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Rookie Rider Call

Meet the Bike MS Relationship Staff



Agenda

- About MS
 - The National MS Society
 - What is Multiple Sclerosis?
- Bike MS
 - The Bike MS Extraordinary Experience
- Fundraising Made Easy
 - Tips, Tricks, and Tools
 - Clubs & Prizes
 - Fundraising Week
- Event Experience for Each Ride
 - Ride Details
 - Virtual Cycling
 - Training & Support
 - Prizes
- Questions & Answers



The National Multiple Sclerosis Society's vision is a world free of MS.

What is multiple sclerosis?

- MS is an immune-mediated disease in which the body's immune system mistakenly attacks myelin in the central nervous system (brain, spinal cord and optic nerves)
- Myelin is the protective coating around nerve fibers

What causes MS?

- The cause of MS is not known, but it is believed to involve genetic susceptibility, abnormalities in the immune system and environmental factors that combine to trigger the disease

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Multiple Sclerosis stops people from moving.
We exist to make sure it doesn't.



Nationwide MS Navigator services



Programs and online connections



Advocacy network dedicated to passing legislation in support of MS research and funding at both the state and federal level



MS Society is the leading supporter of MS research worldwide



Fellowship and training awards for MS healthcare providers

Fundraising made easy

Email



- Use the Participant Center to email friends and family

Facebook



- Connect your Participant Center to Facebook to automatically post about your fundraising

“Wrap Around” Events

- Host a restaurant night
- Hold a Bridge/Cribbage Night
- Create a raffle
- Ask local companies to sponsor you
- Golf tournament
- Bowling league

Share Why!



- There is nothing more powerful than sharing why you’re riding for a world free of MS!
- Show your commitment with a donation to yourself!
- Use the National MS Society’s website for progress updates & current challenges the Society is experiencing

Fundraising Tip! Download the Bike MS app



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Log in to start fundraising for Bike MS!

Email

Password


Remember My Username
 Enable Face ID Login

[Forgot your password?](#)

LOG IN

Haven't registered yet?

REGISTER



Welcome!

Welcome to the Bike MS app! Now you can fundraise from anywhere by updating your page, sending emails, sending texts, and posting to your favorite social site. You can even track your miles. Get started today!

NEXT

[Skip](#)

Donations

My Donations **Enter Donations**

Keep track of your supporters

Raised \$0	Goal \$1,500
---------------	-----------------

Tap here to send a message and start your fundraising today!

[Send Messages](#) [Donations](#) [My Page](#) [Team](#) [Get Active](#)



Getting started is as easy as 1, 2, 3!

1 Know Your Network

Make a list of every person you know — the obvious (friends and family) and the not-so obvious (neighbors, acquaintances, business associates, team members, alumni associates, etc.). You have just created your donor list.

2 Get Social, Share Your Story!

Take the time to reflect on WHY you're riding and begin to share it! And if you're on social media--the best thing you can do is create a linked Facebook Fundraiser through your participant center.

3 Search for Matching Gifts

A matching gift is a gift from a donor's employer that matches the donor's original gift, often dollar-for-dollar. You can significantly increase your fundraising by asking your donors to apply for matching gifts if their employer offers them.

Need More to Get the Wheels Spinning?

Online resources to check out:

- Fundraising tab on BikeMS.org
 - Toolkit
 - Idea Bank
 - Donations Guide, including search for employer's matching gift program
 - Images to share on social media
- About Bike MS tab on BikeMS.org
 - Impact & Mission
 - Cycling Challenges
 - Training Opportunities
 - I Ride with MS Program



Packet Pick Up

- **Packet Pick-Up Details**

- Check Ride Details Page for your ride
 - [Twin Cities Ride](#)
 - [MS 150](#)
 - [Ride Across Minnesota](#)

- **What's in your Packet?**

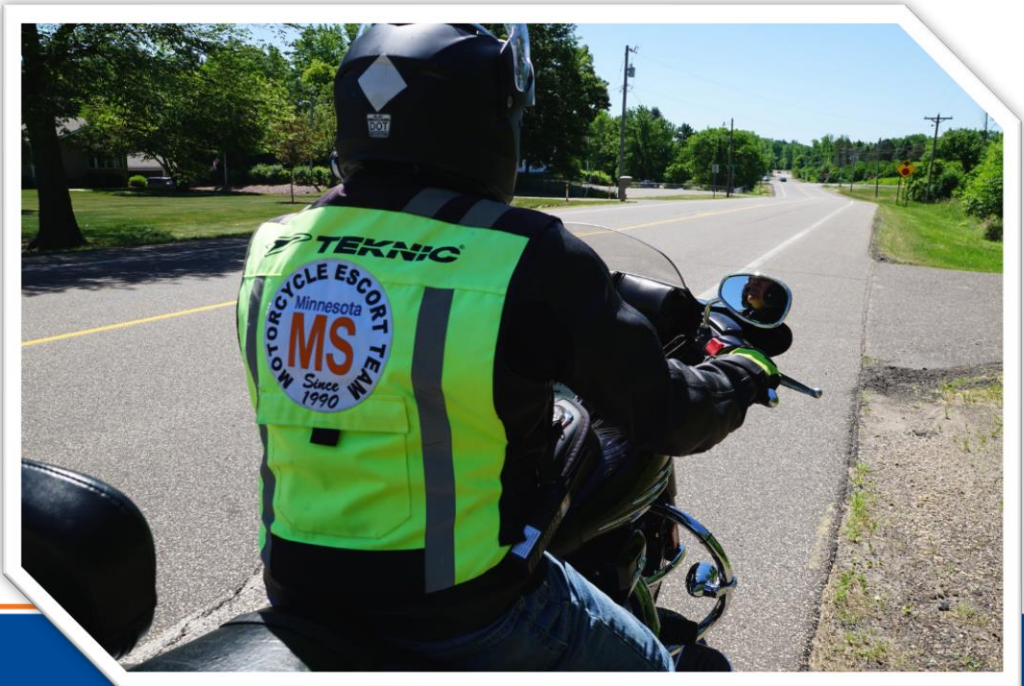
- Rider Bib
- Bike Tag
- Luggage Tags (MS 150 and Ride Across Minnesota)
- Rider Wristband
- Safety Pins
- Rookie Rider Sticker
- *Bonus goodies if you've raised \$1,000+ already!*



Volunteer Route Support

- Rest stops
- Bike mechanics
- Support and Gear (SAG) vehicles
- Radio communication (HAM)
- Medical
- Ride Marshals
- Route maps & route markings

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**THINK
SAFE**



Bike MS: Twin Cities Ride

- Saturday, May 13th
- Location: 767 N Eustis St, St Paul, MN 55114
- Route Options:
 - 15, 30, 45 mile loops
 - Choose your route day-of
- Finish Line:
 - 1 free drink for all participants
 - Food trucks
 - Live music
 - Lawn games
 - and more!
- Fundraising minimum: \$100
- Fundraising Week
 - March 6-12
 - April 3-9
- [Ride Details Page](#)
- [Rookie Rider Page](#)



Bike MS: MS 150

- **June 10 – 11**
 - **Friday:** Bus from Century College to Proctor and stay overnight in Proctor (the bus ride is a lot of fun!)
 - **Saturday:** Ride 75 miles from Proctor to Hinckley and stay overnight in Hinckley. The upbeat atmosphere of 'Team Village' is hard to beat!
 - **Sunday:** Ride 75 miles from Hinckley to Century College, with a festive finish line.
- 1-day ride option available
- Fundraising minimum: \$300
- Fundraising Weeks
 - April 3-9
 - May 1-7
- [Ride Details Page](#)
- [Rookie Rider Page](#)



Bike MS: Ride Across Minnesota

- **July 24-28**
 - Monday, July 24 – Ottertail to Fergus Falls
 - Tuesday, July 25 – Fergus Falls to Wadena
 - Wednesday, July 26 – Wadena Loop
 - Thursday, July 27 – Wadena to Long Prairie
 - Friday, July 28 – Long Prairie to Ottertail
- **Optional early check-in:** Sunday, July 23 in Ottertail.
- **Fundraising minimum:** \$300
- **Fundraising Weeks**
 - May 15-21
 - June 12-18
- New route in different parts of the state every year – a true ‘vacation on wheels’.
- [Ride Details Page](#)
- [Rookie Rider Page](#)



Prizes & Incentives

- 2023 Prizes
 - Now up on the website!
 - Free T-Shirt when you hit the ride minimum
- Club K
 - Exclusive Ride Jersey
 - Goodie bag at event
 - Reserved port-a-potties on route
- Top Club
 - Free Registration for 2024
 - Exclusive Top Club Goodie
 - And more!



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Twin Cities Ride 2023 Prize Jersey



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MS 150 2023 Prize Jersey



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Ride Across Minnesota 2023 Prize Jersey



SIDE PANELS



Right Side Panel

Left Side Panel



Join the Movement: Volunteer Opportunities for Friends, Families, and More

- **Volunteers Make Bike MS Possible!**
 - Families and groups can volunteer together
 - Wide variety of opportunities
 - Free T-shirt for all volunteers
 - Snacks and drinks provided
 - More Volunteers Needed

Sign up today:

[Twin Cities Ride](#) | [MS 150](#) | [Ride Across Minnesota](#)

Links to each location's volunteer opportunities can be found in the top section of the page.



Rookie Rider Tips

- Padded bike shorts are essential
- Sunglasses (& clear safety glasses in case it rains)
- Anti-chafing cream & padded bike gloves are appreciated after a long day of riding – Amazon is your friend for any last-minute gear orders!
- Your bags are transported for you, but they might be exposed to the elements, so don't forget to put your gear in a waterproof bag or a garbage bag just in case it rains – not fun to have your clothes or sleeping bag soaked 😊
- Try the pickle shots, great for cramps
- If your shoes get wet the first day and you want to dry them out, pack some newspaper in your luggage and ball it up in your shoes overnight. Paper absorbs the wetness.
- Bring cash – some food vendors may not accept cards, and it is also helpful for overnights when clothes get wet and you want to use the laundromat!

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Questions & Answers



Rookie Rider FAQ

- For the MS 150, do you recommend taking the trail or the road?
 - Depends on your comfort, but all rest stops are along the trail (which is paved and accessible to all permitted bikes). The road only has a water station!
- Where and when do you pick up your rider packet?
 - Packet pick-up is available at the start of each ride and may also be available at other times. Check the Ride Details page for your ride and find the packet pick-up section to see all your options.
- For Ride Across Minnesota, should we provide our own camp stove, pots, food, etc.?
 - If you want to use them, you will need to bring them – dinner is your own responsibility each day. You can also go into town to eat at local restaurants, and often there is food for purchase near or around the parks we stop in.
- How are bikes being transported between the Twin Cities and Duluth for the MS 150?
 - You will get your packet and put a bike number tag on your bike, and then bring it to the Bike Loading area at Century College. They will be transported in trucks and put in secured corrals at Proctor High School overnight.
- Is there a secure spot to leave your car for MS 150?
 - Yes - parking is all at Century College or Proctor High School, and both have security. We do recommend not leaving anything valuable in your vehicle but have not had any issues historically.
- For someone new to the ride and biking, how long can we expect to ride for?
 - It depends on your pace, and how long you stop at each rest stop for. Remember this is a ride, not a race, and routes are designed to be accessible to riders at various speeds and skill levels. If you think you may need more time, be sure to leave on the early end of the rolling start time!

Together, We're Stronger!

MS doesn't stop, and neither will we

MS Society Contacts

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- Fundraising Support

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- 855-372-1331

- MS Navigators

- ContactUsNMSS@nmss.org
- 1-800-344-4867