

As Society leaders, it is our responsibility to build trust and confidence and to strengthen the MS movement. Sound bites can be incorporated into 1-on-1 conversations, written communications (e.g., fundraising letters), speeches and presentations.

### **We are a supportive partner throughout each person's MS journey**

- No one should face MS alone. The National MS Society is here so that no one has to.
- The National MS Society is a powerful network of people who understand what you're experiencing.
- There are nearly 1 million people in the U.S. with MS. The National MS Society is here so that everyone has what they need to take control of their MS journey.
- People connected to the National MS Society report they are better equipped to manage life with MS.
- The National MS Society is the place to go to get what you need to be more than your MS.

### **We are here for ALL people affected by MS**

- The National MS Society is here for All people affected by MS. We always will be—until we find a cure.
- We believe it takes all of us to reach a world free of MS, and that everyone must feel seen, valued and welcome in the MS movement.
- We engage people who historically have been left behind or discounted because of prejudice and inaccurate information.
- We honor the unique experiences of everyone affected by MS by embracing our role as a socially responsible organization in the communities where we and people affected by MS live, work and thrive.
- We are committed to representing all the dimensions of diversity, so that everyone feels at home and supported by their National MS Society.

### **Making sense of a complex disease**

- MS can cause big, complex problems. We are here to identify solutions so you can move your life forward on your own terms.
- Finding the best MS healthcare should be the least of your MS worries. The National MS Society eases the search by training MS specialists, forging partners in MS care, and connecting people with healthcare providers.
- The National MS Society is the go-to source for accurate, actionable information about MS.
- Managing MS can feel like a full-time job, the National MS Society is here to make it easier.

### **Shining a light on the challenges of MS**

- MS activists speak with one clear voice to advance federal, state and community policies and programs that benefit people with MS and their families.
- MS activists make life better for everyone; shining a light on the biggest problems and getting public policies to solve them.
- Activists have influenced legislators to allocate billions of dollars to federal MS research funding by sharing how research discoveries have changed their lives.
- The passage of the Inflation Reduction Act—landmark legislation to bring down the cost of medications—wouldn't have been possible without the hard work and persistence of MS Activists.
- People with MS can better manage their disease when they have the support and understanding of the people around them—from doctors to employers to family members. We work relentlessly to tell the world what it means to live with MS.

### **Working for the National MS Society**

- The National MS Society is a DiversityJobs Top Employer and one of Fast Company's Best Workplaces for Innovators.
- Being an organization that is inclusive and welcoming for all, starts from within. We work every day to be a place where people can grow their careers while feeling safe, supported and included.
- At the National MS Society we are committed to creating an atmosphere where diverse perspectives generate creativity and innovation, and everyone can contribute.
- A job with the National MS Society is an opportunity to achieve meaningful career growth while changing the world for people affected by MS.

### **Leading a worldwide effort**

- The National MS Society is the largest MS organization in the world. We provide global leadership to break down barriers and bring all perspectives to the table to speed discoveries. The only way forward is together.
- We bring the world together to cure MS for every single person—as fast as possible.
- To cure MS, it will take a global effort. The Pathways to Cures roadmap, endorsed by 30 organizations, is the plan to find MS cures. It aligns worldwide resources and research to close in on cures faster.
- The Society leads the International Progressive MS Alliance, a one-of-a-kind global research network aimed at accelerating the development of new, effective treatments for progressive MS.
- We've never been more globally connected to get to MS cures faster.
- We've achieved more advances in MS than have been achieved for any other neurological condition. We lead the way for discoveries in neurological diseases.
- The Society paved the way for every effective MS treatment available today, including the first therapies for progressive and pediatric MS. The National MS Society is the best investment to reach MS cures.
- We've never been better positioned to change the world, profoundly, for everyone affected by MS.

### **Harnessing the power of the MS movement**

- We harness the power and passion of the MS movement. Whether you give, raise funds, volunteer or advocate, everyone has the power to change the world for people with MS.
- Since its inception in 1988, Walk MS has raised more than \$1 billion to change the world for people with MS.
- Bike MS is the largest charity cycling series in the world.
- Bike MS and Walk MS are each among the top 10 fundraising events in the country.
- To reach a world free of MS it will take all of us—our time, our energy, our resources. Together is the only way forward.
- The National MS Society is the best investment to solve the challenges of MS, with information, connections and support as well as a global network to achieve a world free of MS.
- Every dollar works to achieve our mission, with 73% funding advocacy, services and research programs and 27% ensuring a stable and effective organization that will be here until we end MS forever.