



bike  
**MS**



# Bike MS: City to Shore Team Captain Meeting

July 14, 2021

# Recap & Updates



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# Welcome



Shelly Nightingale  
Director, Bike MS



Rosie Casey  
Manager, Bike MS



Dana Gold  
Specialist, Bike MS

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# SINCE LAST MEETING

- May Team Captain Meeting: Learned How to Maximize Recruitment Efforts
- 2020 Items Mailed: T-Shirts, Jerseys, Top 250 Jackets, Plaques
- City to Shore Website Updated
- Zwift Training Rides
- Cycling Challenges Announced
- Safety Protocols & Event Experience Updates
- Progress & Breakthroughs >> Society in the News



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# What's Next?



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## JULY & AUGUST:

- **July 19-25:** Fundraising Week #1
- **August 2:** Registration Fee Increase #2 (\$36 to \$50)
- **August 11:** Team Captain Meet Up (7:00 pm)
- **August 16-22:** Fundraising Week #2
- **August 22:** Rider Number Mailing Deadline



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# FOCUS TONIGHT:

- Event Experience & Safety Protocol Updates
  - Team Tents
  - Team Jersey Contest
- Event Goals & Status Update &
- Registration Fee Increase & Recruitment Tip Reminders
- Fundraising Week #1: What & How to Win
- Q&A / Let's Hear from You



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# Event Experience & Safety Updates



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# WHAT TO EXPECT: A GREAT RIDE!

- **Face coverings required for** all riders, volunteers, and staff throughout the event who are **NOT fully vaccinated** for COVID-19.
- **Same great ride experience,** support and perks you are accustomed too!



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# TEAM TENTS @ PATCO (75/100 START)

- **Meeting point for team members** hand out rider numbers and/or team jerseys and more!
- **Reservation Due August 31.** Must have 35+ members. No order will be accepted after this date.
- **Reservation Fee \$150 due September 1** for a 10x10 'tent,' table and team banner.
- **Two Volunteers Must be Provided** if distributing rider number packets.



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# TEAM JERSEY CONTEST

- Earn the coveted **'Best Team Jersey' Award**
- **Submit your jersey at the start location**  
Saturday morning
- Jerseys will be **displayed and voted on at the Ocean City Finish Line**
- Winner will be announced at the Awards Ceremony in January



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# Event Status & Goals



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# FUNDRAISING & RECRUITMENT

**Total Campaign Revenue:** \$789,632

- 23% to our \$3.5 Million goal

**Registrations:** 2,547

- 56% to our 4,500-registration goal



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# WHO'S IN THE LEAD: RECRUITMENT

1. UPHS/PENN: 153
2. Team OX: 74
3. Team Comcast: 74
4. Flying Shamrocks: 43
5. Road Dawgs: 37
6. Jersey's Team: 35
7. SWISCO: 31
8. Team J&J: Janssen: 31
9. Team Subaru: 26
10. MOR Wealth Management: 25
11. Raudies Riders 25

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# WHO'S IN THE LEAD: FUNDRAISING

1. Team OX: \$44,359
2. SCREENS 'N' SPOKES: \$39,953
3. Team UPHS/PENN: \$19,882
4. CQUAD.com Cycling Team: \$18,420
5. Team Comcast: \$15,911



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# You've Been Challenged

BY AUGUST 2

## **\$1M Raised**

- 29% to goal \$3.5M
- Flat YOY 2019
- \$210,368 needed

## **3,735 Registrations**

- 83% to goal 4,500
- 1,200 needed

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Registration Fee  
Increase  
\$36 to \$50 August 2



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# RECRUITMENT TIP REMINDERS

- May Team Captain Call
- Promote Fee Increase/Cost Savings
- Share our collective recruitment goal and your team goal – aim for a team tent at PATCO!
- Stay Tuned for Rosters!
- Send an email, maximize social media & make personal asks
- Challenge team members to recruit 1 member
- Acquire new Members! No Bike – No Problem



UNLIMITED BIKING

**GIVE YOUR TEAM 15% OFF  
FOR USING CODE: TEAMUP**

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# 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.



**Samantha Dea**  
[samantha.dea@nmss.org](mailto:samantha.dea@nmss.org)  
330-322-6490

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# Fundraising Week July 19-25



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# FUNDRAISING WEEK DETAILS

## WHO:

- Individual raises most money online
- Team raises the most money online x2 :: Less than 15 member & 15+ Members

## WHAT:

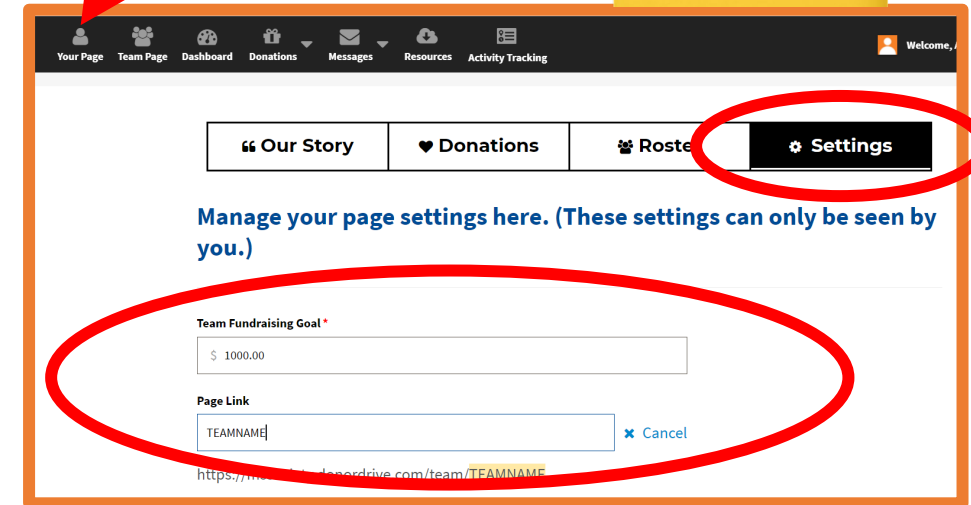
- **Team Prize(s):** Your choice of a team tent at the PATCO start or Ocean City finish on Saturday.
- **Individual Prize:** Bike MS Prize Pack (Bike MS Swag and Gift Card from our partners at Fathead)

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# FUNDRAISING WEEK: HOW



- Goals: Set & Share
- Encourage & Equip Members to Take Action
- Apply a general and customized approach
- Maximize Resources:
  - Bike MS Staff, Rosters, Online Tools/Ideas
- Customize Team Page & URL



**TIP:** include your team link in your email to fundraise & recruit



[fundraisingsupport@mssociety.org](mailto:fundraisingsupport@mssociety.org)



855-372-1331

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# FUNDRAISING WEEK: HOW INCENTIVIZE/RECOGNIZE

Share and Promote Top Fundraiser Perks



Individual Fundraising Week  
Prize Incentive

2021 City to Shore  
Commemorative Top  
Fundraiser Jersey

Top Fundraiser Credential &  
Upgraded Finish Line Meal

Prizes Post Event

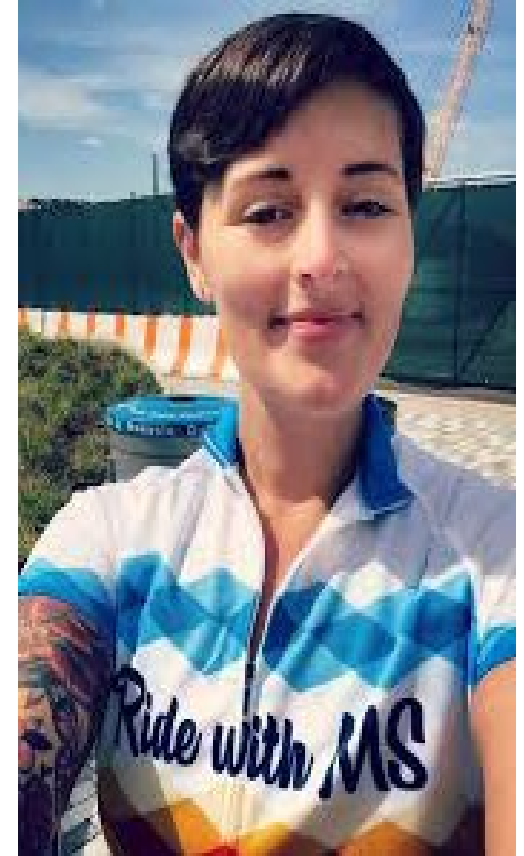
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# FUNDRAISING WEEK: HOW

## Share Your Reason for Riding

**The ask is easy when you tell your connections why you're raising funds for MS. Share your passionate and inspiring story.**

- Are you riding for a loved one?
- Are you taking on the personal challenge?
- Tell your story or reason for riding!
- Ask staff for additional resources regarding the National MS Society, our breakthroughs, and the impacts of Bike MS



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# FUNDRAISING WEEK: HOW

Share Your Impact > Because of You

The National MS Society invests more money in MS research than any other volunteer-driven health organization in the world.

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



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

Paved the way for **ALL**  
MS TREATMENT OPTIONS that exist today



Launched the careers of over  
**120** HEALTHCARE SPECIALISTS

that provide care to over  
**100,000** PEOPLE WITH MS



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

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# FUNDRAISING WEEK: HOW ONLINE

## Maximize Online Tools & Social Media

- Bike MS App:
  - Connect on Multiple Social Media Platforms
  - Fundraise from the palm of your hand
- **Share, Share, Share**
- Add Bike MS Facebook profile frame or Bike MS badge
- **Visit the website for more ideas!**
- Activate Facebook Fundraiser



**FACEBOOK FUNDRAISERS:  
\$850 Raised on Avg.**

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# Dashboard

Bike MS: City to Shore Ride 2021

Event Date: 09/25/2021 Cherry Hill, NJ / Team: Nicole Lewis NMSS Staff Captain: You

Your Fundraising

Your Team Fundraising








## Fundraise on Facebook

Facebook Fundraisers are a fast and simple way to expand your fundraising through your Facebook page.

Create a Facebook Fundraiser

### Your Fundraising

-  View Your Page
-  Edit Registration Details
-  Make a Donation
-  View Donations Received
-  Create a Facebook Fundraiser

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# FUNDRAISING WEEK: **ADDED CHALLENGE**

**WHO:** Team with highest % of active Facebook fundraisers by Monday, July 26

## **WHAT:**

- **Bike MS Luggage** for you!
- **Bike MS Socks** for your team members

## **HOW:**

- Review your roster
- Promote this incentive
- It's easy to activate!



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# Q&A

We Want to Hear From You!



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