



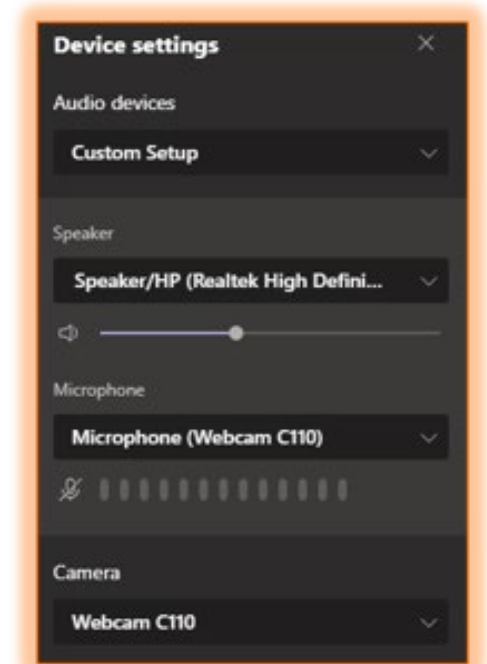
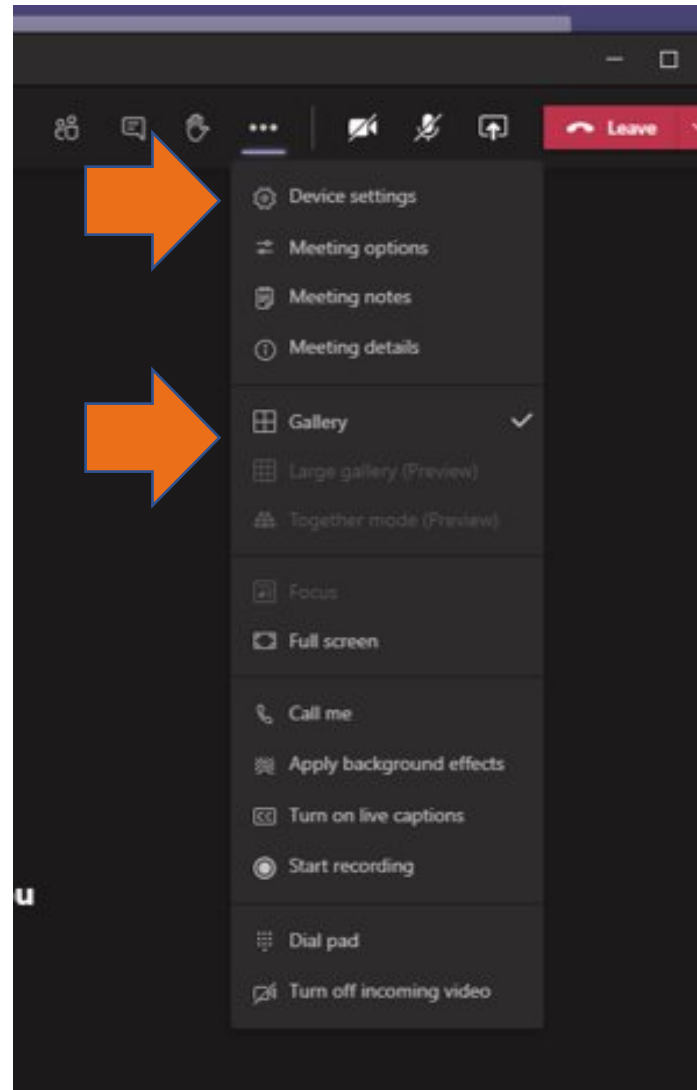
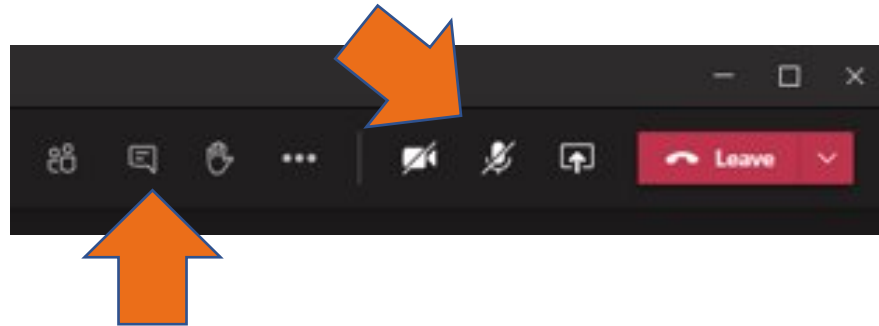
bike
MS[®]

Bike MS: City to Shore Team Captain Meeting

August 11, 2021



Microsoft Teams Best Practices



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RECAP & UPDATES



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SINCE LAST MEETING

\$1M+ RAISED
3,000 REGISTERED

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FUNDRAISING & RECRUITMENT

Total Campaign Revenue: \$1,189,157

- 34% to our \$3.5 Million goal

Registrations: 3,037

- 67% to our 4,500-registration goal

***as of Monday, August 9 at 8am*



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WHO'S IN THE LEAD: RECRUITMENT

1. Team UPHS/PENN	184
2. Team Ox AND Team Comcast	76
3. Team J&J: Janssen	44
4. Flying Shamrocks	43
5. Jersey's Team	41
6. Road Dawgs	39
7. SWISCO	33
8. Merck	32
9. Team Subaru	31
10. Roxborough Riders	27

***as of Monday, August 9 at 8am*



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WHO'S IN THE LEAD: FUNDRAISING

1. Team Ox \$64,258
2. SCREENS 'N' SPOKES \$51,659
3. MOR Wealth Management \$38,720
4. Team UPHS/PENN \$34,618
5. Jersey's Team \$33,666
6. CQUAD.com cycling Team \$23,503
7. Team Comcast \$21,187
8. Roxborough Riders \$20,030
9. Team J&J: Janssen \$16,456
10. Friends of Jack \$15,470

***as of Monday, August 9 at 8am*



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TONIGHT:

- Event Experience & Safety Protocol Updates
- Team Experience Reminders
- Upcoming Fundraising Milestones/Dates
 - > Rider Number Mailing Deadline
 - > Fundraising Week 1
- Bike Inspections, Safety & Training
- Recruitment Reminders
- What's Next
- Q&A / Let's Hear from You



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EVENT EXPERIENCE & SAFETY UPDATES



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WHAT TO EXPECT:

- **Currently masks are required** for anyone attending a Bike MS event, regardless of vaccination status.
- **Same great ride experience, support and perks you are accustomed too (with COVID in mind!)**



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TEAM EXPERIENCE REMINDERS



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TEAM TENTS @ PATCO (75/100 START)

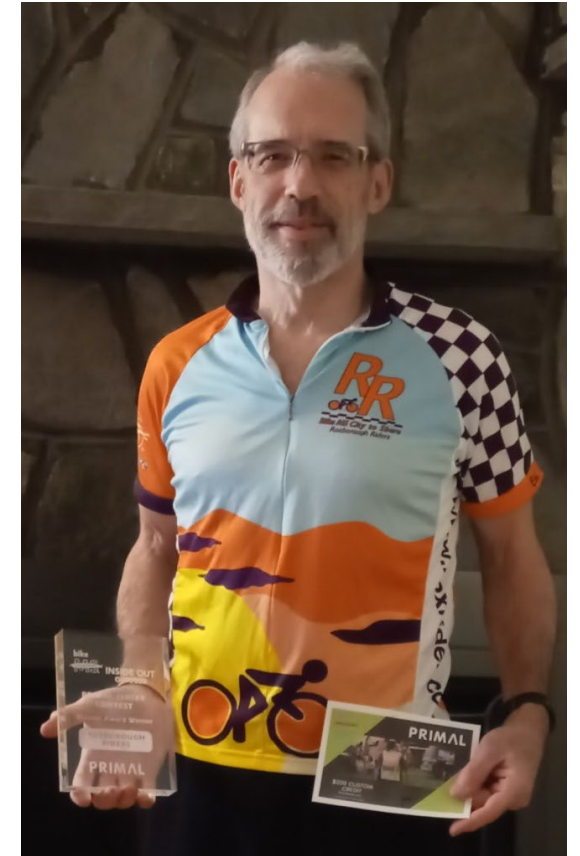
- **Meeting point for team members** hand out rider numbers and/or team jerseys and more!
- **Reservation Due August 31.** Must have 35+ members. No order will be accepted after this date.
- **Reservation Fee \$150 due September 1** for a 10x10 'tent,' table and team banner.
- **Two Volunteers Must be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

- PATCO Start & Release Details
- Team Photos Update
- Current Weekend Experience Details & COVID Safety Policies
- Team Tent Details & Layout
- Safe & Courteous Cycling Reminders
- Route & Finish Line Details
- How to Ensure You and Your Team is Prepared

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FUNDRAISING WEEK

RIDER # MAILING
DEADLINE



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RIDER NUMBER MAILING DEADLINE: **AUGUST 22**

WHO: All registered City to Shore participants

WHAT: Receive your rider packet & number in the mail prior to ride weekend

WHY:

1. Save time ride morning
2. Limit gathering at the PATCO start
3. Only opportunity to receive packet prior

WHERE / HOW: Reach required \$300 fundraising minimum by Sunday, August 22



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FUNDRAISING WEEK: AUGUST 16-22

WHO:

- Team raises the most money online x2
4-15 Members & 15+ Members
- Individual raises most money online

WHAT:

- Team Prize(s): Team tent at PATCO start or Ocean City finish Saturday.
- Individual Prize: Bike MS Prize Pack



Fundraising Week 1 Winners

TEAM 15+ DIVISION:

MOR Wealth Management

TEAM, UNDER 15 DIVISION:

SCREENS 'N' SPOKES

INDIVIDUAL WINNER:

Daniel Levinson, MOR Wealth Management

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FUNDRAISING WEEK: **HOW**

Share and Promote



Why You Ride & Impact

Rider Number Mailing
Deadline

Top Fundraiser Jersey

Individual Fundraising Week
Prize Incentive

Fundraising Tools &
Resources

Team Goals

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BIKE INSPECTIONS

TRAINING

SAFE CYCLING



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MANDATORY BIKE INSPECTIONS: AUG 21- SEPT 18

WHO: All registered City to Shore participants

WHAT: Overall evaluation of the overall condition of your bike.

WHERE: City to Shore sponsoring bike shop

WHY:

1. It's FREE!
2. identify any major mechanical issues
3. receive free bike maintenance City to Shore weekend

HOW: bring your bike + show Bike Shop Inspection



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VIRTUAL SAFETY CLINIC: SEPTEMBER 2 @ 7PM

WHO: All registered City to Shore participants

WHAT:

- COVID-19 protocol
- Group Riding Etiquette & Responsibilities
- Safe & Courteous Cycling Behavior Review
- PATCO Start/Release Protocol

WHY: Promote safe & courteous cycling behavior

WHERE / HOW: Visit website Ride Details >> Pre Ride Events for details and meeting link.

MS
THINK
SAFE

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TRAINING

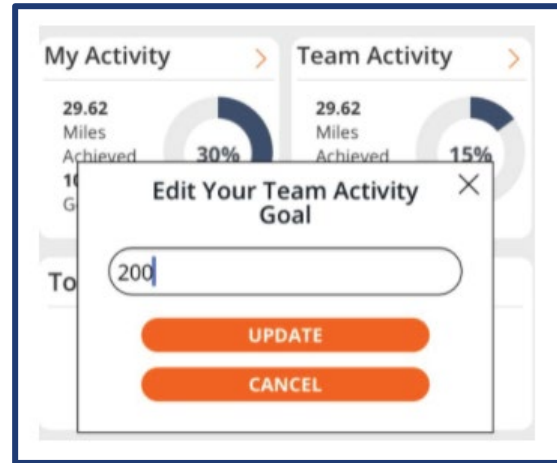
- Zwift Training Rides



August 15

September 19

- Local Sponsoring Bike Shops
- Training Guide
- NEW Bike MS App





Get Active


My Activity Team Activity **My Challenges**

A challenge is a great way to show your supporters you are serious about your training. Set a goal to complete each of the challenges below. After each completion you can share your successes on your social media channels.

20 miles!
Logged 20 miles of activity 

Reach 50% of goal!
Get 50% of the way to your activity goal 

Reach 100% of goal!
Get 100% of the way to your activity goal 

7 straight days of exercise!
7 straight days of exercise! 

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CYCLING CHALLENGES: AUGUST 23

WHO: All registered City to Shore participants

WHAT: 4-week photo challenge

WHY: Win Big & Represent

WHERE / WHEN:

1. Aug 23: Fire Station
2. Aug 30: Local Sporting Venue or Track
3. Sept 6: Iconic or Scenic Landmark
4. Sept 13: Local Bike Shop

HOW: Submit your photo on the website (Challenge Photos page)



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KEEP RECRUITING



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RECRUITMENT TIP REMINDERS

- **Promote 20- & 40-Mile Route Options**
- Send an email, maximize social media & make personal asks
- **Aim for a Team Tent at PATCO**
- Challenge team members to recruit 1 member
- **Share your team goal and COVID safety updates**
- Promote September 13 Fee Increase (\$51-\$70)
- **Acquire new Members! No Bike – No Problem**
 1. Bike Rentals
 2. Virtual Option
 3. Volunteer



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

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VIRTUAL OPTION – Ride Your Way!

- How you ride is up to you.. know anyone in spin class or with a Peloton?
- **The adventure begins the day you begin training- join a vibrant virtual community of cyclists committed to ending MS forever.**
 - **Zwift**
 - **Bike MS Cycling Challenge Photos**
- Your fundraising changes lives!

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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.



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WHAT'S NEXT



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CITY TO SHORE 2021

6
Weeks

2
Days

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AUGUST & SEPTEMBER:

- **August 16-22:** Fundraising Week #2
- **August 22:** Rider Number Mailing Deadline
- **August 21-September 18:** Bike Inspections
- **August 23:** 4 Week Cycling Challenges Being!
- **September 1:** Team Captain Meet Up
& Rider Number Packets + Top Fundraiser Credentials Mailed
- **August 31:** Rookie Rider Q&A
- **September 1:** Team Captain Meet Up
- **September 2:** Safety Clinic
- **September 13:** Final Registration Fee Increase (\$51 to \$70)



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THANK YOU TO OUR SPONSORS

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PRIMAL

National Sponsor



National Club K Sponsor



Local Presenting Sponsor



Local Silver Level Sponsor



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Q&A

We Want to Hear From You!



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