



Virginia's
Ocean to Bay
Ride 2014

Bike MS: Virginia's Ocean to Bay Ride

DON'T JUST RIDE, BIKE MS • www.irideforms.org • 757-319-4253



National MS Society, Central & Eastern Virginia Chapter

Richmond Office: 4200 Innslake Drive, Suite 301, Glen Allen, VA 23060

Virginia Beach Office: 760 Lynnhaven Parkway, Suite 201, Virginia Beach, VA 23452

www.MSVirginia.org • 757.490.9627 • 804.353.5008

Welcome to Bike MS

WELCOME CYCLISTS,

Thanks for registering for 2014 Bike MS: Virginia's Ocean to Bay Ride. Your fundraising efforts for Bike MS provide help for today and hope for tomorrow through education, support, advocacy and research funded by the National Multiple Sclerosis Society.

Whether you're a returning cyclist or new to our event, we appreciate your support! This year we are celebrating 34 years of Bike MS. Now that you are registered, you can log into your Participant Center and get started. There are a variety of online tools, making fundraising easier and more convenient than ever! We have also included some fundraising tools and ideas in this packet as well. Remember there is a \$300 fundraising minimum required by the morning of the ride and you can earn great prizes the more you raise. Don't worry; we'll be with you from start to finish!

Your commitment to ride and fundraise is proof that you are up for the challenge. We realize that there are hundreds of worthy causes deserving of your support. The fact that you have chosen to fight MS is an honor. On behalf of those with MS and their families living in our community, THANK YOU for joining the movement to free the world of MS.

Start pedaling and spreading the word that you are going the extra mile to help fight MS!

Coasting together to end MS,
The Central & Eastern Virginia Chapter

EVERY MILE MATTERS, EVERY DOLLAR COUNTS, EVERY PERSON MAKES A DIFFERENCE!

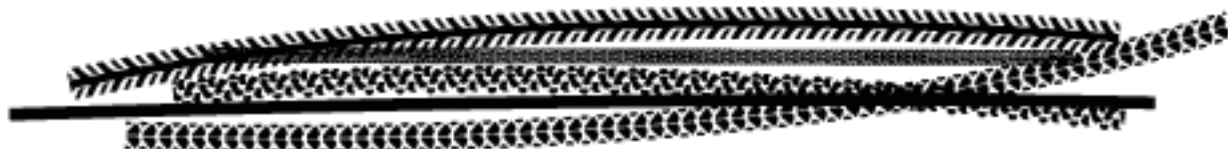


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Important Event Information

2014 BIKE MS: VIRGINIA'S OCEAN TO BAY RIDE—MAY 31-JUNE 1, 2014

ROUTE OPTIONS:

- One-day (Saturday), 36, 75, or 100 miles
- Two-day, 36, 75, 100 miles each day
(Return shuttle provided for One-day riders.)

START: Cape Charles, VA

OVERNIGHT: YMCA Camp Silver Beach (Jamesville, VA)

FINISH: Cape Charles, VA

WHAT IS THE MINIMUM PLEDGE OR FUNDRAISING AMOUNT?

All cyclists must raise at least \$300 by the morning of the ride. The primary goal of Bike MS is to raise funds to support people living with MS. By raising funds, you are helping the Chapter provide programs & services to area residents living with MS, as well as fund research.

WHEN DO I TURN IN MY DONATIONS?

We encourage you to turn in donations as you receive them by entering an off-line donation through your personal page and drop off or mail checks to: National MS Society, Central & Eastern Virginia Chapter at 4200 Innslake Drive, Suite 301, Glen Allen, VA 23060. Donations can also be turned in on the day of ride. To be included for 2014 incentives, all donations are to be turned in no later than Friday, August 1, 2014.

WHAT IS MY PARTICIPANT CENTER?

Every Bike MS participant receives an online fundraising account that is accessed through the "My Participant Center" tab and logging in with your username and password. Online fundraising accounts allow participants to create personal web pages, send solicitation e-mails and track your fundraising.

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.

2013 Thousandaire Jersey Shown >





Fundraising Tips & Ideas

Whether you are participating as part of a corporate team, a friends and family team, or as an individual, these quick tips are sure to help you maximize your fundraising efforts.

- Set a Goal and let everyone know what it is. They will want to help you reach it!
- **Just ASK EVERYONE!!!** The number one 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 are participating in honor or in memory of someone with multiple sclerosis...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.

THINK OUTSIDE THE FUNDRAISING BOX:

- **Fundraising dinner at your favorite restaurant:** Ask your favorite local restaurant to host a fundraising dinner for you. They supply the food and you supply the pledge forms!
- **Game Night:** Get out those board games and start playing! Break into teams and let the fun begin.
- **Dress Down Day:** Ask your company to allow an official Bike MS Dress Down Day. For the privilege of dressing down, employees pledge \$10 or \$20 toward the event.
- **Company Grants:** Find out if your company offers grants to employees who volunteer their time for charitable causes. If so, you can volunteer your time at the National Multiple Sclerosis Society office and get paid grant money (donations) for the work.
- **Raffle:** Everyone that contributes is entered into a raffle to win a special item such as a homemade quilt or baseball tickets.
- **Bake Sale:** Become Julia Child or Mrs. Fields and host a bake sale with your friends.

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.



Team Up & Have Fun

NEARLY 75 PERCENT OF CYCLISTS IN BIKE MS PARTICIPATE AS PART OF A TEAM.

WHY FORM A TEAM?

Because joining the movement is more fun with others around! Plus, you have the opportunity to compete against other teams for fundraising and recruitment, as well as TOP DOG STATUS.

FORMING A TEAM IS EASY

Already registered, but want to start a team? Designate a team captain, make up a fun team name, and recruit additional team members. Contact Karla McCarraher at 757-319-4253 or karla.mccarraher@nmss.org for team resources.

Using Social Media & Online Tools

USING SOCIAL MEDIA TO FUNDRAISE, GROW A TEAM AND INCREASE AWARENESS.

FACEBOOK: Facebook is the most popular social network in the world, helping people connect and communicate with people they know, and encouraging easy sharing of important news, events and pictures. Share the word about your upcoming ride faster and easier than ever before!

LINKEDIN, LinkedIn.com: This place for professionals has the potential to expose your team to folks who are capable of making donations. LinkedIn Groups can help you to connect with others of similar passions and interests who could potentially create or join a team.

TWITTER: Twitter is one of the fastest growing social networks. It is a micro-blogging platform that allows you to send a 140-character (or less) message about your ride and team to anyone "following" you.





Participant Center

A customizable Participant Center is available to each registered participant. You can access the Participant Center by logging in through the 'Login to my Account' box with your username and password at the top of the screen.

PARTICIPANT CENTER FEATURES

- Upload your personal address book.
- Send emails to family, friends, co-workers or anyone else you would like to ask to sponsor you for Bike MS. We've even provided sample emails that you can use.
- Send thank you emails to those who have donated to your fundraising efforts.
- Monitor your fundraising progress — receive email notifications when someone has donated to your fundraising efforts.
- Update your personal page — include your story, share your connection to MS and tell others why they should Join the Movement®.
- Update your Fundraising Goal.
- Learn what to do next — this box changes with suggestions to help you with your fundraising and get the most out of your Participant Center
- Install the Fundraise with Facebook app — It allows your entire Facebook network to donate directly to you.

USERNAMES/PASSWORDS

If you participated in a previous event or are a newly registered participant, you created a username and password. If you have forgotten your username or password, please call Karla McCarraher at 757-319-4253 or email karla.mccarraher@nmss.org.

PERSONAL PAGE

Your Personal Page is a unique web page asking friends and family to join your team or support you by making a donation.

- Customize your page to share your story about why you have joined the movement.
- Choose a layout for your personal page.
- Create a personalized URL shortcut for easy reference.
- Upload pictures to make your story more powerful.
- Enable a thermometer showing dollars raised to personal fundraising goal.
- Choose how you would like your donors to be listed on your page — by donor name only or name and amount of donations received.
- Enable the blog feature to post updates about your fundraising success and event experience.

ADDRESS BOOK

- Keep it simple by uploading your existing address book from your personal email account. Click on "Import Contacts" to import contacts from another email application you use.
- The Society's online fundraising tools support the following: Outlook/Outlook Express, AOL, Yahoo! Mail, gMail, Generic CSV.
- You can also upload a .csv file exported from another email client. Add contacts manually by choosing "Add a contact" and typing in each contact name and e-mail address.

EMAIL

The email section allows you to send messages to your friends, family and co-workers to ask for donations in support of your participation.

Email Options:

- Thank those who have made a donation
- Recruit team members
- Solicit donations
- Communicate with your team

Corresponding messaging is available for each Email Option. There is also event stationery and a blank template.

Note: If you would rather email from your personal email account, you can copy and paste any of the content into an email and send.

MY PROGRESS

The My Progress section allows you to monitor your personal fundraising progress based on the components chosen.

My Progress Features:

- View your monthly progress with a chart showing your fundraising success
- Track the number of gifts you have received
- View your gift history
- Change your fundraising goal
- Enter a new gift — checks & cash that you receive from donors



**National
Multiple Sclerosis
Society**

Central & Eastern
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Thank You for Registering for Bike MS



IT'S MORE THAN A RIDE

Bike MS will take you farther than you've ever gone before. It's not just the miles that matter—it's the unforgettable journey. When you join us, you experience first hand the anticipation, camaraderie, personal accomplishment, and the knowledge that you're changing lives...making every mile that much sweeter. Don't just ride, Bike MS.

