any other stable surface from which your feet won't slip.

Step 2

Point your toes, lifting your heels. Pause for a moment at the top of the motion, then lower your heels back down to the starting point, roughly level with or very slightly lower than the balls of your feet. Do not, however, confuse this exercise with a chance to drop your heels very low and stretch your calves; do this separately, after you've completed your full set.

Step 3

Complete eight to 12 repetitions. If you can do more than 12 repetitions with good form, try balancing on one foot and doing the calf raises with just one leg at a time, or carry a dumbbell in each hand for extra resistance.

TIPS AND WARNINGS

Always work out in comfortable clothing, and wear sturdy, supportive shoes.

THINGS YOU'LL NEED

- Comfortable clothing
- Sturdy, supportive shoes
- Aerobics bench or other sturdy, non-slip platform

REFERENCES

- MayoClinic.com; Exercise for Weight Loss: Calories Burned in 1 Hour; December 2009
- MayoClinic.com; Aerobic Exercise: How to Warm Up and Cool Down; February 2011
- Centers for Disease Control and Prevention: How Much Physical Activity do Adults Need?

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16, 32, OR 64 FLOORS
AN UNBELIEVABLE VIEW
A WORLD FREE OF MS!

