



Bike MS: City to Shore Team Captain Meeting

March 24, 2021

Team Captain Meeting Timeline:

Wednesdays at 7 PM

Next Meeting: May 12th

Purpose:

- Inform, update, and learn
- Stay connected
- Collective rally point
- Gain feedback & insight

What to Expect:

- Virtual meetings throughout the season
- Tips from Team Captains
- Topics to support Team Captains

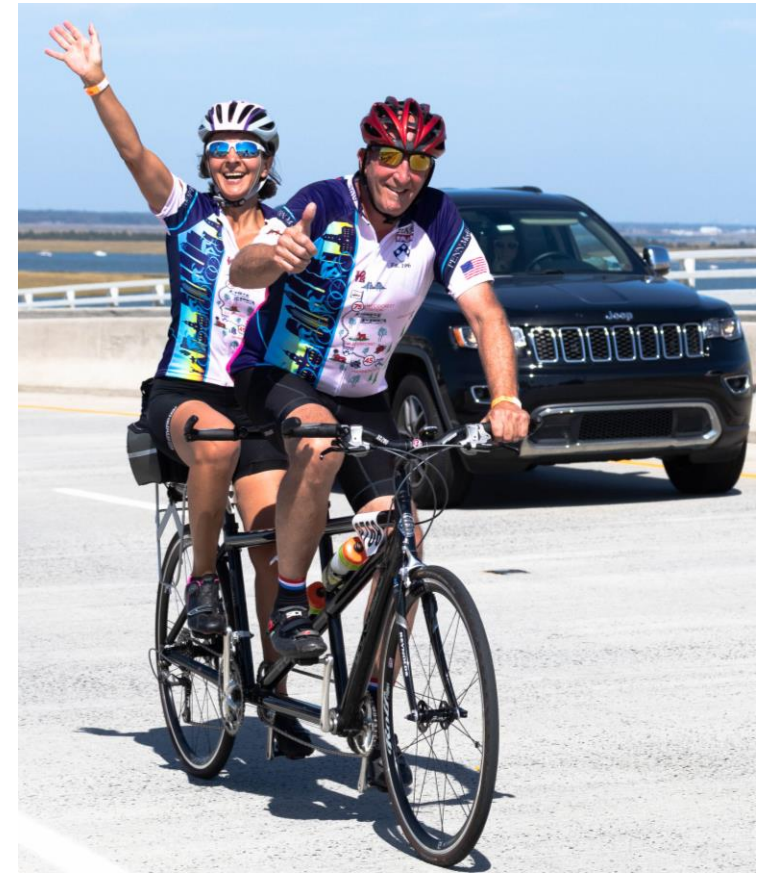
Meeting Purpose



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Agenda

- **2020 Bike MS Inside Out Updates**
 - Why We Ride
 - Impact & Successes
 - Team Recognition
- **City to Shore 2021 Ride Weekend Experience & Safety**
 - What to Expect for Bike MS 2021
 - Optional & Enhanced Virtual Experience
 - Timeline & Key Milestones
- **How to Maximize Fundraising & Recruitment Efforts**
 - Tools & Resources
 - Tips and Techniques from the Experts....You!
 - How to Stay Connected
- **What's Next & Questions**



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Why We Ride

After her brother, Bernard, began experiencing visual and balance problems, Sylvia Lawry realized the need for an organized effort to encourage and finance research into the cause, treatment, and cure of multiple sclerosis.

On March 11, 1946, Ms. Lawry, a lone young woman without a scientific background, gathered 20 of the nation's most prominent research scientists and medical experts and founded what would become the **National Multiple Sclerosis Society.**

75
YEARS OF PROGRESS

Together We Are Stronger.



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100% 
OF PEOPLE AFFECTED BY MS
nationwide have access to a
MS Navigator — a dedicated partner
for overcoming challenges

24,905 ANNUAL 
PROGRAM PARTICIPANTS
People who participate in Society programs
live better lives — they are less isolated,
better informed and happier

 **OVER 51,000**
HEALTHCARE PROVIDERS
engaged with the Society through
in-person and virtual support

 **376 ESTABLISHED**
PARTNERSHIPS with high-quality
MS care centers

36,233 MS ACTIVISTS 
influence policy for people with MS — including
grants for millions of family caregivers, tax
credits for home modifications, and billions in
federal MS research funding

Launched the
careers of over 
120 HEALTHCARE SPECIALISTS
that provide care to over
100,000 PEOPLE WITH MS

 **Funded over**
\$1.1 billion
IN RESEARCH since 1946

75
YEARS OF PROGRESS

Together We Are Stronger.



Together, we've achieved more breakthroughs
for MS than the world has seen for any other
neurological disease.

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2020 Team Successes

- **87% of TOTAL REVENUE**
- 490 Teams
- Team Revenue: \$1,506,671

Larry Kane Chairman's Cup & Largest Corporate Team: **UPHS/PENN**

Largest Friends & Family & Most Team Spirit: **Team Ox**

Most Improved Team in Fundraising: **Tired Old Men**

Most Improved Team in Recruitment: **Subaru**

Outstanding First Year Team : **Tweet's Riders**

Partners in MS: **CRM Science, Salesforce & Friends**

Top Fundraising Team: **Screens N Spokes**



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Accomplishments & Goals

Bike MS: City to Shore 2020:

- \$1.8 Million
- 4,426 Registered

Bike MS City to Shore 2021 Goals:

- Revenue Goal: \$3.5 Million
- Registration Goal: 4,500

2021 Current #:

- Revenue: \$108,490
- Total Registrations: 664

MS doesn't stop because of this crisis, and neither will we.



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2021 City to Shore: Teams Crushing Registration!

1. Team OX: 37
2. UPHS/PENN: 36
3. Flying Shamrocks: 25
4. Team Smiley: 18
5. Jersey's Team: 17
6. Road Dawgs: 16
7. Team Comcast: 11
8. The Good Neighbears: 10
9. SCREENS 'N' Spokes: 8
10. Del Buono Bakery Cycling Team: 8

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Recruitment: Challenge Accepted

GOAL: Reach 1,000 registrations by May 1st

Help us hit our goal by getting your members registered!



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Ride Weekend Experience & Safety



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City to Shore Update

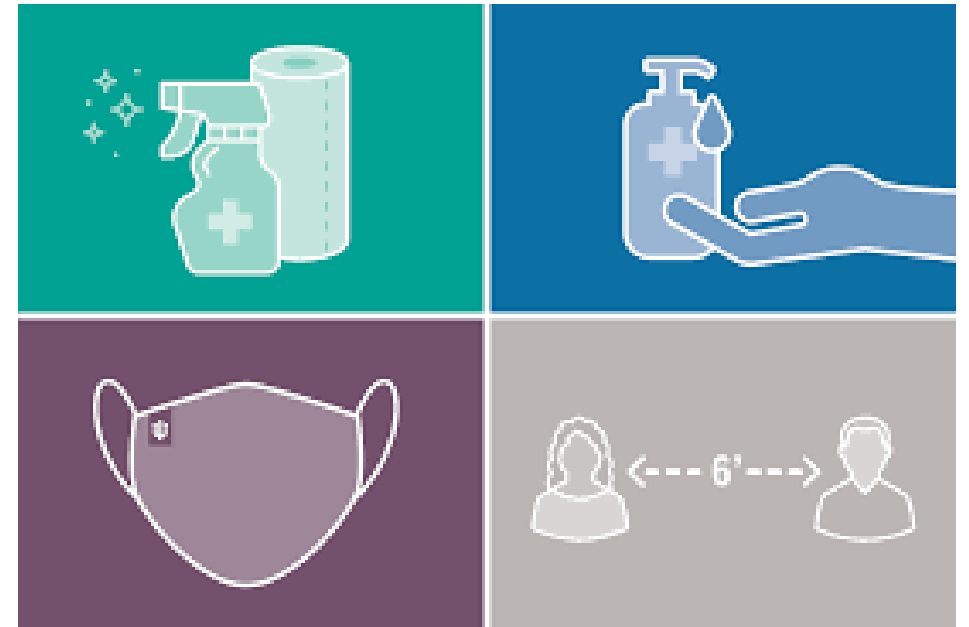
- Bike MS: City to Shore is **currently scheduled for September 25 & 26, 2021**, as an **in person, two-day ride** with the various route options historically offered each day.
- **Expect new protocols** in keeping with current guidance on event attendance from the CDC, state, city and other local agencies to keep our participants, volunteers, staff and host communities as **safe as possible**.
- These **practices will be reviewed 90, 60 and 35 days from event day** and may be adjusted as directed by evolving medical information to ensure your safety.

MS
THINK
SAFE

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Safety First

- Many pre-event in-person activities like training rides, kickoffs, or top fundraiser gatherings will be virtual. Including this one!
- Components of each event will be modified to reduce risk and provide for the highest degree of safety for our event participants, staff and volunteers. **Plans will be in place for mitigating and responding to disease transmission.**



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Because of the nature of the pandemic and the ever-changing climate, changes may be made up to the last minute.

- ✓ Pre-Event health screening
- ✓ Reduced touchpoints to minimize physical interactions.
- ✓ Hand sanitizer stations
- ✓ Face coverings will be required for all riders, volunteers, and staff throughout the event. Riders may remove their masks when out on the road.
- ✓ Dedicated lanes and waiting spots
- ✓ Gloves & other PPE

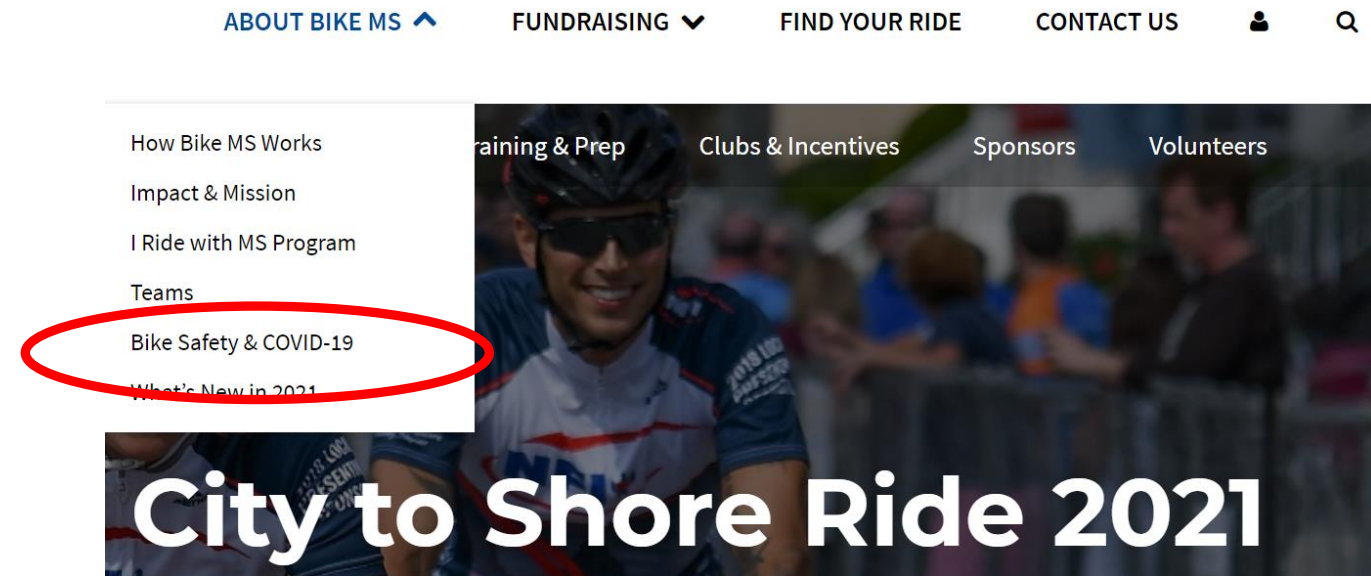
Considered Protocols



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COVID-19 Information

- More information can be found on the [Bike Safety & COVID-19 page](#).
- Information is subject to change and City to Shore specific safety procedures will be updated on the website closer to the ride.
- Personal responsibilities will be communicated prior to the event via phone, email, social media and event website updates.



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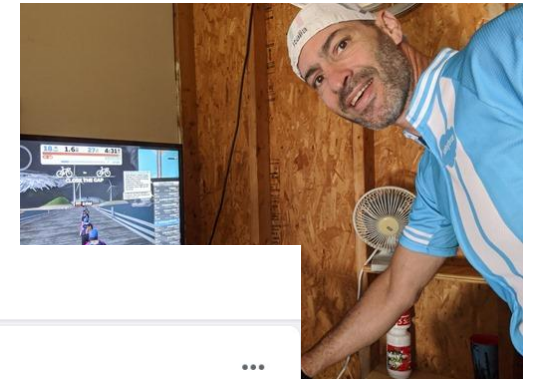
Virtual Ride Experience



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Bike MS: Inside Out 2.0

- Each ride will have their own Inside Out:
 - Ride Where You Are –Either at the event or on your own
 - **NEW:** On Demand Opening Video on City to Shore weekend
 - **NEW:** Will include a 6 Week Challenge for all riders
- We've acquired a **whole new audience!**
 - RECRUIT cyclists who don't ride on the road
 - Increased IRWMS Participation
 - Zwifters, Peloton Owners, Spin Class Junkies



Bike MS Team Captains



Chris Wallner

November 8, 2020

Zwift MS Weekend rides! New York Saturday with 13 riders and today in Wtopia with 8ish... power hour rides simply asking to come have fun and pedal however you want!
Lots of familiar faces this weekend keeping the momentum going. Hope to see many next weekend! Where will we ride?!
Cheers



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City to Shore 2021 Timeline



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Timeline & Key Milestones

- City to Shore Registration Fee

- Increase Schedule:

- May 24 (\$21 to \$36)
- August 2 (\$36 to \$51)
- September 13 (\$51 to \$70)
- No Ride Morning Registration

- Rider Number Mailing Deadline: August 22

Raise the minimum \$300 to receive your rider number in the mail!



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Fundraising Weeks



When:

- July 19-25: Fundraising Week #1
- August 16-22: Fundraising Week #2

Who: An individual (team member or non-team member) and the team(s) with most money raised online (total dollars) during this time.

Two Team Divisions:

- Teams with more than 15 members at the start of the fundraising week
- Teams with less than 15 members at the start of the fundraising week

What:

- **Individual Prize:** Bike MS Prize Pack and have your rider number packet mailed to you in advance of the event.
- **Team Prize(s):** Preferred start time ride morning and choice of ride rollout song.

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Key Decision Dates

- **Safety protocols will be reviewed 90, 60 and 35 days from event day** and may be adjusted as directed by evolving medical information to ensure your safety.
- **In May we will begin evaluating September & October ride weekend experience.**
- Rides will be one-day events at least through August 31, 2021.

MS
THINK
SAFE

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Maximize Your Efforts



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Bike MS App: NEW & Improved

- **DELETE** the old **EMBRACE** the new
- **Mobile check capture feature is live!**
- Earn Badges for Challenges
- Fundraise:
 - Real time view of donations as they come in
 - Ease of thanking donors from the App
- Track physical activity with Boundless Motion



“Knowing that I will be able to deposit future checks electronically myself will be a great time saver for all NMSS staff involved and my time as well.” – Steven Asbell, Team Force Majeure

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Bike MS App: Track Your Miles

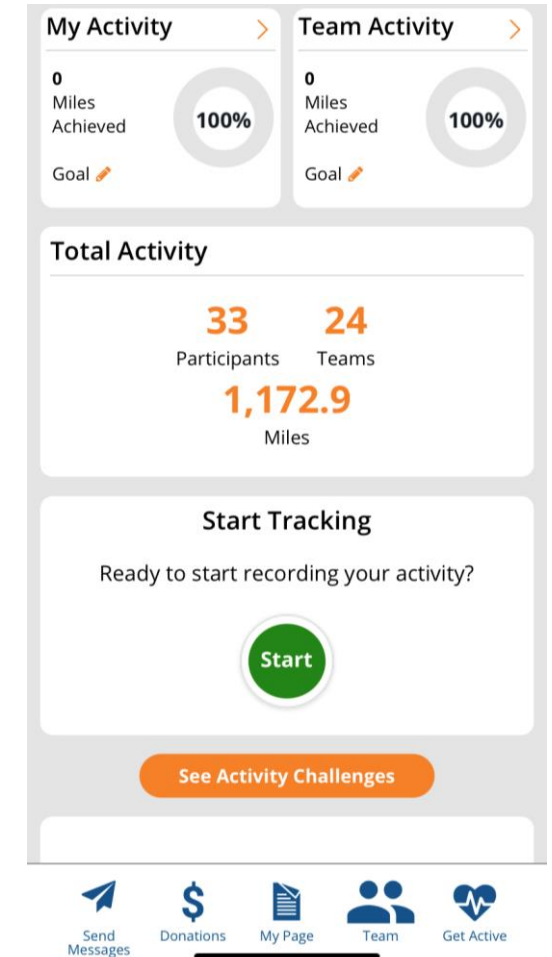
My Activity

Get moving for your health and for the Ride!
Connect to your preferred health app below:



Apple Health

- Connect to your preferred health app
- Track your activity AND team activity
- Keep track of all Bike MS activity & take part in Bike MS Activity Challenges



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Bike MS App: Challenge Accepted

GOAL: 25% of ALL cyclists transitioned to the new Bike MS App by May 31



Help us hit our goal by sharing with your team!

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Matching Gifts: Double your Donations

1. Visit NationalMSSociety.org/Donate/Employer-Matching-Gift
2. Search for your employer to find out about your organizations matching gift program
3. Learn match amounts, eligibility, matching gift submission process, & more!

See if your employer will match your donation!

Q |

Let's Check

All information provided by
Double the Donation

Q KPMG

Yes! 🖱
Your company has a matching gift program.

GO TO MATCHING GIFT FORM SEE GUIDELINES

Match Amounts

Minimum	Maximum	Match Ratio
\$50	\$10,000	1:1

Employee Eligibility

Full-Time Employees	Part-Time Employees	Retired Employees
Yes ✓	Yes ✓	No ✗

Matching Gift Information

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Back to Basics:

- **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

Only **7%** of participants connected [Facebook to their participant centers.](#)

- City to Shore Facebook Fundraisers raised an **average of \$1,700**
- Participants who didn't use Facebook raised an **average of \$284**



Tips From the Experts

- In it to Schwinn It Team Captain's: **Fran McCartan & Aly Morris**
- 70% recruitment increase in 2020
- Winner of Bike MS: Inside Out Best Jersey Contest



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Next Steps: Stay Connected

Join us May 12 @ 7pm: Team Captain Call

- Focus: Recruitment

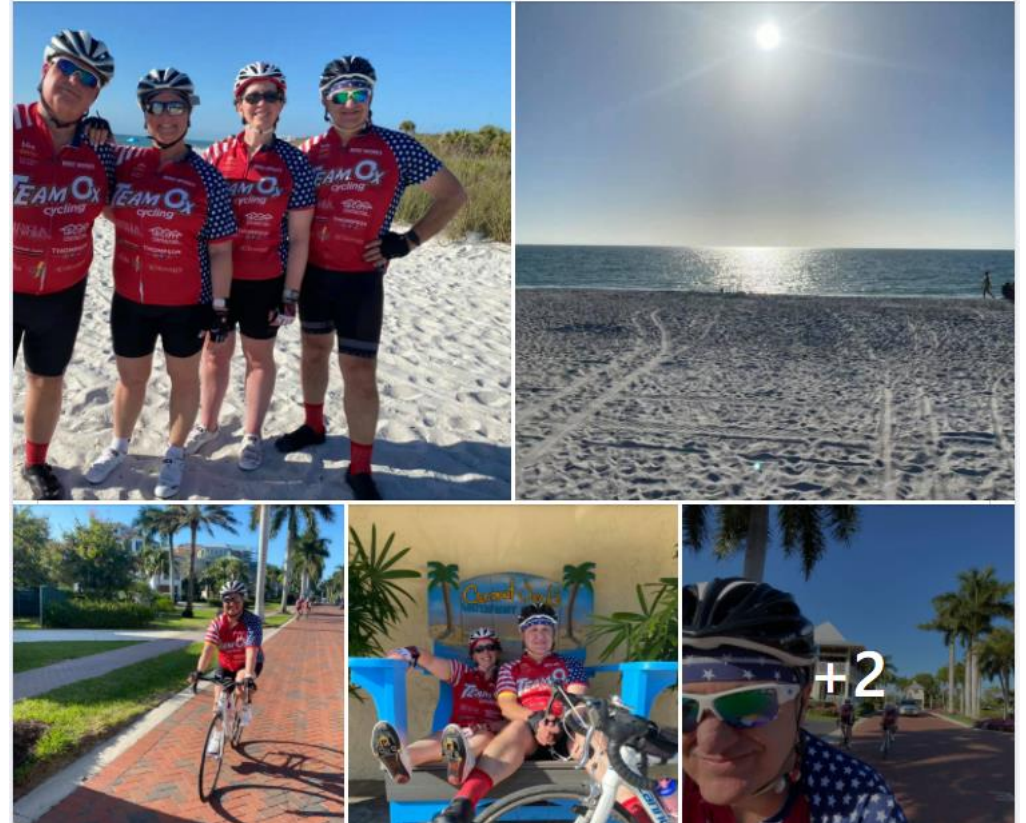
Follow us on

- [Bike MS Facebook Page](#) & [Instagram](#)
- [City to Shore Facebook Event Page](#)
- [Bike MS Team Captain Facebook Group](#)
- [National Bike MS Strava Club](#)



Bike MS Team Captains

Great way to start off the 2021 Bike MS training ! City to Shore here we come! #TeamOxRocks #BikeMSCitytoShore



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Next Steps: Take Action

- Activate Your Facebook Fundraiser
 - Focus on Recruitment
 - Ask your team to do the same
 - Help us hit our goal of 1,000 cyclists by May 1st
- **Send a Recruitment Email to your Team**
 - Ask your staff contact for your roster and other resources
- Download the new Bike MS App
 - Help us hit our goal of 25% of participants on the app by May 31st
- Search your employer on the Double the Donation tool to maximize your \$\$

REGISTER UTILIZING THE
TEAM CAPTAIN CODE BIKEVIP
FOR 25% OFF

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Team Captain Support Needed

- **We Owe You:**
 - 2020 Event T-Shirts (hit \$300+)
 - 2020 Top Fundraiser Jersey (hit \$1,000+)
 - Top 250 Jacket (Top 250 Members ONLY)
- We have collected the Top 250 sizes and are waiting on the order to distribute all items at once.
- **We Need Your Help:** Let us know if you can help distribute collateral to your team!



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Q&A

REGISTER UTILIZING THE
TEAM CAPTAIN CODE BIKEVIP
FOR 25% OFF



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