



## TELETRAINING TOPIC

The topic for this teletraining is *Strategies to Engage Group Members In, and Beyond the Group Setting*. Areas of interest to be covered during the 60-minute call include:

- How can I, as a self-help group leader, use shared leadership as a way to:
  - Grow and develop member ownership of the group
  - Prevent burnout in my self-help group leader role
- What can I do as a group leader to motivate my group's members to be a part of the broader MS movement?
  - Overview and discussion of strategies to engage group members in activities such as advocacy efforts, fundraising events and other Society programs
- Q & A (as time allows)

## SCHEDULE AND CALL-IN INFORMATION

### Call One

- Tuesday, June 22, 2010
- 10-11:00 pm ET (9 pm CT, 8 pm MT, 7 pm PT)
- Participant Dial-In Number: **877.715.5282**
- Conference ID: **7882 4564**

### Call Two

- Wednesday, June 23, 2010
- 1-2:00 pm ET (12 pm CT, 11 am MT, 10 am PT)
- Participant Dial-In Number: **877.715.5282**
- Conference ID: **7882 7746**

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### Call Three

- Wednesday, June 23, 2010
- 7-8:00 pm ET (6 pm CT, 5 pm MT, 4 pm PT)
- Participant Dial-In Number: **877.715.5282**
- Conference ID: **7882 9415**

*After dialing in you will be asked to please provide your first and last name, and state. This information is required for purposes of tracking attendance.*

## **PRESENTERS**

### **Kimberly Koch**

Kimberly Koch is the Associate Vice President, Family & Support Programs in the Society's Programs and Services Department. Her current responsibilities include connection programs, the Children and Teens with MS: A Network for Families, children's publications, family caregiver initiatives, and *Relationship Matters: A Program for Couples Living with MS*.

### **Julie Gibson**

Julie Gibson is a Programs Consultant for the Programs and Services Department. She began her tenure in 1991 with the Society's Dakota Chapter where she served as the Program Director and later as the Chapter President. In 1998 she moved to the Seattle area where she remained with the National MS Society in a consultant role. Julie's current projects include managing MS Learn Online, the Society's online educational program and working with self-help group leaders from around the nation, providing training and support.

### **Donna Nowland**

Donna Nowland lives in Ojai, California with her husband Greg and their four canine children.

She worked as an Environmental Representative for Western States Petroleum Association, a non-profit association which strives to ensure adequate, reliable and affordable energy for consumers in the western United States. Due to health issues Donna retired in 1997 and in 2000 was diagnosed with MS.

Donna was no stranger to multiple sclerosis as she grew up acting as the hands and feet for her grandmother who was diagnosed with MS in the 1950's. Donna remembers well the lack of information available then and believes that it was her Grandmother's knowledge as an RN together with her strong will that pushed the doctor's of those days until they found the answer and a diagnosis of MS was made.

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When Donna's own diagnosis came almost 50 years later in 2000 she came directly home from the doctor's office and called the National MS Society for information and support. She was familiar with the MS Society because her grandmother had also been a member.

Donna became involved with the Society immediately. She began by helping with Walk MS and attended her first self-help group in September 13, 2001. She remembers the date clearly as it was two days after 9/11 and the group leader was out of state and unable to fly back for the meeting. Two years later Donna began helping with Bike MS and today the group is responsible for the entire lunch rest stop for the event.

“I believe it's up to us to move forward, it's up to us to support the National MS Society and its cause”.

### **Michael B. Gerber**

Michael Gerber started his professional career by selling real estate in 1978 at the age of 20. In January of 1990 he and a handful of others met to form the California Association of Mortgage Brokers. Michael was the first recipient of CAMB's Mortgage Broker of the Year Award and was also recognized as NAMB's Western Regional Mortgage Broker of the Year. He has traveled tens of thousands of miles on behalf of brokers and spoken for CAMB audiences dozens of times and also at CMBA and MBA events. He went into the wholesale side of our business in 1997 and is often accused of “thinking like a mortgage broker” by his co-workers and he thinks that is a very good thing.

In 2007 due to the progression of his multiple sclerosis, Michael took an ‘early retirement’. Today he is an active member of the National MS Society by running a Community Support Group, speaking for the chapter whenever possible and for the past four years has been co-captain of the JiggyWiggits, one of the largest teams at the Greater LA MS Walk, having raised over \$130,000 since starting the team.

For the past two years Michael has been writing a blog titled “Perspective Is Everything: Living with a Disability. What a blessing”. He writes about staying active,

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participating, waking up happy every day and living life to the fullest with or without a disability.

Michael considers his greatest accomplishment to be having married Gail, the sweetest woman in the world, over 30 years ago. Together they have two incredible grown children, Jenica and Adam. If you ask him he will tell you that he leads the most amazing life of anyone he knows and that is in great part due to the family and friends he has.

*Participate. Make a difference. Live a life that matters.*

### **Deanna Deschenes**

Hi, my name is Deanna Deschenes and I live in Wilmington, NC. I am a friend to many, a wife of 17 years to a wonderful partner Mike, a mother of 2 beautiful, energetic, and precocious young girls, and because I have been diagnosed with MS (multiple sclerosis), a fighter.

On December 21, 2004 while taking finals I notice my test paper was glaring at me, it was hard to focus on the black lettering on the white paper. This is the first moment I can remember something not being quite right but I just chalked it up to exam stress. Tests were performed and in January 2005 I was ultimately sent to a neurologist with the thought that it could be MS. It turned out to be just that.

I was scared and did not know what to do, but I contacted the National MS Society and the people there were helpful, kind and taught me that there is much I can do. I am active in the local National MS Society as a Support Group Leader, Walk Task Force Volunteer and Team Captain, and I volunteer with VALT which is a Veterans Action Leadership Team. I swim and workout at the local YMCA, I take injections every other day of Betaseron to slow down my MS, and I believe.

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**Engaging Group Members by Building Shared Leadership**

**1. Create Clear Goals**

Who are we? (What do group members have in common?)

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Two main goals of our group are:

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**2. Group Activities**

Our group meets:

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Activities during meetings:

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Activities between meetings:

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Regular ways for members to give feedback and make suggestions are:

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### **3. Sharing Management of the Group**

Sample shared leadership responsibilities:

- Bringing refreshments
- Greeter
- Librarian
- Marketing and promotion
- Co-facilitator
- Securing speakers
- Sending meeting reminders
- Other:

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Here is our plan to share and rotate jobs:

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(See last page of handouts for an example of one way to rotate jobs.)

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### **Resources and Support for the Group:**

- Chapter Liaison: \_\_\_\_\_
- *Best Practices for Managing and Leading Self-Help Groups: A Manual for National MS Society Self-Help Group Leaders* (2010)
- Trainings provided by the National MS Society
- Self-help Group Leader List Serve: an email group to share ideas, learn helpful tips to facilitate your groups, and network with other leaders from across the country (Please contact your Chapter Liaison to register.)
- Other self-help groups
- Helping professionals and crisis numbers
- Other:

*Adapted from: "Shared Leadership Workbook"; Ontario Self-Help Network/ Self-Help Resource Centre; 416.487.4355; [www.selfhelp.on.ca](http://www.selfhelp.on.ca)*

## **The Broader MS Movement**

From [www.nationalMSSociety.org](http://www.nationalMSSociety.org) and go to Get Involved.

Whether your contribution is time, skills, funds, or ideas, it can make all the difference.

## **Fundraising Events**

### **Bike MS**

Are you up for the challenge? And ready for the ride of your life? With more than 100 unique rides across the nation, you can find the ride that's just right for you. These fully supported rides not only connect you to more than 100,000 other riders but also to a growing movement to end multiple sclerosis.

### **Walk MS**

Walk MS is a simple, but incredibly powerful way for you to share in the hope for the future. Walk MS is our rallying point, a place and time for us to stand together and to be together. There are nearly 600 MS walks--join the Walk MS in your community

### **Challenge Walk**

Accept the challenge to walk 30-50 miles over 2 to 3 days, at any of our nine Challenge Walks across the nation.

### **Community Events**

Are you interested in hosting and creating your own Community Event to raise awareness and fundraise for the MS movement? [Let us help you get started!](#)

### **Other Local Events:**

- [The Dinner of Champions](#) is the premier gala event of the National MS Society honoring many of America's most prestigious corporate leaders.
- The [Women on the Move Luncheon](#) is an education and fundraising luncheon that creates an inspiring, motivational and empowering environment

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### **Volunteer**

The gift of time can provide a meaningful experience for you while helping others. Volunteers are vital to the work of the National MS Society. Your valuable skills and fresh perspectives will make a difference for people living with MS. Contact your local Society office to find out how you can help create a world free of MS. You can also visit [VolunteerMatch.com](http://VolunteerMatch.com) to get started today.

### **Take Action through Activism**

Sign up to be an MS activist. Help turn MS issues into national priorities. Call on public officials to make changes that benefit people living with MS. Thousands are getting involved. Many are individuals who live with MS. Some are friends and family members. And many simply recognize their passion and ability to make a difference.

### **Programs and Services**

Living with MS means the road to wellness is more than treatment of the disease. Equally important are health and wellness strategies, a strong support network of family and friends, satisfying work and leisure activities, a meaningful place in the community, and adequate attention to one's inner self. The National MS Society offers a variety of programs and services to help you meet those needs.

### **Corporate Support**

Involve your company and colleagues. Join the hundreds of companies that have partnered with the National MS Society through corporate teams, sponsorship, and outright giving.

**NOTES**

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**RESPONSIBILITY SIGN-UP SHEET**

<b>Responsibility</b>	<b>Description</b>	<b>Hours/ month</b>	<b>Term Length</b>	<b>Volunteer</b>
<i>(Example)</i> Publicity	Arrange press releases, newspapers and TV ads	2-3	6 months or 1 year	