

Don't just ride, Bike MS

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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Welcome to Bike MS: 2013 Vegas Challenge

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

November 9 & 10, 2013

Las Vegas, NV

2 days, 30-150 miles

For more information, visit bikeMSnevada.org, call 310.479.4456 or email calBike@nmss.org.





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

ABOUT MS

Multiple sclerosis interrupts the flow of information from the brain to the body and stops people from moving. Every hour in the United States, someone is newly diagnosed with MS, an unpredictable, often disabling disease of the central nervous system. 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 more than twice as many women as men being diagnosed with the disease. MS affects more than 2.5 million worldwide.

ABOUT THE NATIONAL MS SOCIETY

The National MS Society helps people affected by MS by funding cutting-edge research, driving change through advocacy, facilitating professional education, and providing programs and services designed to help people with MS and their families move their lives forward.

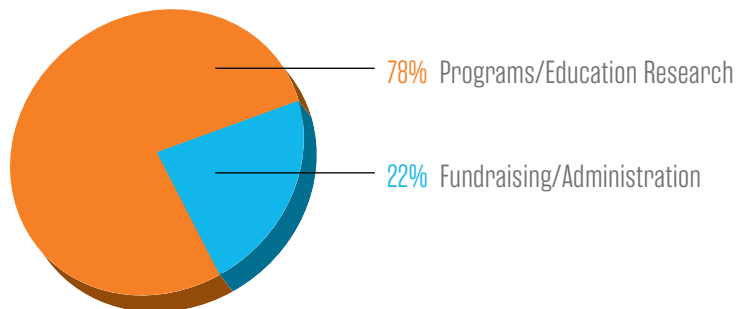
Early and ongoing treatment with an FDA-approved therapy can make a difference for people with multiple sclerosis. Learn about your options by talking to your health care professional and contacting the National MS Society at nationalMScociety.org or 800.344.4867.

Where does the *money* go?

CHAPTER PROGRAM & RESEARCH HIGHLIGHTS

Funds raised at Bike MS allow our chapter to continue providing essential programs and services to over 19,000 people with MS in Southern California & Nevada. Emergency financial assistance, newly diagnosed support, educational programs, support groups and programs for couples are just a few examples of these programs. Thank you for helping move us closer to finding a cure for multiple sclerosis!

- MS Service Day
- Programs for healthy living with MS such Optimal Living
- Support programs for the whole family
- Professional and peer counseling programs
- Scholarship Program
- Teleconference Series
- Newly Diagnosed Support
- Momentum Magazine
- MS Connection newsletter
- Keep S'Myelin program and much, much more!



GIVE WHAT YOU KNOW

Sharing some of this information along with a personal story is a great way to collect more donations and motivate your team.

Moving together: Three simple steps to growing your team

AS PART OF THE MS MOVEMENT, YOU AND YOUR TEAM ARE COMMITTED TO A WORLD FREE OF MS. WE'RE COMMITTED TO YOU AND THE SUCCESS OF YOUR TEAM.

RECRUITING

Team members can be anybody — friends, family, co-workers, or neighbors — and they can all easily register to join you online at bikeMSnevada.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 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!

Recruiting

KNOW YOUR NETWORKS WORKSHEET

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

PROFESSIONAL

<p>CO-WORKERS</p> <p>Ask outside your department or direct contacts</p> <p>Former co-workers from previous jobs or positions</p>	
<p>CLIENTS, PARTNERS, VENDORS</p> <p>Who do you regularly interact with?</p> <p>Where does your business regularly spend money? Reciprocated support</p>	
<p>PROFESSIONAL GROUPS</p> <p>Think of different organizations whose meetings you attend regularly</p> <p>Do you pay membership dues anywhere? Industry groups, professional development, social networking organizations</p>	

PROFESSIONAL RESOURCES

LinkedIn

Outlook contacts

Office directory

Intranet

Chamber of Commerce Directory

PERSONAL RESOURCES

Facebook (use Boundless Fundraising!)

Invitation and shower lists

Card or mailing lists

Team rosters

Membership lists

PERSONAL

<p>FAMILY</p> <p>Go beyond your immediate family Who did you see at the last holiday party or reunion?</p> <p>Your children's activities Reach out to other parents you know through childcare, teams, classes and extracurricular activities.</p> <p>Your partner's networks</p>	
<p>FRIENDS</p> <p>Include friends from other periods of your life Grade school, high school, college, graduate programs</p> <p>Informal groups or clubs Book or knitting clubs, poker night</p>	
<p>DISTANT CONTACTS</p> <p>Review wedding or shower guest lists (put that guest book to use!)</p> <p>Your holiday card list</p> <p>Sorority/fraternity sisters/brothers</p>	
<p>COMMUNITY</p> <p>How are you involved in your community? Volunteer activities/organizations: coaching, community watch, Kiwanis, Lions Club</p> <p>Civic organizations: Township boards, PTA, neighborhood groups</p>	
<p>DAILY ACTIVITIES</p> <p>What does your average day or weekend look like?</p> <p>What businesses do you frequent? Market, dry cleaners, pharmacy, gym, salon, doctors and specialists</p>	

Raising Money

10 EASY WAYS TO RAISE \$100

1. Ask! Ask! Ask! The easiest way to raise money is to ask your friends, co-workers, family, neighbors and your contacts. Remember that you are not asking for yourself, you are asking on behalf of the National Multiple Sclerosis Society and those with MS.
2. Do a \$20 self-pledge and ask 4 friends for \$20 each.
3. Ask 10 friends for \$10.
4. Ask 20 friends for \$5.
5. Send a letter to family and friends, explaining what Bike MS is about and ask for a donation. Suggestion: Always ask for more than you expect. Example: If you want \$25, ask for \$50. Be sure to include a need-by date.
6. Corporate Matching Gifts: See if your company will match the amount of pledges you receive. Don't forget about your donor's company. Ask your donor if their company will match their donation to you.
7. Online fundraising: Quick and easy! Set up your account and send "Sponsor Me" emails to your list of potential sponsors.
8. Host a fundraising dinner at your favorite restaurant: California Pizza Kitchen, Rubio's and many others will donate a certain percentage (look for 20%) of the night's total proceeds. Use posters to advertise it and make sure your team, friends and family know about it.
9. Garage sale: Gather up all the stuff that has been hanging around your house and ask your friends to do the same. Create signs and let people know the money raised that day is going to the National MS Society. See if they want to make an additional donation!
10. House party: Host a "stay in" movie night, spaghetti dinner, wine tasting or book club for a cause--the possibilities are endless. Supply food and ask for donations at the door.



Really Having Fun

TEAM CAPTAIN CHECKLIST

RECRUIT

- Register yourself and past team members
- Past participant need help registering? Offer to register for them!
- Invite new cyclists (family members, co-workers, cycling clubs and friends) to join you
- Post Bike MS brochures and posters at your office and local business. Include link to your team page.
- Ask your company, school or church to endorse your team, either through a letter to the staff or a write-up in a newsletter.

FUNDRAISE

- Set your team fundraising goal and aim to raise more than last year!
- Learn where the money we raise goes. Need support? Visit www.bikeMSnevada.org.
- Send out "Sponsor Me" emails and/or letters to family, friends, co-workers and contacts using the online Participant Center.
- Check your company & your donors' company to see if they offer matching gifts.
- Send a gentle nudge to those who have not sponsored you yet, updating them on your progress and reminding them you only need \$_____ to reach your goal.
- Communicate and motivate through team emails. For example, "As of today, we need 4 people to raise \$50 to reach our goal!"

MOTIVATE

- Create some challenges within your team--i.e. Top Fundraiser, First to Raise \$500, or Best Recruiter. Ask local businesses to donate prizes or gift certificates to use as a prize.
- When your team reaches your fundraising goal, have a party or award candy trophies.
- HAVE FUN!

Fundraising Idea Notepad

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.

Team Newsletter Template

SENDING OUT A TEAM NEWSLETTER IS A GREAT WAY TO KEEP YOUR TEAM ENGAGED AND MOTIVATED THROUGHOUT THE ENTIRE BIKE MS SEASON. IT ALLOWS TEAMMATES TO CONNECT, COMPETE, AND COLLABORATE. HERE IS A TEMPLATE TO HELP YOU GET STARTED:

INTRO

Start with a team accomplishment. How many riders are signed up? Did you hit a fundraising milestone?

TEAMMATE HIGHLIGHT

Call out and thank a teammate that has done something for the team. Maybe they recruited someone new, brought in a large donation, or planned a team event.

UPDATES

This is where you can share Team Week challenges, training rides, or other events that your team is participating in. Share the money that you made during a team fundraiser and thank the teammates that helped out.

ASK FOR HELP

As the team captain, it is your job to organize your team, but that doesn't mean that you have to do it all by yourself! Designate someone to organize the training rides, plan team fundraisers, design a team jersey and decorate your team tent if you have one.

CHALLENGE

Leave your team with a recruitment or fundraising challenge for the month. Create incentives and highlight the winners in your upcoming newsletter.

LINKS

Make sure to include the link to register and/or donate so that your teammates have constant easy access to it.

AS ALWAYS, IF YOU NEED ANY HELP, THAT'S WHAT WE'RE HERE FOR. JUST EMAIL US AT CALBIKE@NMSS.ORG OR CALL (310) 479-4456. FEEL FREE TO SHARE THIS INFORMATION WITH YOUR TEAM. AND MOST IMPORTANTLY...

THANK YOU FOR BEING A BIKE MS TEAM CAPTAIN!

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! You can call us at (310) 479-4456 or email us at CalBike@nmss.org. 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. Give special recognition to your online fundraisers in your monthly newsletter and on your team page. 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. Make sure to link your team page to your posts!



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

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 AND 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 us at (310) 479-4456 or email us at CalBike@nmss.org.

TEAM JERSEYS

Another great way to show your team spirit is to wear custom designed team jerseys. We are proud to have Primal Wear as the official jersey of Bike MS. As a part of their commitment to the National MS Society, Primal will donate 15% of your custom apparel order back to your teams' fundraising account! Visit <http://www.primalwear.com/+-bikems.aspx>.



2012 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. Who has the biggest team? So who has the most team spirit? And, most importantly, who will make the biggest impact to create a world free of MS? Here are the top team titles post-event awards up for grabs at the Bike MS: Vegas Challenge.

TOP FUNDRAISING TEAM

Team Juicebar--Marty Brees, \$19,949.10

TOP FUNDRAISING INDIVIDUAL

Lori Wilson, \$12,001.00

ROOKIE TEAM OF THE YEAR

Depreciating Assets



Top Bike MS: Elite 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 Bike MS: Vegas Challenge. Once again, we'd like to show our appreciation to the Bike MS 2012 teams who made a difference — together.

VEGAS CHALLENGE ELITE TEAM LEVELS

1. \$5,000 Bronze Team
Free registration
Team Tent (10x10) at the Finish Festival
2. \$10,000 Silver Team
Free registration
Team Tent (10x20) at the Finish Festival
3. \$20,000 Gold Team
Free registration
Team Tent (20x20) at the Finish Festival
Route signs with your team's name.

BIKE MS 2012 ELITE TEAMS

SILVER

Team Juicebar--Marty Brees, \$19,949.10
Depreciating Assets--Brian Boehme, \$12,639.00

BRONZE

Caesars TeamHERO--Scott Wiegand, \$7,998.00
Cleveland Clinic Lou Ruvo Center for Brain Health--
Chris DePersio, 7,200.50

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.
- Some snacks will be provided on the route, but if you have specific dietary restrictions, bring your own food.
- 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.

HELMET SMART

Head injuries are of special concern for cyclists. Even falling at a slow rate of speed can cause a serious head injury. Helmets must be on your head and strapped while riding in Bike MS — no exceptions.

HELPFUL TIPS

On Bike MS Rides, our active route support team works to make the ride safe. Here are a few additional suggestions to help keep everyone safe on the ride:

- All cyclists **MUST** ride single file.
- Thumbs down for help: SAG vehicles and motorcycle escorts will stop for you if you are off the road, off your bike, and giving a “thumbs down” sign or holding your helmet in the air.
- Ride Marshal support: A special team of cyclists called Ride Marshals provide support on the rides. They offer minor mechanical help along the route and monitor cycling safety and etiquette.
- Rest-stop etiquette: All cyclists who enter a rest area must pull over, dismount and move completely away from the road and rest-stop entrance. When exiting, move beyond the rest area and proceed with caution on the right side of the road before merging with faster cyclists.
- Passing: Passing others and being passed occurs continuously during the ride. Call out “passing on your left” and allow time for the cyclist being overtaken to move to the right — then pass safely.
- Mechanical problems: Examine mechanical problems and change flats completely off the road. If you have a problem you cannot fix yourself, flag down a SAG van and seek a mechanic at the next rest-stop.
- Be courteous: Bike MS participants are fortunate to ride on many trails as well as public roads. Be courteous and use no more than half the trail so as not to block the flow of other users.

Contact Us

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