



# Welcome to Bike MS: *City to Shore 2017* CYCLIST HANDBOOK

[MSCYCLING.ORG](http://MSCYCLING.ORG) /// 1-800-445-BIKE

bike

MS<sup>®</sup>

CITY TO SHORE

SEPTEMBER  
23 & 24, 2017

TEVA

Thank you for registering for Bike MS. By joining us, you've taken the first step towards a world free of MS. The next step is to start fundraising. We can help! Turn the page to get started and learn about the City to Shore experience.

**IMPORTANT UPDATES  
FOR 2017 INSIDE!**

# Get Ready For the Rider Expo

## PRESENTED BY XFINITY LIVE!

### ALL YOU NEED TO KNOW. ALL IN ONE PLACE.

SAVE THE DATE ///

AUGUST 21 ///



#### • 2017 VIPS PICK UP YOUR VIP JERSEY (SEE PAGE 12)

- Pick up your rider number or reserved gold rider number for last year's VIPs
- Learn how to maximize your experience during Bike MS
- Drop off donations
- Enjoy food, fun, drink specials, giveaways and more, courtesy of XFINITY Live!
- See bike shop demonstrations and buy merchandise
- Receive cue sheets, route map and course information
- Get group riding skills course and responsible cyclist information
- Win prizes
- Get fundraising tips and more!



### NEW DATE, SAME GREAT LOCATION

Whether you're an individual, a team member or team captain, if this is your first time or 38th; the Rider Expo offers something for everyone.

Learn more and RSVP by August 14th at: [nationalMSsociety.org/expo](http://nationalMSsociety.org/expo)

### QUICK CONTACTS

#### Philadelphia office:

30 South 17th Street, Suite 800  
Philadelphia, PA 19103

#### Newark office:

200 Continental Drive, Suite 115  
Newark, DE 19713

**phone:** 1-800-445-BIKE

**fax:** 1-215-271-6122

**email:** [MScycling@pae.nmss.org](mailto:MScycling@pae.nmss.org)

**web:** [MScycling.org](http://MScycling.org)

LIKE US!



[facebook.com/CitytoShore](https://facebook.com/CitytoShore)

FOLLOW US



[twitter.com/MSCitytoShore](https://twitter.com/MSCitytoShore)

# IMPORTANT *deadlines*

## AUG 01 BONUS FOR EARLY MONEY TURN IN

Turn in at least \$500 by August 1, and receive a commemorative long-sleeve T-shirt. Continue fundraising and aim high to become a VIP! See **pages 12-13** for more information.

## AUG 31 GET YOUR RIDER NUMBER IN THE MAIL

You need to raise the \$300 minimum by August 31 to receive your rider number in the mail. See **page 3** for more information.

## THANK YOU TO OUR 2017 SPONSORS

Bike MS: City to Shore, presented locally by Teva, would not be possible without the support and commitment of our amazing sponsors! Through their generosity, we are able to provide ride support, food and beverages, cycling discounts, and so much more. For a full list of sponsors and bike shops, visit the **Sponsors** page under **About this Ride**.

We welcome the opportunity to develop new corporate partnerships for Bike MS: City to Shore. Contact us to explore the possibilities that best suit your company's needs.

## MARK YOUR CALENDARS:

### JUN thru OCT BIKE MS HAPPY HOURS



Stay tuned for upcoming happy hours to meet other cyclists and chat about the ride. This year we will be expanding our Happy Hours to include locations along the Schuylkill River Trail and other popular cycling locations!

### JUN 01 OCEAN CITY HOUSING OPENS

You are responsible for booking your Saturday night accommodations in Ocean City. [AccessOceanCityNJ.com](http://AccessOceanCityNJ.com)

### AUG 20 thru SEPT 22 BIKE INSPECTIONS

For your free bike inspection coupon and for a list of official bike shop sponsors, see **page 5** and visit the website.

### DURING SEPT GROUP RIDING SKILLS COURSES

Hone your cycling skills and become a Responsible Cyclist by taking a group riding skills course in September. Courses are free, but space is limited. See **page 5**.

### AUG 21 RIDER EXPO

All you need to know. All in one place. See **previous page**.

### OCT 31 PRIZE FORM, EXTRA DONATIONS DUE

You must turn in your prize & plaque form and additional donations to receive your prize. See **pages 12-13**.

### DEC 06 AWARDS DINNER

Invite only. Sent post event.

# PARTICIPATION

## *requirements*



## TO OBTAIN A RIDER NUMBER (AND PARTICIPATE)

ALL CYCLISTS MUST COMPLETE THE FOLLOWING BY THE MORNING OF THE RIDE (SEPTEMBER 23):

12+

- Be at least 12 years of age by the day of the ride.  
» **Learn more about the minors policy online.**



- Complete the waiver/safety pledge (During registration process)



- Turn in at least \$300 in donations

## RIDE WEEKEND REQUIREMENTS



- Helmets are required



- Bike Inspections: To receive free bike maintenance during ride weekend, you must get your bike inspected at a sponsoring bike shop between August 20 - September 22 to receive a Bike MS Inspected sticker. See the Virtual Goodie Bag section on pg. 5 for details.



- City to Shore is a cup-free event. You must have a water bottle.



- Be a responsible cyclist. **See pg. 5 for details.**

## HOW TO GET YOUR RIDER NUMBER

## HOW TO TURN IN DONATIONS

### MAIL THE DONATIONS TO:

National MS Society  
Bike MS: City to Shore Ride 2017  
30 South 17th Street, Suite 800  
Philadelphia, PA 19103

### REMINDER

Don't forget to track your contributions on your sponsor sheet (see page 15). **Make checks payable to the National MS Society (NO CASH PLEASE).**

Please include your name and Bike MS: City to Shore Ride in the memo portion of the check.

### PAY OR RAISE FUNDS ONLINE.

It's the fastest, easiest way to fundraise. No paper, no mail. You don't even have to leave your computer! See **pg. 8**.

### CALL IN YOUR DONATION.

Pay by credit card. Call **1-800-445-BIKE**

Donations support client programs, services and research supported by the Society. See pg. 10.

For more info about turning in donations visit FAQ's at [MScycling.org](http://MScycling.org).

No rider numbers will be issued prior to August 21.



### SKIP THE LINES THE MORNING OF THE RIDE:

**AUG 21** PICK UP AT THE RIDER EXPO

Pick up your rider number at the Rider Expo. See the ad in the front of this booklet for details.

**AUG 31** RECEIVE YOURS BY MAIL

Rider numbers will be mailed after Labor Day if we have received your required minimum \$300 donation by August 31.

*After*

**AUG 31** PICK UP AT OUR OFFICE

Drop off the minimum at the Society's office to pick up your rider number.

**Monday through Thursday:**

**10 a.m. to 4 p.m. only**

**Friday:**

**10 a.m. to 2 p.m. only**

Please call 1-800-445-BIKE before going to make sure someone is there to help you and that your rider number has not been mailed already. You will need to provide photo ID in the building lobby to access the office.

### PICK IT UP THE MORNING OF THE RIDE:

**SEPT 23** START LOCATION

If you do not receive your number prior to the Ride, you may pick it up at your start location that morning. Allow at least one hour for check-in prior to getting on the road. See **page 4**.

## ONE- OR TWO-DAY ROUTE OPTIONS\*:

- Cherry Hill, NJ Start: 80, 100, 160 and 180 Miles
- Hammonton, NJ Start: 45 Miles (this is not the rest stop)
- Mays Landing, NJ Start: 25 Miles (this is not the rest stop)

\* START LOCATION INFO, TIMES AND DIRECTIONS WILL BE MAILED TO YOU PRIOR TO THE RIDE AND POSTED ONLINE

## FIRST CLASS REST STOPS AND ROUTE SUPPORT:

- Rest stops approximately every 15 miles featuring festivities and food, including lunch
- Clearly marked and fully supported route with mechanical and first aid stations

CUE SHEETS AND ROUTE MAPS WILL BE POSTED IN SEPTEMBER.

## MAKE THE MOST OUT OF YOUR TRIP TO OC:

Located between 5th and 6th at the boardwalk, the Ocean City Finish Line is the most festive party around, featuring:

- Bike parking, both temporary and secure overnight options
- Food, DJ, live bands, photos and hundreds of cheering fans
- Easy access to the OC boardwalk and beach
- Special promotions and discounts for Bike MS affiliates at OC businesses. Look for info at the finish line or see supporting merchants featuring this window cling.
- And much more!



### Spending the night with us?

- We'll transport your luggage to the finish line
- Visit the **Housing page** online to book your overnight stay through Access OC (opens June 1)
- We provide Jitney service to all the accommodations **booked through Access OC**

### Can't stay the night this year?

- Enjoy the finish line festivities, beach, boardwalk and more, then head back
- Transportation is provided Saturday to all start locations (Cherry Hill, Hammonton, and Mays Landing)\*

\*See specific times and details online. Limited transportation is available Sunday to Cherry Hill only & cyclists must sign up Saturday at the transportation area.

## THE FUTURE OF BIKE MS: CITY TO SHORE RIDE IS IN YOUR HANDS



With 7,000 cyclists on the road during City to Shore weekend, all with a variety of skill levels, it's important to know how to ride safely and courteously in a large group. The dangerous actions of a few can jeopardize the future of the ride for all.

Bike MS provides the necessary tools to educate all City to Shore cyclists on proper riding etiquette **but it's up to YOU to become a Responsible Cyclist.**

## TAKE ACTION TO PROTECT THE INTEGRITY OF THE RIDE:

- Pledge to become a **Responsible Cyclist**
- Take a **free** Group Riding Skills Course
  - » Courses are held at multiple locations on September 2<sup>nd</sup>, 9<sup>th</sup>, and 16<sup>th</sup>. Space is limited and registration is required.
- Spread the word to your fellow cyclists and teammates
- Be courteous. Be responsible. Be safe!
- Visit [nationalMSsociety.org/CTSafety](http://nationalMSsociety.org/CTSafety) for more information.



## RIDE RESPONSIBLY:

ROADS ARE NOT CLOSED  
TO MOTORISTS!

- Use verbal and hand signals
- Obey all traffic laws
- Never ride more than two abreast
- Never cross the yellow line
- Avoid riding in pacelines
- At intersections, stay in the correct lane & stay to the right of all cars
- Never use a cell phone or headphones while riding
- Look before passing other cyclists

## MANDATORY BIKE INSPECTIONS AND BIKE SHOP COUPONS

Get your 2017 bike shop coupons and free, **mandatory bike inspection** online in your **virtual goodie bag**. Look for the link and login information coming soon to your inbox! For a full list of sponsors and bike shops, visit the website.

# IT'S MORE FUN WHEN *you ride together.*

Each year nearly 80% of City to Shore 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
- Train and fundraise with others
- Enhance your entire ride experience
- Build memories with friends and family



IT JUST TAKES ONE PERSON TO INSPIRE MANY—THAT'S THE POWER OF BEING A TEAM CAPTAIN.

## TAKE ADVANTAGE OF TEAM RESOURCES AND BENEFITS:

- Assigned Bike MS Staff
- Team awards
- Team housing
- Special team incentives throughout the year
- A team tent at PATCO
- Abundance of Captain Resources

STARTING A TEAM IS AS EASY AS 1-2-3! VISIT THE WEBSITE FOR MORE INFO.

## ROOKIE RIDERS:

BUT I'VE BEEN CYCLING FOR YEARS, AM I A ROOKIE RIDER? YES!

Whether you're a veteran cyclist or you're new to the sport, you are new to the Bike MS: City to Shore Ride and we want to ensure your experience is the best it can be. Visit the New Riders page on the website, dedicated to you, our first year City to Shore cyclists. Learn more about what the Ride has to offer, including special Rookie Ride weekend activities and incentives, plus how to win the coveted Rookie Rider of the Year Award.

# FUNDRAISING 101

#1

## KNOW YOUR NETWORKS

Make a list of every person you know – the obvious (friends and family) and the not-so-obvious (neighbors, acquaintances, business associates, church or club members, regulars at your favorite coffee spot). You have just created your donor list. Need extra help? **Use the Know Your Networks worksheet included on page 16.**

#2

## SET YOUR FUNDRAISING GOAL

Now that you know your networks set your goal. Did you know the average cyclist raises more than \$750? Look at the people you have identified in your network and set a realistic goal. Can you achieve VIP status at \$1,000? **Don't forget to update your goal online!**

#3

## SHARE AND START FUNDRAISING

You have created your donor list, set your goal and now comes what people think is the hardest part of fundraising – the ASK. Share your goal and your story to inspire others! Articulate why you are taking on Bike MS. **Your commitment will be the reason they choose to give you a donation.**

THE AVERAGE  
CYCLIST RAISES  
**\$750**

You only need to raise \$300 to get your rider number, but aim higher. Turn in \$500 by August 1 and receive a commemorative City to Shore long-sleeved T-shirt! Raise \$1,000 to take advantage of all the VIP Club perks!

SEE PAGES 12-13

## ALWAYS DO THIS

**Tell your story** or reason for riding. Send people a picture and let them know how good it feels to raise money for a great cause. **Follow-up** is the most important part. In two weeks, call or email the people who you've asked to support you. Once you've received a donation, be sure to send a thank-you note. **Make it personal.**

**\*Share the impact your money raised makes on the lives of those with MS. See page 10 for more info.**

# FUNDRAISING 101

## FUNDRAISE ONLINE AND THROUGH SOCIAL MEDIA

Online fundraising has become one of the most popular and most efficient ways to fundraise. Plus, studies show that **people give more money when they donate online**. Start fundraising online now.

- Go to the website and log in to take advantage of:
  - » **Your own personal fundraising page** – Customize your personal page with your photo and the reason why you ride and update your fundraising goals.
  - » **“Support me” emails** – Send an email out to everyone in your address book.
  - » **“Progress” area** – See sponsors who have made pledges to you and update your fundraising goal.
  - » **Boundless fundraising** – Click on the **Fundraise with Facebook** icon to activate the **Boundless Fundraising app** on your Facebook page.



- Harness the power of social media to recruit donors and fellow cyclists
- Tweet or change your status to show your commitment to Bike MS
- Swap out your regular profile picture for a pic of you at the ride or use the event logo (available on the website). Update your friends regularly with your progress!
- **Download a Bike MS banner or logo** from the website and post it on your page or include it in your email signature. Remember to have the URL click back to your personal fundraising page or our website. You can personalize your page's URL
- Still not quite sure how to take advantage of these helpful tools? Utilize the **Participant Center Guide** and **Fundraising Through Social Media** guide on the website. Visit the website for more tips and tools!



## GO MOBILE

Manage and share your Bike MS experience on the go with our free Bike MS mobile application. Simply search “**Bike MS**” in either the iTunes App Store or Google Play.

VISIT THE WEBSITE FOR OUR "55 FUNDRAISING IDEAS," SAMPLE LETTERS, WORKSHEETS, PLEDGE SHEETS, PROMOTIONAL MATERIALS AND MORE!

## FUNDRAISE USING TIME-TESTED OUTREACH

- **Write letters.** Download a customizable letter from the website and personalize it. Checks should be made payable to the National MS Society and contributions should be mailed directly to you. Enclose a return envelope with your address to each potential donor.
- **Use the pledge sheet enclosed to track your donations.**
- **Use our PR/Media Guide** to help get you started and get your story in the news.
- Request promotional materials. Spread the word by ordering posters, trading cards, rack cards and more.
- **Phone-a-friend.** Make phone calls to relatives, friends and old colleagues and let them know why you're participating in Bike MS. Ask them to support your fundraising goal and be sure to keep them informed of your progress.
- **Ask at work.** Find out if your employer or your donors' employers have a matching gifts program. Get your employer to make a donation plus don't forget to ask your co-workers too!
- **Hold a fundraising event.** Hold a fundraiser such as a car wash, golf tournament, casual day at the office, beef & beer, etc. It's a great way to get others involved!

[nationalMSSociety.org/PromoMaterialsCTS](http://nationalMSSociety.org/PromoMaterialsCTS)



## MATCHING GIFTS

You are required to raise \$300 before matching gifts are counted towards your total. Matching gifts do not count towards your fundraising minimum, but they do count toward prizes and VIP status. Visit the **FAQ's** on the website.

## JOIN A BIKE MS PROMOTIONS TEAM:

Do what you already love—sharing your City to Shore experience with others and encourage them to ride. And receive a Bike MS Promotions Team T-shirt. Visit the website for more details.

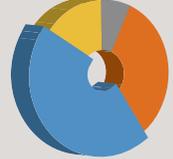
# EVERY DOLLAR *counts*

## 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.

USE THIS INFO TO TALK TO YOUR DONORS



16% Fundraising  
34% Research  
43% Programs & Services  
7% Management & General

## WHERE YOUR MONEY GOES

The National MS Society addresses the challenges of each person affected by MS. 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 programs and services** designed to help people with MS and their families move forward with their lives. The Society is dedicated to achieving a world free of MS.

As an organization that not only meets, but exceeds the standards set by all groups that monitor the nonprofit sector, we can be proud of how we ensure donor funds are put to the best possible use in achieving our mission.



# *Be a champion at* BIKE MS



## *Wear your ribbon proudly*

Even if you may not have a personal connection to MS currently, you are riding for someone by participating in City to Shore. 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 2017 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.

[NationalMSSociety.org/BikeMSChampions](http://NationalMSSociety.org/BikeMSChampions)

SPONSORED  
BY  


## *I ride* WITH MS

**I Ride With MS** celebrates cyclists who are living with MS. Through a national partnership with Primal Wear, individuals living with MS and participating in City to Shore 2017 have the opportunity to participate in this program.

For more info and to sign up, visit the website.



**I Ride With MS** jersey design is new for 2017.

# FUNDRAISING *incentives*

## THE PERKS OF BEING A VIP



### **RAISE \$1,000 BY AUGUST 21 AND PICK UP YOUR VIP JERSEY EARLY AT THE RIDER EXPO.**

(You may still pick up your jersey the day of the ride or submit your prize form to receive it post-event)

VIP PROGRAM  
PRESENTED BY

Janney

## **BECOME A VIP AND RECEIVE FIRST-CLASS TREATMENT AT THIS YEAR'S RIDE**

- A distinctive, fully-sublimated **VIP Jersey**
- A special **VIP credential** to wear the weekend of the ride
- **Exclusive check-in area** at each start location the morning of the ride
- Special **VIP meal** with seating at Saturday's finish line
- A reserved **gold rider number** for the following year's ride
- Receive a **prize** and a **commemorative certificate** based on your fundraising totals post event. (To receive your prize and plaque, return your prize form – available post-event – by October 31)
- An **invitation to and recognition at** our Bike MS: City to Shore Awards Dinner on December 5

**RAISE  
\$5,000+**



to become a member of the **National Bike Passport Program!** You'll receive a jersey and be allowed to attend as many Bike MS events as you like.

**TOP  
250**

Enjoy special recognition by being part of the Top 250 fundraisers! Have

your name printed on your rider number, receive recognition on our website and more. **Go online to learn more.**

Every cyclist who rides and raises the minimum \$300 will receive a **2017 Bike MS: City to Shore T-shirt** at the Ocean City finish line.

## FUNDRAISING CLUB LEVELS

**GOLD LEVEL**  
\$1,000 - \$2,499

**PLATINUM LEVEL**  
\$2,500 - \$4,999

**DIAMOND LEVEL**  
\$5,000 - \$9,999

**CHALLENGE  
ACCEPTED LEVEL**  
\$10,000 - \$14,999

**MISSION POSSIBLE  
LEVEL**

\$15,000 - \$19,999

**TOUR OF CHAMPIONS  
LEVEL**

\$20,000 - \$24,999

**MILLENNIUM CIRCLE  
LEVEL**

\$25,000+



**ADDED BONUS**  
FOR EARLY \$\$ TURN-IN

Turn in \$500 by August 1 and you'll receive a bonus long-sleeved T-shirt in the mail prior to the Ride. Please note, the amount to qualify for this incentive has increased for 2017.



**HOODED SWEATSHIRT**  
\$650 - \$999 RAISED

FUNDRAISING AT THE THE MISSION POSSIBLE LEVEL MEANS RAISING AT LEAST \$1 FOR EVERY PERSON LIVING WITH MS IN OUR AREA.

City to Shore clothing designs are new each year.



**VIP JERSEY**  
\$1000+ RAISED

## CHECK OUT OUR PRIZES

For a full list of incentives and fundraising levels, visit the website!

**OCT 31 PRIZE FORM, EXTRA DONATIONS DUE**

You must submit your prize & plaque request form (available post-event) by October 31 to receive your prize in the mail.

You can also choose to donate the prizes you earn back to the National MS Society.

# TOOLS *to help you succeed*

bike

MS<sup>®</sup>

CITY TO SHORE

SEPTEMBER 23 & 24, 2017

## SAMPLE LETTER

DOWNLOAD A CUSTOMIZABLE LETTER AND OTHER HELPFUL TOOLS ON THE WEBSITE.

Date \_\_\_\_\_

Dear \_\_\_\_\_ ,

This year, I am participating in the Bike MS: City to Shore Ride, which benefits the National MS Society and the over 15,000 people living with multiple sclerosis (MS) in our area. MS 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. MS can affect the way you walk, talk, and even think. 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.

In addition to research, the Society is the leading provider of programs and services for thousands of people in our community living with MS and their families.

That's why I'm asking you to join me to help make a difference in the lives of everyone living with MS. I have set a personal goal of raising \$\_\_\_\_\_ and I'm asking you to please help me reach and exceed it.

- **Make your check payable to the National MS Society and mail it back to me at:**

\_\_\_\_\_  
\_\_\_\_\_

- **Or donate to my fundraising campaign online at [bikeMS.org](http://bikeMS.org). To credit my fundraising account, click on the "Donate" button, then type my name in the fields provided.**

Please consider what you can do to help people living with MS right now and to protect those who may be diagnosed in the future. Thank you in advance for your generosity.

Warmest Regards,

# OFFICIAL SPONSOR PLEDGE SHEET

Every City to Shore cyclist must raise \$300 to participate. Please make checks payable to the National MS Society. A canceled check serves as a receipt, or call our office for receipt books.

**My Fundraising Goal:**

	Sponsor Name	Contact Date	Sponsor Information Address / Phone / Email	Donation Amount	Paid	Matching gifts			
						Amount Donor	Returned to You	Sent to NMSS	Donation + MG
1.									
2.									
3.									
4.									
5.									
6.									
7.									
8.									
9.									
10.									
11.									
12.									
13.									
14.									
15.									
<b>TOTALS</b>									

FOR YOUR RECORDS

A copy of the official registration and financial information for the National Multiple Sclerosis Society, Greater Delaware Valley Chapter may be obtained from the Pennsylvania Department of State by calling toll-free within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.

# KNOW YOUR NETWORKS WORKSHEET

*Think outside the box*

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

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

# 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 more than \$750 at Bike MS: City to Shore 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 = # of previous year cyclists x 1.2)*

Minimum goal: \$ \_\_\_\_\_

*(team member goal x previous team member average)*

Suggested goal: \$ \_\_\_\_\_

*(team member goal x \$750 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"/>	_____	_____

**5. Fundraising activities**

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

6. Email to all team members announcing goals and activities  
Due date: \_\_\_\_\_

7. Thank you note to all team members  
Due date: \_\_\_\_\_

# City to Shore NEEDS VOLUNTEERS!

City to Shore volunteers are an essential part of the Ride. It takes 1,200 of those smiling faces to help make that weekend run smoothly. Get your friends and family involved or if you're a one-day cyclist, you can come back to volunteer the next day!

- Help is needed before, during and after the Ride
- Volunteer in the office, at the warehouse, at PATCO, Ocean City or along the route
- All ages and abilities are welcome
- Groups, such as military or corporate groups, are encouraged to get involved



Click Volunteer on the website for more info!

## MSCYCLING.ORG *has it all:*

- Team information
- Rookie Rider tips
- Ocean City experience & housing
- Events & important deadlines
- Tools to help you fundraise
- Where your money goes
- Safety info
- Route & start location info
- And much more



National  
Multiple Sclerosis  
Society  
Greater Delaware  
Valley Chapter

30 South 17th Street, Suite 800  
Philadelphia, PA 19103

ADDRESS SERVICE REQUESTED

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## CITY TO SHORE EMAIL UPDATES

Check your email inbox all season long for monthly emails that include important Ride changes, updates, details, incentives and additional information.