

Bike MS: Ride Virginia

SEPTEMBER 6, 2014 » 1 DAY » 25 OR 50 MILES
SEPTEMBER 6-7, 2014 » 2 DAYS » 75 OR 100 MILES EACH DAY

2014 TEAM CAPTAIN PACKET



bike

MS[®]

Ride Virginia
2014



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Welcome Team Captain

AS A BIKE MS TEAM CAPTAIN, YOU ARE JOINING HUNDREDS OF THOUSANDS OF PEOPLE ACROSS THE COUNTRY.

It is an experience like no other. This guide will provide some great tips for fundraising, help you stay motivated, and get your team organized.

About MS

Multiple sclerosis, an unpredictable, often disabling disease of the central nervous system, interrupts the flow of information within the brain, and between the brain and body. Symptoms range from numbness and tingling to blindness and paralysis. The progress, severity and specific symptoms of MS in any one person cannot yet be predicted, but advances in research and treatment are moving us closer to a world free of MS. Most people with MS are diagnosed between the ages of 20 and 50, with at least two to three times more women than men being diagnosed with the disease. MS affects more than 5,600 individuals in Central & Eastern Virginia.

Where Does the Money Go?

MS stops people from moving. The National MS Society exists to make sure it doesn't. The Society addresses the challenges of each person affected by MS by funding cutting-edge research, driving change through advocacy, facilitating professional education, collaborating with MS organizations around the world, and providing programs and services designed to help people with MS and their families move forward with their lives.

National MS Society, Central & Eastern Virginia Chapter

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Three Steps for Starting a Team

NEARLY 85 PERCENT OF CYCLISTS IN BIKE MS PARTICIPATE AS PART OF A TEAM. THEREFORE, AS A TEAM CAPTAIN YOU PLAY A CRITICAL ROLE IN HELPING US BE SUCCESSFUL.

STEP 1: RECRUITING

Team members can be anybody—friends, family, coworkers, or neighbors—and they can all easily register as cyclists online at www.irideforms.org. Whether you're a corporate team or a team of family and friends, just be sure to ask everyone you know to join. Enhance your recruiting efforts by reaching out to your friends on Facebook, Twitter, or LinkedIn!

STEP 2: RAISING MONEY

Fundraising comes more naturally when you make it personal. If your team is riding for someone with MS, ask them if they would be willing to tell their story. Be sure to follow that with a statement about how much progress we've made in treating the disease. Don't forget to ask everyone who sponsors you if their employer offers matching gifts!

STEP 3: HAVE FUN

Being a team captain is an opportunity to share a great experience with friends and family members, or coworkers—a community coming together for a common goal and the accomplishment of a unique personal challenge! As a leader, it's up to you to remind your teammates of why they registered. Bike MS can be more than a fundraising event it can be a joyous celebration of how far we've come together!

Goal Setting

Establishing a goal is an easy way to maintain motivation as well as give you and your team a benchmark for success. We encourage team captains to set goals for themselves and their teams.

- **Goals should be realistic, but significant**—If it requires hard work to attain, it will be a source of more pride for your team.
- **Set a goal with input from the team**—Having them believe in the goal from the start will make your job as team captain that much easier.
- **Set both personal and team fundraising goals**—Lead by example. Share your personal fundraising goal with your team.
- **Set a goal for team size as well as collective fundraising**—Recruiting more team members can mean more substantial fundraising!
- **Share your goal!** Use e-mail, team pages, and even internal company intranets and newsletters to communicate goals—and how close your team is to attaining them.
- If you are part of a large corporate team, **have departments set their own goals** to create some fun internal competition.

If you would like more suggestions and guidelines for goal setting, please contact Karla McCarraher at 757-319-4253 or karla.mccarraher@nmss.org.



Fundraising Tips & Ideas

These quick tips are sure to help you maximize your fundraising efforts.

- **Just ASK EVERYONE!!!** The #1 reason why people don't give is because they were never asked! Consider asking everyone you know and meet, from friends and family to local business owners.
- **Personal Connection** is a great way to highlight the importance of the mission. You might be surprised to learn how many peoples' lives have been touched by multiple sclerosis, so if you have MS or are participating in honor or in memory of someone with MS...tell your story.
- **Know the facts.** To successfully encourage donor participation, it's important that you know what MS is, where the money goes and the important work of the National Multiple Sclerosis Society. To learn more, go to www.MSVirginia.org.
- **Corporate Matching Gift:** Ask your company to match the amount of pledges you receive from your coworkers.

LISTED BELOW ARE SOME FUNDRAISING IDEAS FROM OTHER TEAM CAPTAINS:

- **Sell team jerseys!** A great way to show your team spirit is to wear custom designed team jerseys. We are proud to have Primal Wear as the official jersey sponsor of Bike MS. As a part of their commitment to the National MS Society, Primal will donate 15% of your custom apparel order back to your team's fundraising account! Visit www.primalcustom.com/givesback.htm.
- **Offer to do something unusual**—(i.e., shave your head, sing karaoke in a costume of the team's choice, etc.) if your team reaches or exceeds its fundraising goal.
- **Set up a raffle for the team**—with each \$50 raised, be entered in a chance to win a prize (For friends: A special home-cooked meal for the winner and their family; For employees: A day off.)
- For company teams, **reward the top fundraiser** with lunch with the president—or give the person who recruits the most additional team members a reserved parking spot for a month.
- If you work somewhere with lots of foot traffic, ask about **Bike MS pin-up sales**—an easy way to quickly raise money for your team.
- Encourage everyone to **"brown bag" it one day at work**—instead of going out for lunch, ask them contribute \$5 to your Bike MS team.
- **Hold your own silent auction**—with food and entertainment.
- **Ask your favorite restaurant or bar to donate a percentage of one evening's income** to your team.
- **Fundraise with Facebook**—through the Boundless Fundraising tool available on your personal page.

Visit www.irideforms.org for sample fundraising letters, 101 Fundraising Ideas, Raise \$1,200 in 9 days, Fundraising Thermometer, Know Your Networks Worksheet, & more tools.



Simple Steps to Online Success

SET UP YOUR TEAM PAGE: By setting up a team page, you are setting up your team for success. Here are a few hints to help make your page one to remember:

- **Make it personal:** Put in a picture of you or your team. Write the story of your team and how you are training and fundraising. While there is sample text available, nothing is more compelling than your own words.
- **Change it often:** Keep your page current to generate interest. Provide updates on how your training is going or how close you are to your goal.
- **Create your team page URL shortcut:** By doing this you will be able to easily direct people directly to your team page. Put a link to your fundraising page in the signature of your e-mail.

MANAGE YOUR TEAM: Email the entire team at once, track their progress, set your team goal so everyone can see and support it, download your team roster, encourage team members to use their online personal page and create incentives for them to fundraise online.

RECRUIT MEMBERS ONLINE: Your team members can quickly and easily register themselves online. Have people join your team from your team page or use the participant center tools to send a team registration link via e-mail. You can also download your Outlook contact list into the tool. (This tool also can help you to track when e-mails have been opened by a recipient.)

FUNDRAISE ONLINE: Now for the fun part! After you send your personalized e-mail to all your friends, family members and colleagues, you can watch your up-to-the-minute fundraising tracker. Our online tools make it simple for your supporters to donate online to keep you moving toward your fundraising goals and a world free of MS.

ENCOURAGE TEAM MEMBERS TO USE THEIR ONLINE PERSONAL PAGES: Once you see what the tools can do for you, encourage your team members to follow your lead. Make it fun by giving incentives to your team members to fundraise online — a pair of movie tickets to the team member that raises the most in a week, or a gift card to every team member who gets at least five gifts online. Be creative and ensure that your team not only reaches their goals, but has fun along the way.

BOUNDLESS FUNDRAISING & SOCIAL NETWORKING: Fundraise with Facebook through the boundless fundraising tool available on your personal page.

Top 10 Great Things About Our Online Team Tools

1. Post your team pictures online
2. Interact with your social network
3. Set up a simple URL for your team page
4. Set a fundraising goal that everyone can see and support
5. Download your team roster
6. E-mail your entire team at once
7. Track your team members' fundraising progress
8. See your real time team fundraising total
9. Track and thank people for team gifts
10. Easily update your page and photo



Safety Starts with You

CYCLISTS NEED TO POSSESS BASIC BIKE-HANDLING SKILLS AND SAFETY KNOWLEDGE IN ORDER TO KEEP THEMSELVES AND OTHERS AROUND THEM SAFE, ESPECIALLY WHILE PARTICIPATING IN GROUP CYCLING ACTIVITIES, LIKE BIKE MS. AS A TEAM CAPTAIN IT IS ESSENTIAL THAT YOU TAKE THE LEAD ON EDUCATING YOUR TEAM ON PREPARING FOR BIKE MS.

- Each cyclist should always carry identification, emergency contact information and insurance cards while riding and participating in a Bike MS event.
- Headphones, cell phones, radios and similar radio devices are not permitted while riding.
- The route is not closed to traffic, so cyclists need to exercise caution at all times and obey all rules of the road.
- This is a fun ride and not a race. All cyclists should ride at a comfortable pace and take full advantage of route support whenever needed.

THE BASICS OF RIDING IN A GROUP: Group riding takes practice. Riding with other cyclists all around you may cause you to feel trapped. Relax. It is most important to create your own safety zone. This may vary depending on the speed and ability level of the people you are with, so be flexible. Let others know of your anxiety — they may also be new at this.

Most of our sponsoring bike shops have regularly scheduled rides. We encourage teams to take advantage of these opportunities.

Top Bike MS: 2013 Teams

We would not be able to fund cutting-edge research, provide services, host programs, or educate health care professionals and the public if it were not for the extraordinary fundraising efforts of those who support Bike MS. Once again, we'd like to thank the top teams for 2013.

TOP 5 TEAMS (OVERALL FUNDRAISING)

1. Capital Ale House
2. Team Coop
3. B&R Road Warriors
4. Team Williams Mullen
5. Team Davenport

TOP 3 TEAMS (AVERAGE \$/TEAM MEMBER)

1. Team Coop: \$4,552 per team member
2. B&R Road Warriors:
\$4,161 per team member
3. Unknown Yellow:
\$979 per team member

Team Awards

A LITTLE FRIENDLY COMPETITION AMONG TEAMS CAN BUILD CAMARADERIE AND INCREASE RESULTS.

The difference teams are making in the lives of people with MS is nothing short of amazing. So who will make the biggest impact to create a world free of MS? Here are the top team titles up for grabs. Set your sights high and aim for these fundraising levels. Team Award recipients are invited to our Annual Membership Meeting in the Fall to receive your plaque.

- DREAM TEAM (TOP FUNDRAISING TEAM)
- DIAMOND TEAM (SECOND TOP FUNDRAISING TEAM)
- PLATINUM TEAMS: \$20,000+
- GOLD TEAMS: \$10,000-19,999
- SILVER TEAMS: \$5,000-9,999

Fundraising Incentives

The Chapter offers great prizes to reward our top fundraisers for their efforts. Set your sights high and earn great prizes, such as commemorative clothing and bike shop gift certificates! In addition, everyone who raises \$1,200 or more will receive a commemorative Bike MS Cycling Jersey.

Example Thousandaire Jersey Shown >





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Bike MS Team Captain Materials

