

NATIONAL AND GRASSROOTS MEDIA COVERAGE: NATIONAL MS SOCIETY

THE CHALLENGE

The National Multiple Sclerosis Society is the largest MS organization in the world. It provides services to more than 135,000 families affected by the disease, works with 36,000 volunteers and has raised \$1.1 billion for research to find cures. In 2024, following a crisis event, the National MS Society hired The TASC Group to help repair its reputation and generate positive media attention for its healthcare advocacy work, pioneering research initiatives and remarkable programming that supports people and families affected by MS.

THE STRATEGY

TASC developed and executed a comprehensive communications strategy to strengthen the National MS Society's position as the leading authority on MS research, diagnosis and treatment as well as health care accessibility, targeting national, local and industry-specific media.

TASC led messaging around key organizational milestones and announcements, including the appointment of new president and CEO Tim Coetzee. TASC crafted press materials and messaging to clearly communicate the scope and impact of the National MS Society's research, including major advancements such as the revised McDonald criteria, which are the guidelines for diagnosing MS.

TASC focused on positioning the National MS Society's leadership as national experts not only in MS research, but in broader conversations around chronic illness and health care. When Heisman winner and college football champion Fernando Mendoza launched a fundraising campaign inspired by his mother's journey with MS, TASC refined talking points for Mendoza and targeted national media to amplify the collaboration.

THE RESULTS

TASC successfully elevated the National MS Society's national profile, securing media coverage that generated millions of impressions and spotlighted its leadership, research advancements and fundraising efforts, while also solidifying grassroots coverage and connection with local media. TASC generated national coverage surrounding Coetzee's appointment, securing placements in POLITICO, [The Chronicle of Philanthropy](#) and [ABC News 10](#), establishing him as a leading voice in the nonprofit and health spaces. For National MS Awareness Week, TASC secured coverage across national and local broadcasts outlets, including [CBS TV](#) and ABC News 10. For programmatic and research announcements, TASC generated coverage in top-tier national and industry-specific outlets including the [Associated Press](#) and [Healio](#), ensuring that critical advancements like the new McDonald criteria reached both national audiences and medical professionals. TASC secured national coverage around Fernando Mendoza's partnership, including [USA Today](#), [People](#) and [CBS 4/FOX 59](#), along with an interview on [Good Morning America](#). TASC's work repositioned the National MS Society's leadership as the leading voices on health care access, affordability, research and chronic illness, as well as supported fundraising efforts generating nearly \$350,000.

100+ MEDIA PLACEMENTS