



MS Ambassador Goals and Objectives

The National MS Society's Strategic Goals

Accelerate cures through global leadership

We will rally the world to relentlessly pursue pathways to cures.

Improve access to personalized, affordable, high-quality MS healthcare

Comprehensive, personalized healthcare and MS medications will be easy to access and affordable.

Empower people affected by MS to solve everyday challenges

People will be informed, connected and supported by loved ones, their communities, their healthcare providers and the Society so they can live their best lives.

Strengthen the MS movement through more and deeper connections

We will have meaningful, enduring relationships, leading to greater purpose, fulfillment and connection.

MS Ambassadors:

- **Build** trust and confidence among volunteers, donors, fundraisers, people with MS, health professionals and other community members to promote action and raise awareness about MS.
- **Educate** communities and groups so that more people affected by MS are equipped with the information and resources they need to live their best lives.
- **Engage** communities in our work through programs, events and fundraisers to fuel fundraising progress, build diversity and empower people affected by MS to solve everyday challenges.

The Society:

- Provides consistent training and resources.
- Creates an understanding of MS Ambassadors and the work they are doing.
- Empowers MS Ambassadors to identify and support opportunities for engagement.
- Enables MS Ambassadors to connect others with MS information and resources.
- Increases the understanding of community needs based on MS Ambassador feedback.

Learn more about the National MS Society's current [Strategic Plan and progress](#).