

# WELCOME CAPTAINS



*Don't just **ride**, **Bike MS***

# TRENT PARKS & MARISA HULL



*Don't just ride, Bike MS*

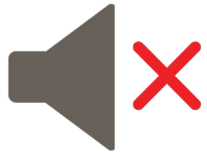




BIKE MS: INSIDE OUT  
TEAM CAPTAIN MEET UP  
September 9, 2020



# GoToWebinar Best Practices:



All attendees on are on mute



Interact in the question box



Ask questions in the question box



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# Bike MS: Inside Out



## BIKE MS® INSIDE OUT

SEPTEMBER 26, 2020 @ 10 A.M. ET/7 A.M. PT

OCTOBER 17, 2020 @ 10 A.M. ET/7 A.M. PT

*Don't just **ride**, **Bike MS***



# MS doesn't stop, and neither will we

- Ask an MS Expert webinar series had a combined **150,000** views.
- Deliver MS Navigator services amidst the pandemic.
- Virtual self help groups with more than **482** Society group leaders receiving training



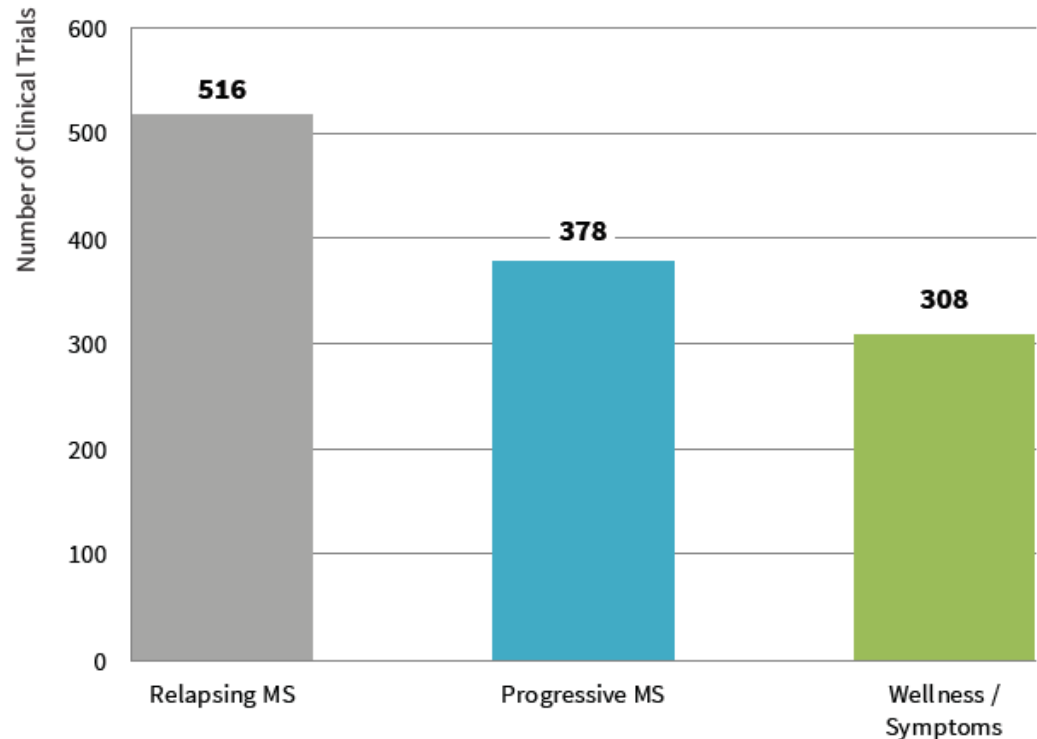
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# Our Mission Hasn't Changed

National MS Society is the largest private funder of MS research in the world.


We are continuing to deliver breakthroughs to a cure.


ACTIVE CLINICAL TRIALS





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# Fundraising Center Features


 Your Page


 Dashboard

 Donations

 Messages

 Resources

 Welcome, Laura.



### Stream your fundraising

Add your stream from YouTube or Twitch to take your fundraising to the next level!


[Add Stream](#) [Maybe Later](#)

#### Incentives

Set up donation incentives to encourage donors and reward them for their support!


[Add an Incentive ▶](#)

#### My Badges

[See All Available ▶](#)

 MY STORY

 DONATIONS

 SETTINGS

I'm cycling toward a world free of MS.


I've signed up for Bike MS - a fundraising ride that changes the world for people affected by multiple sclerosis. I'm going the distance with my training and commitment, and I hope I can count on your support as I prepare for this incredible experience.


I've set an ambitious goal because I know that with support from people like you, I can get there.


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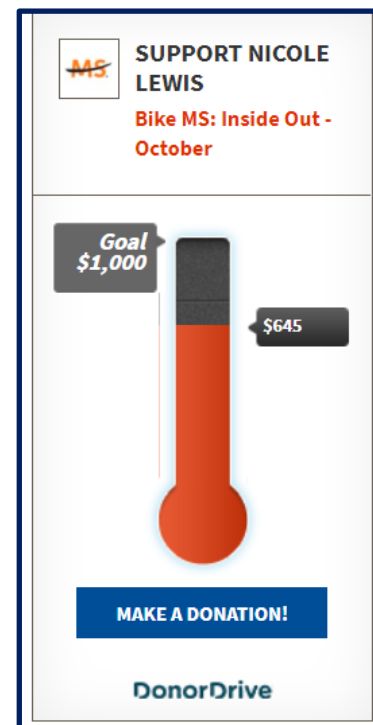
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# Fundraising Center Features: It's Back!

- Customize Personal & Team Page
- Personal URL
- Activate Facebook Fundraiser
- Send Emails
- Monitor Progress
- Thank Donors
- View Your Team
- Share Progress



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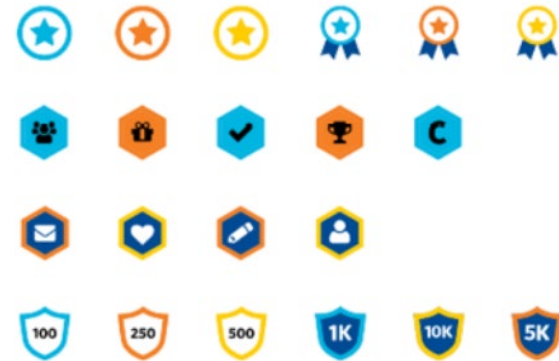


# Fundraising Center Features:

## What's New?

- Mobile Friendly
- Earn Event Badges
- Create Milestones
- Incentivize Donors
- Connect to Multiple Social Media Platforms
- Stream Live

### ACHIEVEMENT BADGES




### Connect with Social Networks


Connect your account with Twitter & Facebook to send fundraising updates to your friends! **Connecting your account can make you twice as likely to reach your goal!**


[Connect Now](#)


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# Which of These Badges Have You Earned?

## Survey Says....

### Unlocked Badges



#### Fundraising Page Updated

I've added my own story to my fundraising page



#### Facebook Fundraiser

I've created a Facebook Fundraiser!



#### 50% of goal

I've reached 50% of my goal!

- Fundraising Page Updated
- Facebook Fundraiser
- Donation Invitation
- Completed Team Stream

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# Real World Fundraising & Recruitment in a Virtual Space



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# Reach Your Goals:

- **Customize:** fundraising and team page, email signature
- **Share:** your goals, the need, your reason and your progress
- **Maximize Social Media:** Facebook Fundraising, Facebook profile, Bike MS Digital Downloads, hashtags



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# Reach Your Goals:

- Maximize Matching gifts
- Utilize your Team Roster
- Reference the Virtual Bike MS page
- Get creative!



# 2x

NEW STUDY CONFIRMS

**NEARLY 1 MILLION  
LIVING WITH MS**

IN THE UNITED STATES

**#TWICEASMANY** NEED A CURE



National  
Multiple Sclerosis  
Society

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# Fundraising Challenges

## September 26 Ride

- Daily challenges begin Monday, September 14
- Grand Prize: Peloton or Bike
  - Raise at least \$300 online through Sunday, September 27
  - Every addition \$100 = an added chance to win
- Text InsideOut26 to 68686



## October 17 Ride

- Stay tuned for dates and details
- Text InsideOut17 to 68686

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# Jersey Competition

# PRIMAL

## People's Choice - Online Voting

- Top Vote Getter:
  - \$200 Primal Custom Credit
  - Official Championship Trophy
- Second Place: \$150 Primal Custom Credit
- Third Place: \$100 Primal Custom Credit



## Mission – National MS Society Votes

- \$200 Primal Custom Credit
- Plaque/Trophy from Bike MS

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# Jersey Competition

## Bike MS: Inside Out, Sept. 26

[primalwear.com/jerseycontest](http://primalwear.com/jerseycontest)

- Submissions Deadline: Sept. 13
- Online Voting: Sept. 14-23

## Bike MS: Inside Out, Oct 17

[primalwear.com/jerseycontest-io](http://primalwear.com/jerseycontest-io)

- Submissions Deadline: Oct. 4
- Online Voting: Oct. 5-14

# PRIMAL



## Ride Day (Sept 26 and Oct 17) @ 12:45 p.m. EST

- Live Voting (Top 5) People's Choice Award
- Winners Announced People's Choice & Mission

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# Recognition Rocks!

- National Leader Board
- Bike MS: Inside Out Shout Outs
  - Cyclist Interviews
  - Team Jersey Contest
  - News Feed
  - Tag Us/Hashtag
- Local Challenge & Recognition
  - Team Awards, Rankings & Incentives
  - Top Fundraising Clubs
    - September Ranking Deadline: December 4
    - October Ranking Deadline: January 8
  - Virtual Award Ceremony (after the fundraising deadline)



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# Prizes, Perks & Bike MS Swag? Yes Please

- Top Fundraiser Jersey
- Post Event Prizes
- National Passport Program
- I Ride with MS jersey



**Fundraising & Prize Deadline**

September: October 31 // October: December 4

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# Get Prepared

- Unlock the Experience – log in!
- Join Facebook Team Captain Group
- Connect and Inspire Team Members
- Keep Recruiting!



## Bike MS: Inside Out Kick Off: Sept 22 & Oct 13, 7 p.m. EST

- Review your virtual packet and how to use your virtual bibs!
- Showcase details of the scavenger hunt and fundraising challenges
- Learn more about ride day, and ensure you and your members are prepared

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# Thank You to Our Sponsors

Premier National Sponsor

PRIMAL

National Sponsors



pointb®

Team Captain Meet Up Sponsor

PIONEER  
NATURAL RESOURCES

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# Q&A

Reach Out Anytime

[FundraisingSupport@nmss.org](mailto:FundraisingSupport@nmss.org)

855-372-1331



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**THANK YOU!**



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