



# Bike MS: City to Shore Team Captain Meeting

May 12<sup>th</sup>, 2021



# Recap & Updates



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# Coast the Coast 2021

New Jersey  
May 8





# WELCOME



Jennifer O'Malley  
Manager, Bike MS

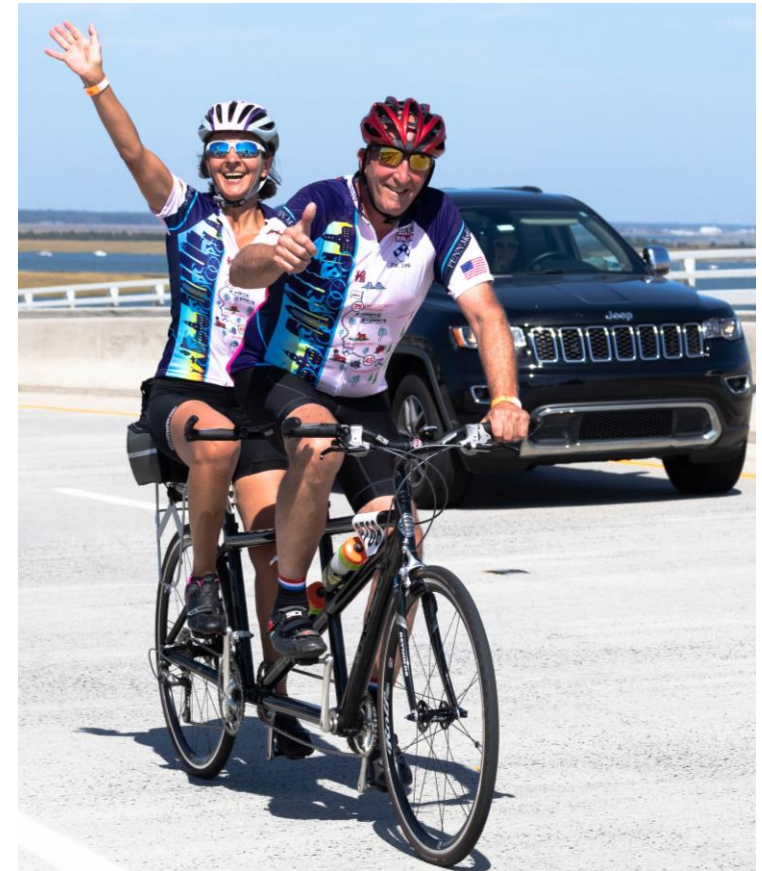


Dana Gold  
Specialist, Bike MS

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# Recap From Last Meeting

- **We Saved the Dates**
  - Registration Fee Increase: May 24<sup>th</sup>
  - Fundraising Week #1: July 19-25
  - Rider Number Mailing Deadline: August 2
  - Fundraising Week #2: August 16-22
- **We Discussed Ride Weekend Experience & Safety**
  - Currently, City to Shore is being planned as the **two day ride** you know and love.
  - **Safety protocols will be reviewed 120, 90, 60 and 35 days from the event** and may be adjusted as directed by evolving medical information to ensure your safety.
  - For all information visit the [Bike MS Safety & COVID page](#)
- **We Learned How to Maximize Recruitment Efforts**
  - Find the recording and slide deck under the [Ride Details tab > Pre Ride Events](#) on the City to Shore webpage



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# 2020 Collateral Update

Help us cost efficiently get the 2020 gear to their appropriate homes!

## CONTACTLESS PICKUP #1

**WHEN:** June 5<sup>th</sup>, 2021

**WHERE:** Three Radnor Corporate Center, Radnor, PA

## CONTACTLESS PICKUP #2

**WHEN:** June 26<sup>th</sup>, 2021

**WHERE:** Philadelphia, PA Venue TBD



**TOP FUNDRAISER JERSEY  
SHOWCASED IN JULY**

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# What's Next?



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# What's Next in May

- May 17<sup>th</sup> to May 23<sup>rd</sup> : National Bike to Work Week
- May 24<sup>th</sup> : Registration Fee Increase (\$21 to \$36)
- May 31<sup>st</sup> : World MS Day



**SAVE THE DATES**

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# Fundraising & Recruitment Update

- **Total Campaign Revenue: \$352,968**
  - 26% Increase from last Team Captain Meet Up!
  - 8% to our \$3.5 Million goal
- **Registrations: 1,385**
  - 23% Increase from last Team Captain Meet Up!
  - 31% to our 4,500-registration goal

## NEW CHALLENGE:

Hit 2,700 Registrations by May 24<sup>th</sup> Fee Increase



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# Who's in the Lead

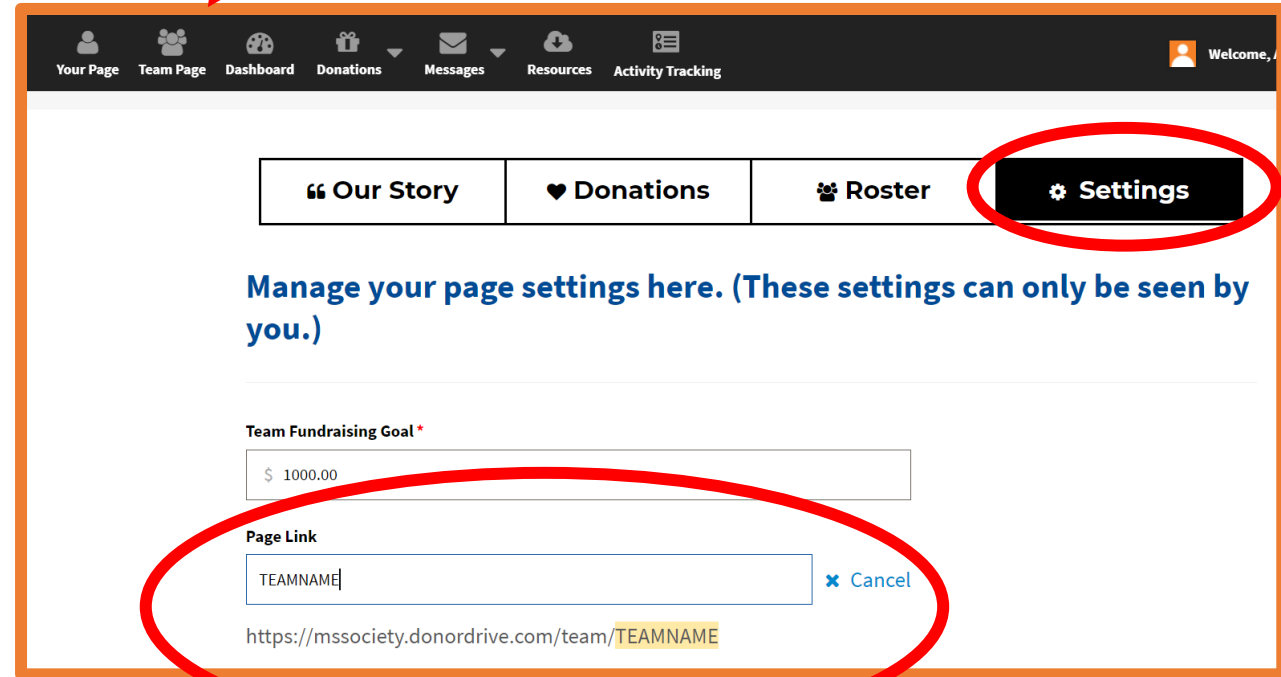
1. UPHS/PENN: 82
2. Team OX: 61
3. Flying Shamrocks: 42
4. Team Comcast: 32
5. Road Dawgs: 23
6. Jersey's Team: 22
7. Team Smiley: 18
8. Team Subaru: 16
9. Raudies Riders: 16
10. Pass on Left: 13

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# If You Haven't Already...

- Customize your Team Page
- Customize your Team Page Link
- Invite Your Team Back



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# Send a Personal Team Invitation

- Your team wants to hear from YOU!
- Utilize past rosters
- Expand your networks
- Utilize the Bike COVID-19 Safety Page and other resources on this call!

**GIVE YOUR TEAM 15% OFF  
FOR USING CODE TEAM UP**

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Larry Oxman

Apr 29 · 🌐

Hey Friends!!

Spring has sprung! You know what that means, it's time to get the bikes rolling to prepare for Bike MS City to Shore! On September 25 & 26 Karen and I along with our Team Ox armada will be pedaling our bikes 150 miles to Ocean City NJ and back to raise money to help in the fight against Multiple Sclerosis.

This is our fourteenth year riding as a team and to date we have raised \$750,000. Please consider making a contribution to help us in our fight to help the more than one million Americans battling MS!

No amount is too small to help. Please click on this link to make a contribution.

Thank You!

<https://mssociety.donordrive.com/index.cfm?fuseaction=donorDrive.participant&participantID=32657>

**IN THE US ALONE  
APPROXIMATELY  
200 NEW CASES  
OF MS ARE  
DIAGNOSED  
EACH WEEK**





# National Bike to Work Week

- **WHEN:** Wednesday, May 17<sup>th</sup> to Sunday, May 23<sup>rd</sup>
- Leads into the May 24<sup>th</sup> registration fee increase
- Rally the team for a virtual meetup to kick off the week
- Challenge each team member to recruit one new member
- Host a socially distanced training ride
- Where your team gear AND/OR your vintage City to Shore jersey as advertisement and encourage members to do while riding
- Post team photos on your social media, share your customized team URL
- Utilize the mileage tracking feature on the [NEW Bike MS App](#) to create some friendly competition

**RECRUITMENT  
OPPORTUNITY**

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# You've Been Challenged

**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!

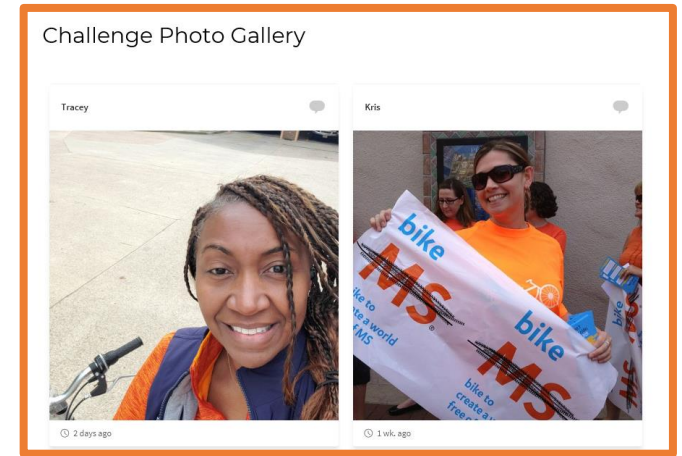
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



# Bike MS Cycling Challenges series

**Purpose:** Create a new experience that engages cyclists in a virtual environment while we ramp up to in-person events.

- Four-week challenge available when you download the Bike MS app
- Each week, a challenge will be issued, challenging each participant to log their miles, take a photo at a community location, and fundraise!
- Riders can earn cool badges, Bike MS swag, and be entered to win a Grand Prize courtesy of Garmin.



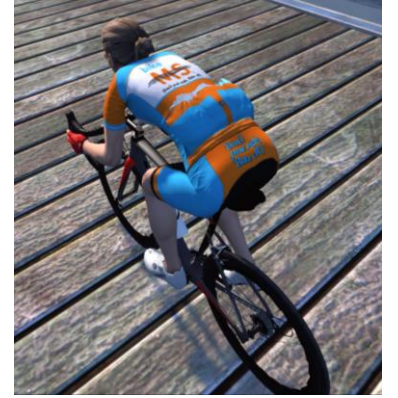
Leaderboard

Top Rider Activity	Top Team Activity
<b>01</b>  <b>Jonathan Bekenstein</b> 5329.72 Miles	<b>01</b>  <b>VCU Health System Rams that Ride</b> 5685.59 Miles
<b>02</b>  <b>Kurt Grizzard</b> 637.26 Miles	<b>02</b>  <b>Capital Ale House</b> 2317.24 Miles
<b>03</b>  <b>chris reed</b> 355.87 Miles	<b>03</b>  <b>Timberneck Cycling</b> 637.26 Miles
<b>04</b>  <b>Rodney Futrell</b> 320.3 Miles	<b>04</b>  <b>Oxygen Suckers</b> 378.51 Miles
<b>05</b>  <b>William Franklin</b> 289.96 Miles	<b>05</b>  <b>No hills Gang</b> 363.79 Miles

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## Zwift

> Zwift is an indoor cycling app allowing cyclists from around the world to participate together



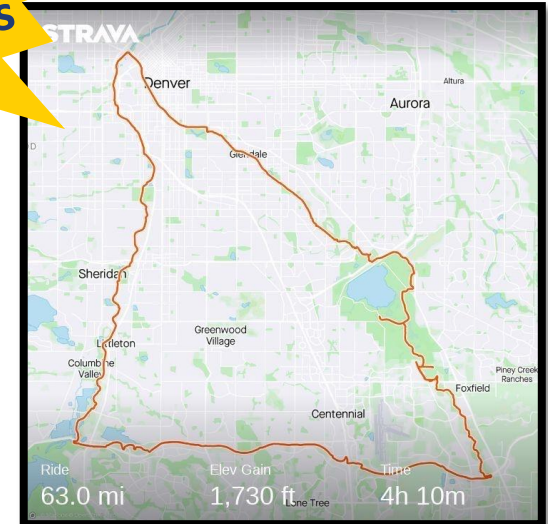
## Strava

> Strava is the leading GPS activity app in the world

5,000+  
Bike MS Cyclists

## BOTH ARE..

> Gamification of your exercise  
> Community of Bike MS Cyclists



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# Recruit a New Audience



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Invite Those Without a Bike to...

## RENT

- [Unlimited Biking is back](#) for ride day rentals at our start and finish line!
- Now offering bulk rentals for 10+ bikes, ask your staff partner for details



UNLIMITED BIKING

**NO BIKE?  
NO PROBLEM!**

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# Invite Those Who Don't Ride to **VOLUNTEER**

- Volunteers fuel our mission in helping us create a world free of MS.
- Everyone Can Volunteer! Friends, family, employees of all ages and abilities are welcome to volunteer.
- Many corporations acknowledge and reward their employees for volunteering through Volunteer Grant Programs.



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We Want to Hear From You!



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# World MS Day- May 31<sup>st</sup>

- Ask team member to wear orange or their Bike MS gear
- Share why you ride and include your favorite Bike MS photos on social media and with supporters
- Remember that now more than ever, 1 million people living with MS need our support.



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How Has the Conversation  
Changed For You in 2021?



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# Q&A



GIVE YOUR TEAM 15% OFF  
FOR USING CODE TEAM UP

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# Next Call: Wednesday, July 14 at 7 PM

- Information to join on the City to Shore Website under Ride Details > Pre-Ride Events
- **Focus:**
  - Receive Ride Updates
  - Prepare your team for the July 19<sup>th</sup> Fundraising Week
  - Continue the conversation on Recruitment in preparation for the August 22<sup>nd</sup> Registration Fee Increase



**SAVE THE DATE**

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