



YOUR TEAM GUIDE TO BIKE MS: BIKE TO THE BAY RIDE

MSCYCLING.ORG /// 1-800-445-BIKE



**Bike to the Bay
Ride 2016**

presented locally by

DISCOVER
BANK

Each year nearly 80% of Bike to the Bay cyclists make a bigger impact by riding as part of a team.

In addition to providing you with the support and encouragement needed to stay motivated and energized all the way to the finish line, teams offer great opportunities to:

- Build corporate team spirit
- Increase your company's visibility
- Engage friends and family—build memories
- Train and fundraise with others
- Maximize fundraising by collaborating with team members
- Enhance your entire Bike to the Bay experience

ONE PERSON CAN CHANGE THE WORLD, SO JUST IMAGINE WHAT A TEAM CAN DO. SHARE THE BIKE MS EXPERIENCE AND MAKE A DIFFERENCE TOGETHER.

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VISIT THE WEBSITE

IMPORTANT TIP

Go to **MScycling.org** and click on the Bike to the Bay Ride. From there you'll have access to all of the tools and resources you need.

WORKSHEETS & FORMS

PAGE 7: Team
Captain Goal-Setting
Worksheet

PAGE 10: Know Your
Networks Worksheet

Thank you for leading a Bike MS team as captain. Your leadership and dedication are creating a world free of MS every day. It's inspirational to take on the role of captain and motivate others to join you. From all of the families touched by MS that we are working to support, thank you.

~ Bike MS staff

WE ARE PEOPLE WHO WANT TO DO SOMETHING ABOUT MS NOW

YOUR FUNDRAISING MATTERS

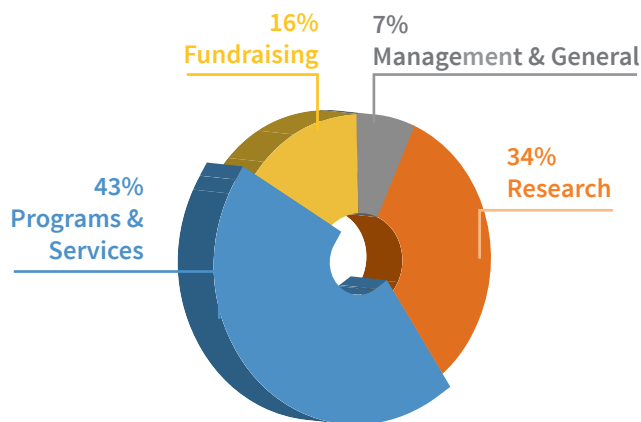
The Society mobilizes people and resources so that everyone affected by MS can live their best lives as we stop MS in its tracks, restore what has been lost and end MS forever.

To fulfill this mission, the Society funds cutting-edge research, drives change through advocacy, facilitates professional education, collaborates with MS organizations around the world, and provides services designed to help people with MS and their families move their lives forward. The Greater Delaware Valley Chapter is at the forefront of providing programs and services, serving over 15,000 clients and their families in Delaware, South Jersey and southeastern Pennsylvania.

We appreciate the generosity of our donors and take every step possible to ensure that funds are used responsibly and effectively as we work to create a world free of MS

HOW YOUR DOLLARS MAKE A DIFFERENCE

With lower than average administrative and fundraising costs, the National MS Society is committed to ensuring that the maximum amount of money raised funds groundbreaking research and provides direct services for local people living with MS. Because of dedicated support, it costs the Society less than 16 cents to raise \$1.



BRING THE MISSION TO LIFE.

Even if you may not have a personal connection to MS currently, you are riding for someone by participating in Bike to the Bay. Our MS Champions program allows you to see how your participation and fundraising dollars make a positive difference in the lives of those affected by MS. Meet the 2016 Champions on the website. And wear the orange ribbon included in your rider number packet to promote awareness and serve as a reminder to why we ride.

LEARN MORE AT
NATIONALMSSOCIETY.ORG/BIKEMSCHAMPIONS

RIDING TO CHANGE LIVES.

Multiple sclerosis is an unpredictable, often disabling disease of the central nervous system that disrupts the flow of information within the brain, and between the brain and body.

Symptoms vary from person to person and range from numbness and tingling, to walking difficulties, fatigue, dizziness, pain, depression, 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 leading to better understanding and 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 2.3 million worldwide.

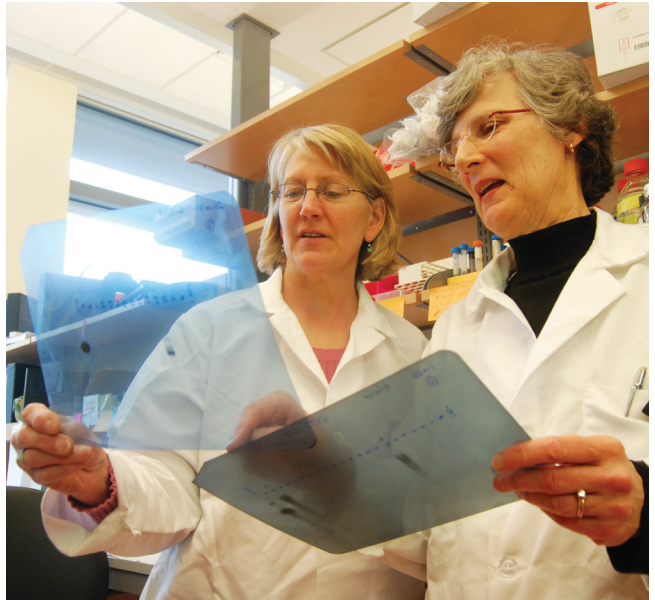
WHERE YOUR MONEY GOES

RESEARCH

We fund more research than any other MS organization in the world.

We are increasing investments in wellness research, including diet, exercise and complementary alternative therapies.

Scientists are making breakthroughs in identifying risk factors that can increase a person's susceptibility to MS, which will help lead to ways to prevent the disease.



ACTIVISM

MS activists work to ensure people with MS have access to treatments, information and support to make the best decisions for themselves and their families.

DIRECT FINANCIAL ASSISTANCE

We are committed to helping people living with MS maintain independence through emergency financial assistance, medical equipment, home modifications and more.

SUPPORT PROGRAMS

We offer a full slate of programs aimed at educating people on how to overcome the physical, social and financial effects of MS.



STEP 1: GET STARTED

GET REGISTERED

Pick a team name and register as the captain by visiting the website. [Are you already registered?](#) [Contact us to create your team.](#)

There is no additional registration fee to register as a team. Each team member is required to register and raise at least the minimum fundraising amount of \$300.

Now you can spread the word and get members registered, see step three on pages 8 & 9.

GET HELP

Recruit others to help you. Jobs can include:

- **Recruiter:** Gets cyclists to register and monitor online team roster report
- **Fundraising Champion:** Teaches members to fundraise and exceed the ride average of raising \$570 per cyclist. Also reminds team of important fundraising deadlines
- **Party Planner:** Plans kick off, sign-up days, fundraisers and post-event celebrations
- **Coach:** Holds training rides and instructs members on how to prepare for the ride
- **Safety Champion:** Reminds members of the rules of the road during training, recruits cyclists to participate in group riding skills courses and promotes responsible cycling to the team.

Studies have shown that sponsors give more when they pledge online. Tell your team members to start emailing today!

FIND GREAT TOOLS AND TEAM RESOURCES ONLINE

Visit the website to access:

- **Special team updates and information.**
- **PR Package:** Promote your team to local media to help recruit team members, increase donations and advertise the ride
- **Sample Team Timeline:** Let our sample team timeline guide your team to a successful year
- **Team jersey vendors**
- **Team housing information**
- **Sample Team Sponsorship Proposal:** Customize this PowerPoint presentation to help gain team sponsorship
- **Team Progress Thermometer Poster:** Track your team's fundraising and recruitment progress for everyone to see
- **And more!**

YOUR SAFETY IS IMPORTANT

With more than 1,000 cyclists on the road during Bike to the Bay weekend, all with a variety of skill levels, it's important to know how to ride safely and courteously in a group. **Roads are not closed to motorists ride weekend.**

With 80% of all cyclists riding with a team, as a team captain we need you to spread the word to your teammates and protect the integrity of your team and of the Ride.

STEP 2: SET GOALS:

Establishing a goal is an easy way to maintain motivation and give you and your team a benchmark for success. We encourage team captains to set goals for themselves and their teams, while keeping these tips in mind:

- **Goals should be realistic**, but significant; if it requires hard work to attain, it will be a source of pride for your team
- **Get input from the entire team.** Having them believe in the goal from the word “go” will make your job as team captain that much easier
- **Set a goal for team size as well as collective fundraising.** Supporting more team members can mean more substantial fundraising
 - » Have each of your team members set an individual goal as well
 - » If you are part of a large corporate team, have departments set their own goals to create some fun internal competition
- **Using the goal setting worksheet** on the next page can help you work through these considerations for your team
 - » Did you have a team last year? Aim to recruit 10% of your company’s employees or 10 of your friends and family members to join you
- **Don’t keep your goal a secret!** Use email, team pages and even internal company intranets and newsletters to communicate goals – and how close your team is to attaining them
- **Update your fundraising goal** by logging into “Participant Center” on the website
- **Ask your Bike MS Staff for assistance and suggestions**

FUNDRAISING GOAL:

- Challenge your team to increase its overall fundraising by 10%
- Challenge each cyclist to become a VIP by raising \$1,000 individually. See page 13 for details on how to win the Team VIP Award
- Set a goal to win a prestigious team award (see page 13 for list)



THE AVERAGE CYCLIST RAISES \$570 – AIM TO BE ABOVE AVERAGE!

Home Email Contacts/Donors Progress Personal Page Team Page

1. CLICK ON “PROGRESS”

My Progress: 100%

\$1,600.00 HAVE RAISED \$1,000.00 MY GOAL (change) 206 DAYS LEFT

2. CLICK ON “TEAM”

3. CLICK ON “CHANGE” BELOW YOUR GOAL

Personal Team Enter a new gift



Team Captain Goal-Setting Worksheet

Team: _____

Captain: _____

Co-Captains: _____

*When setting your team goals, look back at your team's performance last year (if applicable).
The average cyclist raises \$570 at Bike MS: Bike to the Bay Ride.*

Previous Year's Results:

Number of team members: _____

Dollars raised: \$ _____

Your team member average: \$ _____
(dollars raised divided by number of team members)

This Year's Goals:

Number of team members: _____
(20% increase = number of previous year cyclists x 1.2)

Minimum goal: \$ _____
(team member goal x previous team member average)

Suggested goal: \$ _____
(team member goal x \$570 Bike MS average)

This Year's Team Goal:

Strategic Plan (Check when completed)

☐ 1. Appoint co-team captains
Due date: _____

Ideas of who to ask:

1. _____

2. _____

3. _____

☐ 2. Customize team Web page at
MScycling.org
Due date: _____

☐ 3. Team kick-off announcement to all
previous members/company employees
Due date: _____

4. Recruitment activities

ACTIVITY	DATE	GOAL
<input type="checkbox"/> _____	_____	_____
<input type="checkbox"/> _____	_____	_____
<input type="checkbox"/> _____	_____	_____
<input type="checkbox"/> _____	_____	_____

5. Fundraising activities

ACTIVITY	DATE	GOAL
<input type="checkbox"/> _____	_____	_____
<input type="checkbox"/> _____	_____	_____
<input type="checkbox"/> _____	_____	_____
<input type="checkbox"/> _____	_____	_____

☐ 6. Email to all team members announcing
goals and activities
Due date: _____

☐ 7. Thank you note to all team members

STEP 3: RECRUIT TEAM MEMBERS

Spread the word and watch your team grow!

SPREAD THE WORD

PUBLICIZE YOUR GOALS

Tell your family, friends and co-workers about Bike MS, why you're participating. Ask them to join or sponsor your team.

Use the **Know Your Networks Worksheet** on page 10 to make a list of possible team members and personally ask them to join your team.

ORDER MATERIALS

Visit the website to order all the materials you need to promote your team and fundraise.*

- **Display posters and rack cards at the office:** Display Bike MS materials everywhere you can at work. Cafeterias, restrooms, health clubs and break rooms are great locations. Drop brochures in your co-workers' in-bins or on their desks
- **Trading Cards:** These cards are the perfect size for cycling jersey pockets. Bring them to your next training ride to help you recruit fellow cyclists to join your team
- **Neighborhood Stores:** Display posters and rack cards in your local supermarkets, convenience stores, cafe, etc.

**Add stickers with your team and contact information to make it easy to recruit!*



CONTACT YOUR BIKE MS STAFF

You'll get one-on-one help from your team coordinator. We can:

- Visit your company for a Q&A session or sign-up day
- Meet with you and your team leaders to strategize
- Provide customized team flyers and registration forms
- Answer questions to help you organize your team

TEAM RALLY

- Hold a kick-off to energize your team and potential members or promote
- Join us at the Rider Number Pick Up Happy Hour in August for all you need to know about the Ride in one place. Pick up your rider number and VIP jersey, host a team table, enjoy discounted registration fees and great food & drink specials. Plus meet and mingle with fellow Bike to the Bay cyclists.



STEP 3 CONTINUED: RECRUIT ONLINE

REGISTRATION

Remind cyclists to click on “Join a Team” when registering and search for your team name. If they are already registered, contact the Bike MS staff to have them added at **1-800-445-BIKE** or **MScycling@pae.nmss.org**. See page 5 for instructions.

RECRUIT & MANAGE YOUR TEAM ONLINE

Utilize your participant center on **MScycling.org** to:

- **Personalize and update** your team page. Include your company’s logo (if applicable), your team’s story and photos. The more you personalize, the more likely you are to recruit new cyclists
- **Create a simple URL** to your team page. By doing this, you will be able to easily direct people to your team page. Put a link to your fundraising page in the signature of your email

- View and download your entire **team roster**
- Send **recruitment emails** to your team members
- **Email** your entire team as one

Use other tools online to help you succeed:

- Modify your **email signature** and include a link to your team page
- Use Facebook, Google+, Twitter and LinkedIn to recruit team members. See page 12 for more **social media** ideas
- Update your friends regularly with your progress!



ATTENTION CORPORATE TEAMS:

Teamwork is the key to your success!

WHY IS THE TEAM PROGRAM IMPORTANT FOR MY COMPANY?

- Develops team spirit and **boosts morale**
- Increases the company’s visibility and shows its **commitment to the community**
- Offers employees a chance to **bond outside the office**
- **Unites** you with at least 100 other local companies who have joined the fight against MS

HOW DO I RECRUIT?

- **Company Support:** Announce your team in the company newsletter or intranet
- **Corporate Sign-Up Days:** Ask your Bike MS team coordinator to come out to your organization to promote the ride and take registrations

HOW CAN MY COMPANY SUPPORT THE TEAM?

- Ask about **matching gifts**. This is the easiest way to double your fundraising efforts
- **Ask your employer to sponsor** your team registration fees, donations or jerseys
- **Recruit an executive** champion to lend his/her name to your recruitment efforts

KNOW YOUR NETWORKS WORKSHEET

THINK *OUTSIDE* THE BOX

PERSONAL

Write down your ideas of who to contact and how (reach out by phone, e-mail, Facebook Boundless Fundraising, letter-writing, fundraising events)

Family	<input type="checkbox"/> Go beyond your immediate family • <i>Who did you see at the last holiday party or reunion?</i>	
Friends	<input type="checkbox"/> Include friends from other periods of your life • <i>Grade school, high school, college, graduate programs</i> <input type="checkbox"/> Informal groups or clubs • <i>Book clubs, poker night, Connections Groups, intramural sports groups</i>	
Distant Contacts	<input type="checkbox"/> Review wedding or shower guest lists <input type="checkbox"/> Your holiday card list <input type="checkbox"/> Sorority/fraternity sisters/brothers <input type="checkbox"/> Ask your MS event coordinator for past campaigns, donor lists, or team rosters <input type="checkbox"/> Anyone who you recently supported in a charity event of their own	
Community	<input type="checkbox"/> How are you involved in your community? • <i>Volunteer activities/organizations</i> • <i>Your children's activities</i> • <i>Civic or religious organizations</i> • <i>Facebook groups</i> • <i>Connections on social media</i>	
Daily Activities	<input type="checkbox"/> What does your average day or weekend look like? <input type="checkbox"/> What businesses do you frequent? • <i>Grocery stores, dry cleaners, gyms, salons and doctors</i>	

PROFESSIONAL

Write down your ideas of who to contact and how (reach out by phone, e-mail, Facebook Boundless Fundraising, letter-writing, fundraising events)

Co-workers	<input type="checkbox"/> Ask outside your department or direct contacts • <i>Outlook contacts, office directory</i> <input type="checkbox"/> Former co-workers from previous jobs or positions	
Business Contacts	<input type="checkbox"/> Who do you regularly interact with? • <i>Clients, partners, vendors</i> <input type="checkbox"/> Where does your business regularly spend money?	
Professional groups	<input type="checkbox"/> Review your LinkedIn network <input type="checkbox"/> Think of different organizations whose meetings you attend regularly • <i>Chamber of Commerce, Municipal meetings</i> <input type="checkbox"/> Networking groups • <i>Industry groups, professional development</i>	

STEP 4: FUNDRAISE

GET YOUR TEAM INVOLVED

Bike MS teams are responsible for more than 80% of the funds raised, funds that provide much-needed research and services for over 15,000 local people living with MS. **This is why your team is so important.**

- **VIP perks:** All cyclists individually raising \$1,000 become part of the exclusive VIP Club. Tell your team members about the VIP perks, including the VIP jersey and credentials, special treatment the day of the ride, prizes received post ride and much more. All team members' individual fundraising contributes to team goals! Encourage them to increase their goal
- **Cyclist Handbook:** Full of fundraising info and much more. Make sure your team members know about them. The sooner your members register, the sooner they'll arrive in the mail
- **Raffle incentives:** Ask local restaurants or stores to donate products or gift cards and raffle them off to your top fundraising team members
- **Ask at work.** Find out if your employer has a matching gifts program. Get your employer to make a donation, plus, don't forget to ask your co-workers, too!
- **Hold team fundraising events** such as car washes, beef n' beers, happy hours, candy sales are other **fun ways to fundraise!**
- **Visit the website** for sample letters, worksheets, pledge sheets, social media tips, promotional materials and more!



TEAM AWARDS

Each year our top teams are recognized at an awards ceremony. Aim high and win one of the coveted team awards. See page 13 for list of awards.

PARTICIPATION REQUIREMENTS

All cyclists (each team member) must complete the following by the morning of the ride:

- 12+ • **Be at least 12 years of age by the day of the ride**
 - » Minors Policy: Our priority is to provide a safe ride experience for all participants. As a result, the National MS Society has instituted a policy that no one under the age of 12 will be permitted to ride in Bike to the Bay. Visit the website to learn more
- ✓ • **Complete the waiver/safety pledge upon registration**
- \$ • **Turn in at least \$300 in donations**

AUG
01

BONUS FOR EARLY MONEY TURN IN

Raise at least \$400 by August 1, and receive a commemorative long-sleeve T-shirt. Continue fundraising and aim high to become a VIP! Visit the website for more details.

AUG
15

GET YOUR RIDER NUMBER IN THE MAIL

Raise the \$300 minimum by August 31 to receive your rider number in the mail after labor day.

AUG
22

RIDER NUMBER PICK UP HAPPY HOUR

Raise the \$300 minimum by August 22 and pick up your rider number. Raise \$1,000 by this date and pick up your commemorative Bike to the Bay VIP jersey, plus receive a Stone Balloon mug (courtesy of Stone Balloon).

OCT
31

PRIZE FORMS AND EXTRA DONATIONS DUE

You must turn in your prize form and additional donations to receive your prize.

Donations must be turned in by these dates.

STEP 4 CONTINUED: FUNDRAISING ONLINE

UTILIZE THE PARTICIPANT CENTER

Online fundraising has become one of the most popular and most efficient ways to fundraise. Start fundraising online now.

Visit MScycling.org and log into “Participant Center” to take advantage of:

- **Set a fundraising goal** that everyone can see and support
- See **real-time fundraising goals** in addition to **customizing your team page**
- **Track your team members’ fundraising progress**
- **Track donations** made to the team and **send thank you emails**
- **Your own personal fundraising page:** Customize your personal page with your photo and the reason why you ride and your goal. Upload a photo of you or your team and share your team story of how you are moving together toward a world free of MS. While there is sample text available, nothing is more compelling than your own words and photos. Please, encourage each team member to do the same.
- **“Support me” emails:** Send an email out to everyone in your address book
- **“My progress” area:** See sponsors who have made pledges to you and donation history
- **Follow-up reports:** Track all electronic correspondence



• **Boundless fundraising:**

Download the Boundless Fundraising app on Facebook to easily raise funds through your

social network

- **Go mobile:** Manage and share your Bike MS experience on the go with our free Bike MS app. Simply search “Bike MS” in either the iTunes App Store or Google Play
- **Promote these tools to your team members**

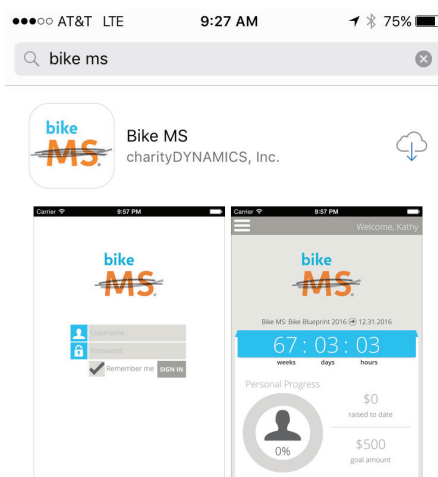
FUNDRAISE THROUGH YOUR SOCIAL NETWORKS

- **Harness the power of Facebook, Google+, Twitter and LinkedIn** to recruit donors and fellow cyclists
- Tweet or change your status to show your commitment to Bike MS
- Swap out your profile picture and cover photo for a logo or Bike MS download
- Update your friends regularly with your progress
- Utilize #tbt or #fbf to share photos from past Bike to the Bay rides
- When you’re logged into your Participant Center, click on “Get Social and Share your Page” to share your personal fundraising page on Facebook and Twitter
- **Bike MS logos and digital downloads:** Find these and more on the website



Still not sure how to take advantage of these helpful tools? Visit the **Participant Center Guide** and **Social Media Guide** via the link on the website

VISIT THE WEBSITE FOR MORE FUNDRAISING TIPS AND TOOLS!



STEP 5: MAKE IT MEANINGFUL – AIM HIGH FOR TEAM AWARDS

TEAM ACHIEVEMENT AWARDS:

- **Gold Level Team** – \$5,000
- **Platinum Team** – \$10,000
- **Diamond Team** – \$20,000
- **Mission Possible Team** – \$50,000
- **Tour of Champions** – \$75,000

TOP TEAM AWARDS

- **Team VIP Award:** All teams with 60% of team members individually raising \$1,000 or more
- **Largest Team**
- **Top Fundraising Team**
- **Partners in MS Team:** Given to the team that displays deep commitment to the mission
- **Most Festive Team Tent**
- **Outstanding First Year Team:** Exhibits outstanding recruitment and fundraising efforts in their first year with the Ride
- **Most Improved Team:** Team exhibiting the most growth in fundraising and recruitment
- **Most Team Spirit:** Team that exemplifies the most “spirit” before and during the Ride
- **Best Team Jersey / T-shirt**

CONGRATS TO LAST YEAR’S WINNERS

Go to the website to see who won these prestigious awards.

SPECIAL BENEFITS FOR TEAMS

- Special top recruitment and fundraising team recognition throughout the season, including the Top 25 List monthly
- Special team fundraising and recruitment incentives throughout the summer months
- Area/table at August Rider Number Pickup Happy Hour for teams with 25 or more members
- Bike MS staff assigned to work with your team

RIDE WEEKEND EXPERIENCE

Team Village Opportunity at Saturday finish line. Centrally located to all the finish line festivities, the Team Village offers an opportunity for members to celebrate their accomplishments of the day. [Visit the website for more details and to reserve your space.](#) Plus, learn how to earn the coveted Most Festive Team Tent Award

- Team photos at DelTech (75 & 100 mile) start location
- Book team housing
- Top Fundraising Team & Top Recruitment Team, from previous year, will receive a free hotel room at the Saturday finish overnight location
- Top Fundraising Team, from previous year, leads Saturday kickoff from the DelTech (75 & 100 mile) start location
- Top Three Fundraising Teams, from previous year, will receive a free 10x10 Team Village tent at the Saturday finish line

Visit the website for a list of all team benefits and awards.