**January-May: Getting started**

**New Teams:**

* Decide on a team name. Register as the team captain and create the team. If you are already registered for the ride, contact us at [mscycling@pae.nmss.org](mailto:mscycling@pae.nmss.org) or 1-800-445-BIKE to have the team created.

**Veteran Teams:**

* Ensure you are registered as captain and the team is set up. *Reminders:* Team’s do not carry over from the previous year and the first person to register for the team is automatically designated as team captain. Please contact us to make any necessary adjustments.
* Register past team members.
  + Contact your team coordinator or email [mscycling@pae.nmss.org](mailto:mscycling@pae.nmss.org) for last year’s team roster.
  + Download your current year roster from your Participant Center and compare with 2013’s roster.
  + Reach out to those that are not yet registered and to those that might be registered, but not currently appearing on your team roster.

**Everyone:**

* Check out the Team Captains Guide and other great tools in the Captain Resources tab on the [Team Resources Page](http://bikepae.nationalmssociety.org/site/PageServer?pagename=BIKE_PAE_TeamMS)
* Establish a fundraising goal and recruitment goal for your team Use the [Team Captains Guide](http://bikepae.nationalmssociety.org/site/DocServer/2014BikeMS_TeamGuide_WEB.pdf?docID=68176) and our [Goal Setting Worksheet](http://bikepae.nationalmssociety.org/site/DocServer/BikeMS2010_TeamWorksheet.pdf?docID=44611)) to help you update your goal in your [Participant Center](https://secure3.convio.net/nmss/site/SPageServer/;jsessionid=FDCB0D2EF648FED9B12ACD56796B5A1B.app354a?pagename=BIKE_myAccount).
* Ensure each team member registered individually is added to the team.
* Start a list of in prospective cyclists and registered cyclists. Use the “[Know Your Networks](http://paemain.nationalmssociety.org/site/DocServer/MS2010_KnowYourNetworks.pdf?docID=47869)” sheet to come up of a list of people who may be interested in joining your team.
* Announce that you are forming a team everywhere: via email, at your next staff or organization meeting, at upcoming social engagement, and don’t forget to post on Facebook!
* Secure support from top executives or leaders of your work or community group.
* Recruit help from others! Form a committee or recruit a co-captain. Jobs can include:
  + Recruiter: Gets cyclists to register and monitors online team support.
  + Fundraising Champion: Teaches members to fundraise and exceed the ride average of raising $750 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.
* Start making your [Ocean City team plans](http://bikepae.nationalmssociety.org/site/PageServer?pagename=BIKE_PAE_oc_experience_homepage) and secure [team housing](http://bikepae.nationalmssociety.org/site/PageServer?pagename=BIKE_PAE_housing) through Access Ocean City (Team Housing form is available April 1. All other housing opens June 1).
* Start thinking and planning ahead – continue reading below and get a jump start on recruitment & fundraising

**June: Recruitment Focus**

General Reminders:

* If you haven’t done so yet, create team, set fundraising & recruitment goals, secure support from top executives, leaders and/or HR (see above in January-May section).
* Contact your assigned Bike MS Staff to help you get started
* Reference the Team Captain e-news for any new updates and team specific info each month.

Access the captain tools available in your [Participant Center](https://secure3.convio.net/nmss/site/SPageServer?JServSessionIdr004=4deulz75d7.app330a&pagename=BIKE_myAccount) to help recruit and manage your team. Having trouble with the Participant Center? Utilize the  [How-to-Guide](http://bikepae.nationalmssociety.org/site/DocServer/ParticipantCenterGuide_v2_CTS.pdf?docID=57427).

* Send recruitment e-mails to past and prospective team members
* View and manage your current team roster
* Customize your team page (be sure to add a team photo and tell your team story)
* Manage and share your Bike MS experience on the go with your free [Bike MS mobile application](https://itunes.apple.com/us/app/bike-ms/id684307506?mt=8).

Utilize the great online tools available at MScycling.org to manage and grow your team:

* Captain Tools on the Team Resources Page: [Team Captain’s Guide](http://bikepae.nationalmssociety.org/site/DocServer/2014BikeMS_TeamGuide_WEB.pdf?docID=68176), [Team Progress Thermometer](http://bikepae.nationalmssociety.org/site/DocServer/2014-Bike_MS_Team_Thermometer_Poster.pdf?docID=66275), [Team Captain Goal Setting Sheet](http://bikepae.nationalmssociety.org/site/DocServer/BikeMS2010_TeamWorksheet.pdf?docID=44611), [PR/Media Guide](http://bikepae.nationalmssociety.org/site/DocServer/General_Rider__non-captain__Guide_to_Media_Relations_Kit.pdf?docID=61866) and MUCH more!
* Request Promotional Materials, such as posters, rack cards, trading cards to distribute at work, local businesses, along your training rides, at upcoming family or social engagements, at local area events and during all conversations you have about the ride! Ask team members to help!
* Have your team members connect with potential recruits and donors on [Facebook](https://www.facebook.com/CitytoShore?ref=mf), [Twitter](https://twitter.com/MSCitytoShore) and [Linked In](http://www.linkedin.com/groups?gid=1850675).

Request Corporate Support:

* Schedule registration days, happy hours, lunch & learns at your company with MS Staff to answer questions, talk about the ride and offer a discounted registration fee.
* Get the word out in the company or organization newsletter or website
* Approach your HR, marketing, [matching gifts](http://bikepae.nationalmssociety.org/site/PageServer?pagename=BIKE_PAE_FAQ#match) or contributions department about team support.
* Ask your company to provide [jerseys](http://bikepae.nationalmssociety.org/site/PageServer?pagename=BIKE_PAE_Jersey_vendors), t-shirts or hats for your team to wear the weekend of the ride. Let them know that the company name will be seen by all riders, volunteers, spectators and the communities you’ll be riding through.
* Approach other companies in your area (and ask team members for their connections) to support the team. Use the [sponsorship proposal](http://bikepae.nationalmssociety.org/site/DocServer/Team_Sponsorship_Template.pptx?docID=53568) when approaching companies and organizations that may support your team.

Get your team engaged:

* Challenge your team to be one of the top 20 teams at the ride, [click here to see how your team ranks in terms of fundraising and recruitment.](https://secure3.convio.net/nmss/site/SPageServer/;jsessionid=980939885265D18B5AA2DCD859DF7B89.app354a?pagename=BIKE_PAE_ctstop25lists)
* Ask one of your team members to design a [Team Jersey](http://bikepae.nationalmssociety.org/site/PageServer?pagename=BIKE_PAE_Jersey_vendors) for this year’s ride. [Ask these vendors about](http://bikepae.nationalmssociety.org/site/PageServer?pagename=BIKE_PAE_Jersey_vendors) special discounts for Bike MS cyclists.
* Encourage your team members to aim high and win one of the coveted team awards. [Team Achievement Awards and Top Team Award Winners](http://bikepae.nationalmssociety.org/site/PageServer?pagename=BIKE_PAE_cts_teamawards) are announced at the Awards Dinner each December.
* Publicize your goals! People respond to challenges. Post a Bike MS bulletin board and keep a [Team Progress Thermometer Poster](http://www.nationalmssociety.org/get-involved/events/bike-ms/bike-ms-teams/download.aspx?id=37693)**.**
* Start planning your summer team [fundraisers](http://bikepae.nationalmssociety.org/site/PageServer?pagename=BIKE_PAE_fundraising) (car wash, happy hour, beef & beer, dress down day at work, yard sale, etc.)
* Hold a “Team Rally” to energize your team and potential members – ask current team members to each recruit and bring a friend.
* Promote & attend upcoming [Bike MS Happy Hours](http://bikepae.nationalmssociety.org/site/PageServer?pagename=BIKE_PAE_happyhours).
* Hold a “Recruit a Friend” contest amongst your team members. Motivate your team members to recruit cyclists by giving the top recruiter a prize such as a gift certificate to your local pub or new bike swag.
* Work on acquiring incentives, prizes and team awards for your top fundraising team members and team recruiters.
* If you are not hosting team housing, remind team members to book their overnight accommodations through Access Ocean City (housing opens June 1).
* Enlist those who are not riding to [volunteer](http://paemain.nationalmssociety.org/site/PageNavigator/PAE_volunteer) at the ride. Volunteers can fundraise too and boost your team fundraising totals!

**July: Fundraising, Training, Recruitment Continued**

General Reminders:

* If you haven’t done so yet, create team, set fundraising & recruitment goals, secure support from top executives, leaders and/or HR, begin recruitment efforts, etc. (reference January-May & June sections above).
* Host check-in call with Bike MS Staff and team leaders---now is the time to schedule a rider number pick up session with your staff member!
* Reference Team Captain e-news for any new updates and team specific information.

Fundraising Push

* Update and publicize your goals! People respond to challenges. Post a Bike MS bulletin board and keep a [Team Progress Thermometer Poster](http://www.nationalmssociety.org/get-involved/events/bike-ms/bike-ms-teams/download.aspx?id=37693)**. Motivate your donors to give MORE by** [updating your goal in the participant center.](https://secure3.convio.net/nmss/site/SPageServer/?pagename=BIKE_myAccount)
* Access the captain tools available in your [Participant Center](https://secure3.convio.net/nmss/site/SPageServer?JServSessionIdr004=4deulz75d7.app330a&pagename=BIKE_myAccount) to help recruit and manage your team. **Having trouble using it?** View this [how-to-guide](http://bikepae.nationalmssociety.org/site/DocServer/ParticipantCenterGuide_v2_CTS.pdf?docID=57427) (pdf).
* Customize your team page (be sure to add a team photo and tell your team story)!
* Manage and share your Bike MS experience on the go with your free [Bike MS mobile application](https://itunes.apple.com/us/app/bike-ms/id684307506?mt=8). Don’t forget to use [Facebook](https://www.facebook.com/CitytoShore?ref=mf), [Twitter](http://twitter.com/MSCitytoShore) and [Linked-In](https://www.linkedin.com/groups?gid=1850675) to push for funds from your donors.
* Schedule team fundraisers: work with our team coordinator for ideas and with local businesses for support
* Reward your top team members and create competition. Get prizes for your top fundraisers from your company or local retailers (such as tickets to local entertainment or sports events, gift certificates to dinner, etc.)
* Manage your current team roster, see who has their minimum in and who is pledging VIP status, send messages thanking these team members for setting a VIP fundraising goal.
  + Encourage team members to take advantage of our [online fundraising tools](http://bikepae.nationalmssociety.org/site/PageServer?pagename=BIKE_PAE_fundraising) and

promote the early money turn incentive, VIP program, prizes, etc.

* + Track team donations and announce current team totals and top fundraisers in a team e-mail.
  + Evaluate where team stands in comparison to the year before.
  + Review your 2013 roster and follow up with anyone who hasn’t started fundraising.
* Communicate with your team over e-mail and Facebook updates with reminders about the ride as well as important dates and deadlines. Are you a team of 25 or more? If so, reach out to your City to Shore staff member to schedule a rider number pick-up day.
* Coordinate team [training rides](http://bikepae.nationalmssociety.org/site/PageServer?pagename=BIKE_PAE_safety)
* Promote the upcoming [Rider Expo in August](http://bikepae.nationalmssociety.org/site/PageServer?pagename=BIKE_PAE_rookieexpo).

**August: Fundraising, Training & Ride Weekend Preparation**

General Reminders:

* If you haven’t done so yet, create team, set fundraising & recruitment goals, secure support from top executives, leaders and/or HR, begin recruitment and fundraising efforts, etc. (reference January-May, June & July sections above).
* Check-in call with Bike MS Staff and team leaders
* Reference Team Captain e-news for any new updates and team specific information.

Fundraising

* Host team fundraisers (don’t forget to advance promote via e-mail, Facebook, hand written invites)
* Have you met your fundraising goal? Congratulations! Consider adjusting your team goal to a higher level.
  + Update the [participant center](https://secure3.convio.net/nmss/site/SPageServer/;jsessionid=2B444FC7826ECC8C5476BC8A1BE912C8.app354a?pagename=BIKE_myAccount) with your new goal and send an email message to your team! Don’t forget setting a higher goal will help you win a [team award](http://bikepae.nationalmssociety.org/site/PageServer?pagename=BIKE_PAE_cts_teamawards).
* Increase communications to members about important fundraising [dates and deadlines](http://bikepae.nationalmssociety.org/site/PageServer?pagename=BIKE_PAE_CTS_dates_deadlines) and promote fundraising and team perks.

[**August 1:** Early Money Turn-In/ Long Sleeve T-Shirt Deadline](http://bikepae.nationalmssociety.org/site/PageServer?pagename=BIKE_PAE_CTS_dates_deadlines)  
Turn in $400 to receive a commemorative City to Shore long-sleeved T-shirt!

[**August 27:** Rider Expo](http://bikepae.nationalmssociety.org/site/PageServer?pagename=BIKE_PAE_rookieexpo)

First opportunity to receive your rider number, for those who have met the required $300 in confirmed donations. Those reaching VIP status ($1,000) by this date may pick up their 2014 VIP jersey and credentials.

[**August 31**: Rider Number Mailing Deadline](http://bikepae.nationalmssociety.org/site/PageServer?pagename=BIKE_PAE_CTS_dates_deadlines)To receive your rider number in the mail, we must have received your required minimum $300 donation.

Training & Ride Weekend Preparation

* Promote and attend the [Rider Expo in August](http://bikepae.nationalmssociety.org/site/PageServer?pagename=BIKE_PAE_rookieexpo)– drop off your team jersey for entry into the Team Jersey Contest
* Encourage team members to become [Responsible Cyclists](http://bikepae.nationalmssociety.org/site/PageServer?pagename=BIKE_PAE_safety_becomeRC) and to sign up for [Group Riding Skills Courses](http://bikepae.nationalmssociety.org/site/PageServer?pagename=BIKE_PAE_safety_GRScourses)
* Remind members get their free [bike inspection](http://bikepae.nationalmssociety.org/site/PageServer?pagename=BIKE_PAE_CTS_coupons) from sponsoring bike shops August 17 to September 25 to ensure free maintenance ride weekend.
* Continue team training rides
* Reserve your [team tent](http://bikepae.nationalmssociety.org/site/PageServer?pagename=BIKE_PAE_TeamTents) at the PATCO start by August 31 (**this is a perk for teams with 50 or more members)**
* Start to coordinate ride weekend team plans at the start location, in [Ocean City](http://bikepae.nationalmssociety.org/site/PageServer?pagename=BIKE_PAE_oc_experience_homepage), etc.
* Are you a team of 25 or more? If so, reach out to your City to Shore staff member to schedule a rider number pick-up day.

**September –Final Recruitment & Fundraising Push + Pre-ride Activities & Prep**

* Final check-in call with Bike MS Staff and team leaders
* Ensure all team members are a Responsible Cyclists and participating in a Groups Skills Riding Course to help your team earn the Team Safety Awareness Award
* Host pre-ride get together for team (opportunity to answer last minute questions, pick up team jersey, coordinate final weekend plans, etc.)
* Host rider number pick up session! (exclusive for teams of 25+ or more!)
* Ensure all team members have met the [requirements](http://bikepae.nationalmssociety.org/site/PageServer?pagename=BIKE_PAE_CTS_requirements) to receive their [rider number](http://bikepae.nationalmssociety.org/site/PageServer?pagename=BIKE_PAE_CTS_requirements).
* Publicize or remind team of ride weekend details and all specific team weekend plans including:
  + Start location meeting time and place (does your team have a team tent at PATCO?) and [team photos](http://bikepae.nationalmssociety.org/site/PageServer?pagename=BIKE_PAE_ctsphoto)
  + Team housing in Ocean City
  + Invite friends & family to join you at the [Ocean City finish line celebration](http://bikepae.nationalmssociety.org/site/PageServer?pagename=BIKE_PAE_oc_experience_homepage)
* If you haven’t so already, remember to drop of your team jersey at your start location to be entered into the [team jersey contest](http://bikepae.nationalmssociety.org/site/PageServer?pagename=BIKE_PAE_jersey_cts)
* Ride: September 27th and 28th!!!
* Register and set up the team for 2015 Saturday & Sunday for only $20!

**Post Ride – Thank you, post-event collection & 2015 plans**

* Register the team for 2015 if you didn’t the weekend of the ride
* Send thank you notes, e-mails and photos to all team participants. Call team members whenever possible to thank them individually for their involvement and support.
* Remind your team of the Oct. 31 fundraising deadline
* Continue fundraising! Ensure that your team is reaching your goals, encourage team members to collect any outstanding funds from their donors. [There is still time to qualify for a team award!](http://bikepae.nationalmssociety.org/site/PageServer?pagename=BIKE_PAE_cts_teamawards)
* Check your team roster, and follow up, with members who have not yet met their fundraising goal
* Plan a team wrap-up meeting, such as a happy hour, breakfast meeting or dessert party. (*Consider rewarding chosen cyclists and volunteers for their outstanding individual successes)*
* Ask an executive to thank team members personally with a note, party or a casual day.
* Follow up with your company regarding [matching gifts](http://bikepae.nationalmssociety.org/site/PageServer?pagename=BIKE_PAE_FAQ#d). Make sure all paperwork is submitted by the company’s deadline.
* Submit a story and photo to your company newsletter, website or local newspaper recapping the ride, acknowledging top team members, showing off team pictures and thanking supporters.
* Look for e-mails from the National MS Society about the [City to Shore awards dinner](http://bikepae.nationalmssociety.org/site/PageServer?pagename=BIKE_PAE_cts_teamawards).