

WELCOME

Bike MS: Inside Out Kickoff Celebration

Presented by:



EXPRESS SCRIPTS®



Don't just ride, Bike MS

Marisa Hull & Audrey Blank



Don't just ride, Bike MS



2x

NEW STUDY CONFIRMS
NEARLY 1 MILLION
LIVING WITH MS
IN THE UNITED STATES

#TWICEASMANY NEED A CURE

MS National Multiple Sclerosis Society

**MS Doesn't Stop,
and Neither Will We**

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

GoToWebinar Best Practices:



All attendees on are on mute



Interact in the question box



Ask questions in the question box



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

How Will You Bike MS? Inside, or Out?

Tell us your Inside Out plans!

Husband is going across Iowa!
I'll be on my stationary bike!
#msStrong



Tell us your Inside Out plans!

Apparently I'm going to Watopia.
Hoping to see a dinosaur. 🦕

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How Will You Bike MS? Inside, or Out?



How Will You Bike MS? Inside, or Out?

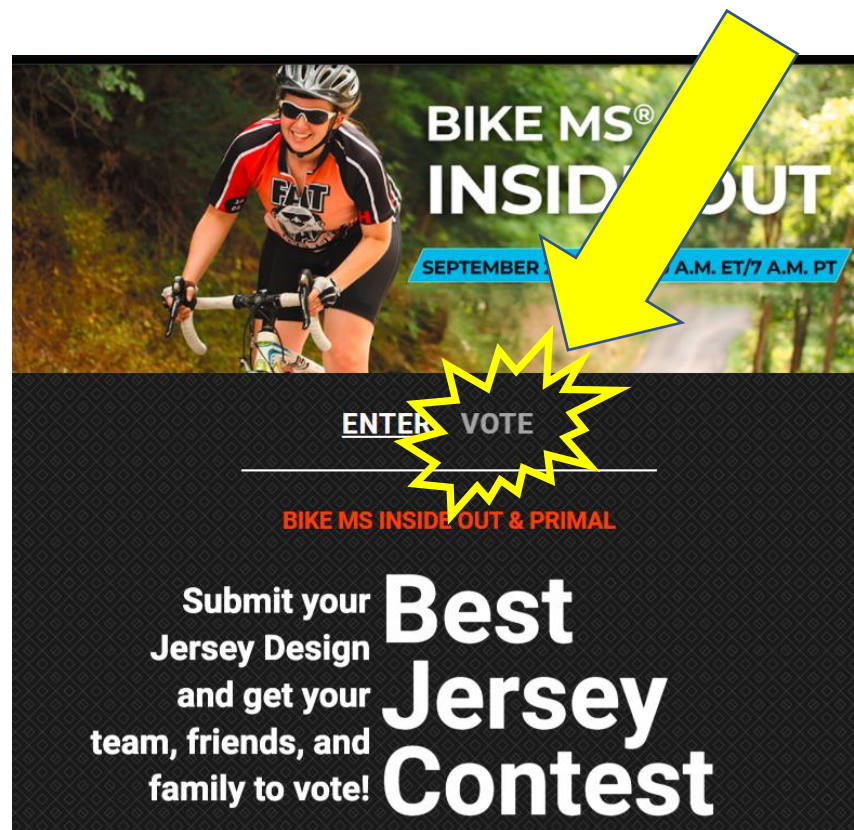


Have you voted for your favorite jersey?

Survey Says....

- Yes!
- Not yet, but plan to by tomorrow!
- What are you talking about?

PRIMAL



BIKE MS®
INSIDE OUT

SEPTEMBER 1 - 7 A.M. ET/7 A.M. PT

ENTER VOTE

BIKE MS INSIDE OUT & PRIMAL

Submit your Jersey Design and get your team, friends, and family to vote!

Best Jersey Contest

primalwear.com/jerseycontest

Don't just ride, Bike MS



Jersey Competition

Mission

- National MS Society Votes

People's Choice

- Online Voting Last Call!

primalwear.com/jerseycontest

Deadline: Wednesday, Sept 23 @ 11:59PM

- Vote LIVE Final Top 5 Sept 26 @12:45



Winners Announced Ride Day (Sept 26) @ 12:45 p.m. EST

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

What's inside your virtual packet?



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Virtual Bib Maker

Step 1

Add to Gallery

Submit

Step 2

Download Your Design

Step 3

Share on Social



I RIDE FOR:



Nancy!



Team In Motion



We Got This




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Selfie Station Creation



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Scavenger Hunt



INSIDE OUT

**INDOOR
SCAVENGER
HUNT**

Join Bike MS® Cyclists Strava Club	Enjoy a rest stop snack and post a picture of it on social using #BikeMSSnack	Set up your Facebook Fundraiser	Link Strava to your indoor riding activity source (Zwift, Peloton, Garmin, etc.)	Ride for at least 30 minutes
Ride 10 miles	Share your Strava activity on social media and use #BikeMSInsideOut	Show us the wildest thing you have seen in your house/garage #BikeMSScenery	Watch the Closing Ceremony	Take a video while indoor riding and tell people why you do Bike MS
Watch the Opening Ceremony	Vote in the Virtual Jersey Contest	FREE SPACE	Follow Bike MS on Instagram (@bike_ms)	Hit your fundraising goal you set for Bike MS: Inside Out
Drink pickle juice	Post a picture of your indoor set up using #InsideOutSetUp	Ride for 1 hour or more	Reach out to someone who is affected by MS	Thank your donors
Ask for donations via social media during the Fundraising Match hour!	Follow Bike MS on Facebook	Activate your new Bike MS fundraising page	Post a picture of your Bike MS jersey with #BikeMSJersey	Donate to another Bike MS participant


INSTRUCTIONS


- Complete and mark off as many squares as you can leading up to and during event day.
- Once the event is done, take a picture of your scavenger hunt card and post it on your social media channels. **Make sure you tag Bike MS** and use this hashtag when posting: **#BikeMSInsideOutChallenge**
- Three people who submit will be randomly selected to win a Bike MS prize! Entries can be submitted day of event and the day after the event.

*Don't just ride,
Bike MS*

#BIKEMSINSIDEOUTCHALLENGE

THANK YOU TO OUR SCAVENGER HUNT SPONSOR:





INSIDE OUT

**OUTDOOR
SCAVENGER
HUNT**

Set up your Facebook Fundraiser	Post a picture of your Bike MS® jersey with #BikeMSJersey	Enjoy a rest stop snack and post a picture of it on social using #BikeMSSnack	Ask for donations via social media during the Fundraising Match hour!	Pump up your tires
Ride 10 miles	Watch the Opening Ceremony	Raise \$300 or more	Share your Strava activity on social media and use #BikeMSStravaClub	Watch the Closing Ceremony
Donate to another Bike MS participant	Vote in the Virtual Jersey Contest	FREE SPACE	Lube your bike chain in preparation	See an animal on your route
Reach out to someone who is affected by MS	Show us the wildest thing you have seen on your ride and use #BikeMSScenery	Post a picture of your bike using #InsideOutSetUp	Drink pickle juice	Ride 30 miles
Join Bike MS Cyclists Strava Club	Hit your fundraising goal you set for Bike MS: Inside Out	Tell another cyclist on your route about Bike MS and why you ride	Ride for at least 1 hour	Activate your new Bike MS fundraising page

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#BIKEMSINSIDEOUTCHALLENGE

THANK YOU TO OUR SCAVENGER HUNT SPONSOR:



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Ride Day Schedule (EST)

10 a.m. Live Opening Ceremony presented by PGA TOUR and Friends of Gateway*

10:15 a.m. Start Line - Send Off sponsored by NFI

11:00 a.m. Rest Stop #1 powered by KPMG
Tammy's Story and Scavenger Hunt Details

12 p.m. Rest Stop #2 powered by Tommy Bahama
Ellie's Story and Fundraising Challenge Details

12:45 p.m. Primal Jersey Contest – vote live!

1 p.m. Closing Ceremony

Zwift Routes

10:15 a.m.
Volcano Flat

11:15 a.m.
Tick Tock

12:15 p.m.
Tempus Fugit

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

Fundraising Challenges & Prizes

Raise \$100



Garmin Edge® 1030 Plus
(retail \$599.99)

Raise \$300



Peloton or Bike
(up to \$2,500)

++ additional
chances to
win for every
additional
\$100 raised

Don't just ride, Bike MS

CERTIFICATE OF COMPLETION

BIKE MS®: INSIDE OUT 2020



Congratulations!

Awarded to

Don't just ride, Bike MS

Don't just ride, Bike MS

Recognition Rocks!

So does Bike MS Swag!

- Local Top Fundraiser Jersey
- National Passport Program
- Post Event Prizes
- Local Top Fundraising Clubs
- Local Awards, Rankings & Incentives



Fundraising & Prize Deadline: October 31

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

Get Ready!

1. Plan your ride
2. Access your virtual packet
 - Personalize your virtual bib
 - Review the schedule and challenges
3. Vote for your favorite jersey
4. Connect
 - Utilize #BIKEMSINSIDEOUT
 - Update Facebook profile frame
 - Share Instagram stickers
 - Text InsideOut26 to 68686
5. Reach your fundraising goals!



Don't just ride, Bike MS

What are you most excited about?

Survey Says....

- Scavenger Hunt & Fundraising Challenges
- Personalizing virtual bib
- Adding a Bike MS Kit to Zwift garage
- Connecting with other riders
- Supporting the Society's mission



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Thank You to Our Sponsors

Premier National Sponsor

PRIMAL

National Sponsors



pointb®

Kickoff Celebration Sponsor



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Q&A

Reach Out Anytime
FundraisingSupport@nmss.org
855-372-1331



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THANK YOU!



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