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](#).