

# Don't just *ride*, Bike MS

BIKE MS: 2015 TEAM CAPTAIN GUIDE



bike  
MS

bike to  
create a world  
free of MS



*Celebrate **Success**  
at your Team Tent.  
You had a long day.  
You **rode** so many  
miles and helped  
make incredible  
advances toward  
a world free of MS.  
Now celebrate with  
your **team**. Join them  
at your very own  
tent at the Bike MS  
**Team Village.***



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For more information and team resources, please go to: [bikeMS.org](http://bikeMS.org)



# Welcome to Bike MS: 2015 FedEx Rock-N-Roll Ride

## YOU'RE UP FOR THE CHALLENGE AS A BIKE MS TEAM CAPTAIN

You're up for the challenge as a Bike MS Team Captain — and ready to take your team on the ride of your lives! This Team Captain Guide will help you get your team organized and motivated, as well as provide some great tips for having fun while fundraising.

## RIDE WITH US

September 12-13, 2015

The Bike MS: FedEx Rock-N-Roll Ride begins in Southaven, MS and rolls the dice all the way down to Tunica, MS at Gold Strike Casino Resort. This ride is for all cyclists, offering short and long routes on a variety of rolling hills and flats through the back roads of Mississippi. You will enjoy Gold Strike as you relax and play at this wonderful resort. Be moved by a motivating evening program and try your luck at hitting the Jackpot!

For more information, visit [bikeMS.org](http://bikeMS.org) or contact Tiffany Crumpton at 901.755.9712 or [tiffany.crumpton@nmss.org](mailto:tiffany.crumpton@nmss.org)



We are **people** who  
want to do something  
about **MS** now.

## 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 2.3 million people worldwide.

## ABOUT THE NATIONAL MS SOCIETY

MS stops people from moving. The National Multiple Sclerosis 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. In 2013 alone, the Society devoted \$122.1 million to programs and services that assisted more than one million people. To move us closer to a world free of MS, the Society also invested \$48.3 million to support more than 380 new and ongoing research projects around the world. The Society is dedicated to achieving a world free of MS. Join the movement at [nationalMSsociety.org](http://nationalMSsociety.org).

Early and ongoing treatment with an FDA-approved therapy can make a difference for people with multiple sclerosis. Learn about your options by talking to your healthcare professional and contacting the National MS Society at [nationalMSsociety.org](http://nationalMSsociety.org) or 1-800-344-4867.

# Where does the **money** go?

## CHAPTER PROGRAM & RESEARCH HIGHLIGHTS

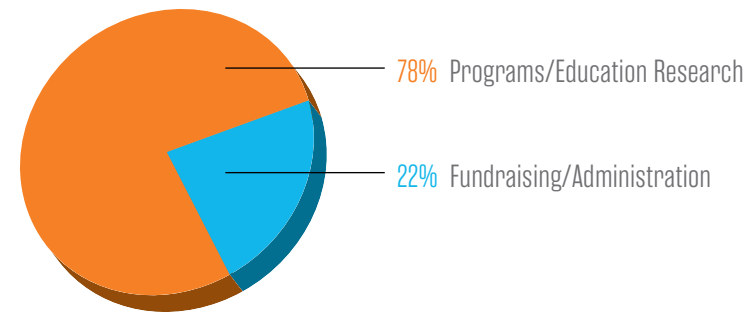
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## CHAPTER FINANCIAL INFORMATION

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# Moving together: Three simple steps to **starting a team**

YOU & YOUR TEAM ARE COMMITTED TO HELPING END MS. WE ARE COMMITTED TO YOUR SUCCESS.

## RECRUITING

Team members can be anybody — friends, family, co-workers, or neighbors — and they can all easily register to join you online at [bikeMS.org](http://bikeMS.org). Whether you're a corporate team or a team of family and friends, be sure to ask everyone you know.

## RAISING MONEY

Fundraising comes more naturally when you make it personal. If your team is cycling for someone living 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!

## REALLY HAVING FUN

Being a team captain is an opportunity to share a great experience with friends, 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!



# Raising Money has never been easier!

## SIMPLE STEPS TO ONLINE SUCCESS

### SET UP YOUR TEAM PAGE

Your team page is your invitation to become involved in the MS movement. We're here to help you reach your goals. Please let us know how we can help! 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.

### RECRUIT MEMBERS ONLINE

No need to collect paper or spend hours on the phone. 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.

### SOCIAL NETWORKING

Create a Facebook fanpage for your team. You can also post tweets on Twitter for your group and videos on YouTube.



## TEN GREAT THINGS ABOUT OUR ONLINE TEAM TOOLS

1. Post your team pictures online
2. Include your company's logo
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 your team gifts
10. Easily update your page and photo





# *Bike MS: 2015*

## *Route Map*

RIDE ALONG THE ORANGE AND SAN DIEGO COUNTY COASTLINE, WITH SPECTACULAR VIEWS OF THE PACIFIC OCEAN. START AND FINISH IN CAMINO REAL AND ALONG THE WAY, ENJOY LUNCH ON THE BEACH AND REST STOPS IN SLEEPY SURF TOWNS AND HIP BEACH COMMUNITIES.

<< INSERT ROUTE MAP, EVENT DESCRIPTIONS AND LOGISTICAL INFORMATION, ETC. >>

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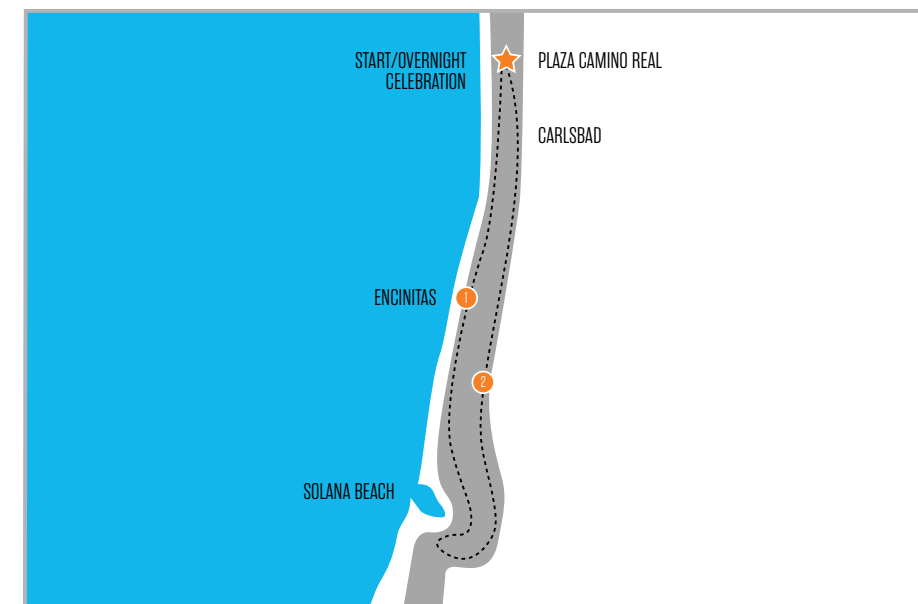
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## *Who has the most Team Spirit?*

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 THEIR TEAMS, WHILE KEEPING THESE TIPS IN MIND.

### TIPS FOR TEAM SPIRIT

- Goals should be realistic, but significant: If it requires hard work to attain, it will be a source of more pride for your team.
- Don't arbitrarily set a goal without input from the team: Having them believe in the goal from the word "go" will make your job as team captain that much easier.
- Don't forget to set both personal & team fundraising goals: Lead by example. Share your 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!
- Don't keep your goal a secret: Use e-mail, team pages, and even internal company intranets and newsletters to communicate goals — and how close your team is to attaining them.
- Large Corporate Teams: 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, or would like to request goal setting worksheets, please contact << Insert Local Chapter Name & Contact Info Here >>.



# Top Bike MS: 2014 Teams

## BIKE MS TEAMS WHO MAKE A DIFFERENCE TOGETHER

The National Multiple Sclerosis Society 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 << Event Name Here >>. Once again, we'd like to show our appreciation to the Bike MS 2010 teams who made a difference — together.

### BIKE MS 2014 TEAMS

1. << Team 1 — Captain, amount >>
2. << Team 2 — Captain, amount >>
3. << Team 3 — Captain, amount >>
4. << Team 4 — Captain, amount >>
5. << Team 5 — Captain, amount >>
6. << Team 6 — Captain, amount >>
7. << Team 7 — Captain, amount >>
8. << Team 8 — Captain, amount >>
9. << Team 9 — Captain, amount >>
10. << Team 10 — Captain, amount >>



## Fundraising Ideas

LISTED BELOW ARE SOME IDEAS FROM OTHER TEAM CAPTAINS, BUT YOU SHOULD FEEL FREE TO ADD YOUR OWN. SHARE THEM WITH OTHER TEAM CAPTAINS.

### FUNDRAISING IDEAS

- 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 drawing for the team: With each \$50 raised netting you another chance to win a prize (For friends: A special home-cooked meal for the winner and their family; For employees: A day off.)
- Lunch with the president or reserved parking spots: 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.
- Pin-up Sales: 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.
- Silent Auction: Hold your own silent auction — with food and entertainment.
- Garage Sale: Clean out the attic and basement with a garage sale — donate the proceeds.
- Fundraise through Facebook: Fundraise through the boundless fundraising tool available on your personal page.





# 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. OUR FOCUS IS TO PROVIDE A HIGH QUALITY, SAFE AND FUN CYCLING EXPERIENCE .

## PLEASE REMEMBER TO ALWAYS CARRY

- Identification
- Emergency contact information
- Insurance Card
- Any important health information

\* Headphones (including iPods), cell phones, radios and similar devices are not permitted while riding.

All cyclists are responsible for keeping their riding equipment in good working order, so get into the habit of checking your equipment before every ride. Small adjustments can make a significant difference in your experience.

## 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.

## HYDRATION

Knowing how to optimize your fluid intake is critical to successfully completing a Bike MS Ride.

- One bottle per hour: The rule of thumb is to consume a bottle of liquid every hour, and that every second bottle is a sports drink. Also, remember to eat small snacks frequently during the ride. If you find that you experience extreme fatigue, the inability to recover your energy, or frequent muscle cramps, seek assistance from first aid — you may have the early signs of dehydration.
- Seeking medical assistance: If you find that you experience weight gain/bloating with progressive symptoms such as swollen hands and feet, confusion, throbbing headache, dizziness or nausea, please seek assistance from first aid.

# 2014 Team Awards

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

In fact, teams are the fastest growing group of fundraisers in the MS movement. The difference they are making in the lives of people with MS is nothing short of amazing. So who has the most team spirit? Who has the biggest team? And, most importantly, who will make the biggest impact to create a world free of MS? Here are the top team titles << and prize incentives >> up for grabs at the << Event Name Here >>.

## <LOCAL CHAPTER> HONORS & PRIZES

1. << Honor / Prize >>  
<< Description >>
2. << Honor / Prize >>  
<< Description >>
3. << Honor / Prize >>  
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