

# The National MS Society

## *Together, We're Stronger*



*Out of respect for all attendees, please remain muted during the presentation*



# Captain's Meeting Agenda

- MS Updates
- Bike MS in Minnesota
  - Three Rides
  - Virtual Cycling
  - Training & Support
- Recruitment & Fundraising
  - Goal Setting and Lunch & Learns
  - Fundraising Weeks
  - Prizes
- Trivia Contest
- Questions & Answers



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# BECAUSE OF YOU – WE’RE PREPARED TO ANSWER THE CALL

Nearly one million people living with MS continue to face unique challenges in the wake of unexpected events.

We’re here for people with MS – no matter what. Today, they need your help, too. The financial support we receive from partners like you ensures we can continue making breakthroughs that help people with MS thrive. Your contribution helps us adapt to meet the changing needs of people with MS now, during times of uncertainty, and always.



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# Three Rides, One Mission

- **Twin Cities Ride**

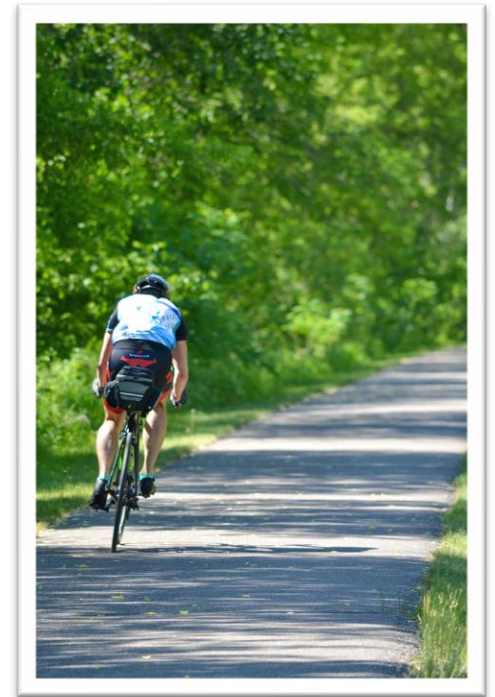
- Sunday, May 15<sup>th</sup> at The Lab in Saint Paul
- 15, 30, and 45 mile route options
- \$100 fundraising minimum
- Free drink, food trucks, live music, and more at the finish

- **MS 150**

- June 11-12 from Proctor to White Bear Lake
- 150 miles over 2 days (1-day option available)
- \$300 fundraising minimum
- Tent Services

- **Ride Across Minnesota**

- July 18-22 in Northeast Minnesota
- Proctor – Chisholm – Biwabik – Two Harbors
- Approximately 250 miles over 5 days
- \$300 fundraising minimum



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# Virtual Cycling

- Always Free
- No Age Restrictions
- Eligible for all perks and prizes
  - Must meet ride minimum to earn an event T-shirt
- Engage how you want
  - Cycle as much or little as you want, when you want; no requirements to track or report
  - Opportunity for teams to do their own thing with members
  - Strava / Zwift



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# Training & Support

- **Bike Shop Partners**
  - Stop in at any of our partner shops for a free bicycle assessment and thank them for their support!
- **CycleBar**
  - Special discounts on team and individual opportunities
  - Full details under 'Training and Prep' on each ride website
- **Route Support**
  - Rest stops every 10 – 15 miles
  - Support vehicles along route
  - Bike mechanics along route
  - Food provided at rest stops, start and finish line



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# Recruitment and Fundraising

- **Goal Setting**
  - Want to chat about setting goals for your team? Reach out to us anytime to set up a meeting!
- **Lunch & Learn Opportunities**
  - Virtual and in-person Lunch & Learn style events are a great way to recruit members and volunteers – and we'd love to be there!
  - Bike MS can provide a presentation template and help arrange a speaker
- **Resources & Tips**
  - Bike MS App
  - Customize Your Page!
    - Both team and individual fundraising pages can be customized
    - Add unique incentives and goals
  - Matching Gifts
    - Send details to Fundraising Support to get them added to your fundraising page

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# Fundraising Competition Weeks

- Overview

- Two weeks for each ride
- Prizes for the Top Individual Fundraiser, and Top Fundraising Team (4-14 members, and 15+ members)
- Full details on each ride website's Ride Details page, under 'Pre-Ride Events'

- Twin Cities Ride

- March 7-13
- April 4-10

- MS 150

- April 4-10
- May 2-8

- Ride Across Minnesota

- May 9-15
- June 6-12



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# Prizes & Incentives

- 2022 Prizes
  - Now [up on the website!](#)
- Top Club
  - Top 25 Club – Twin Cities Ride
  - Top 150 Club – MS 150
  - Top 50 Club – Ride Across Minnesota
- T-Shirt
  - We heard your feedback - color is back!
- Jerseys
  - Available on-event for \$1k+ fundraisers
  - Finalized for Twin Cities Ride and MS 150
  - In progress for Ride Across Minnesota



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## SIDE PANELS



Right Side Panel

Left Side Panel



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### SIDE PANELS



Right Side Panel



Left Side Panel

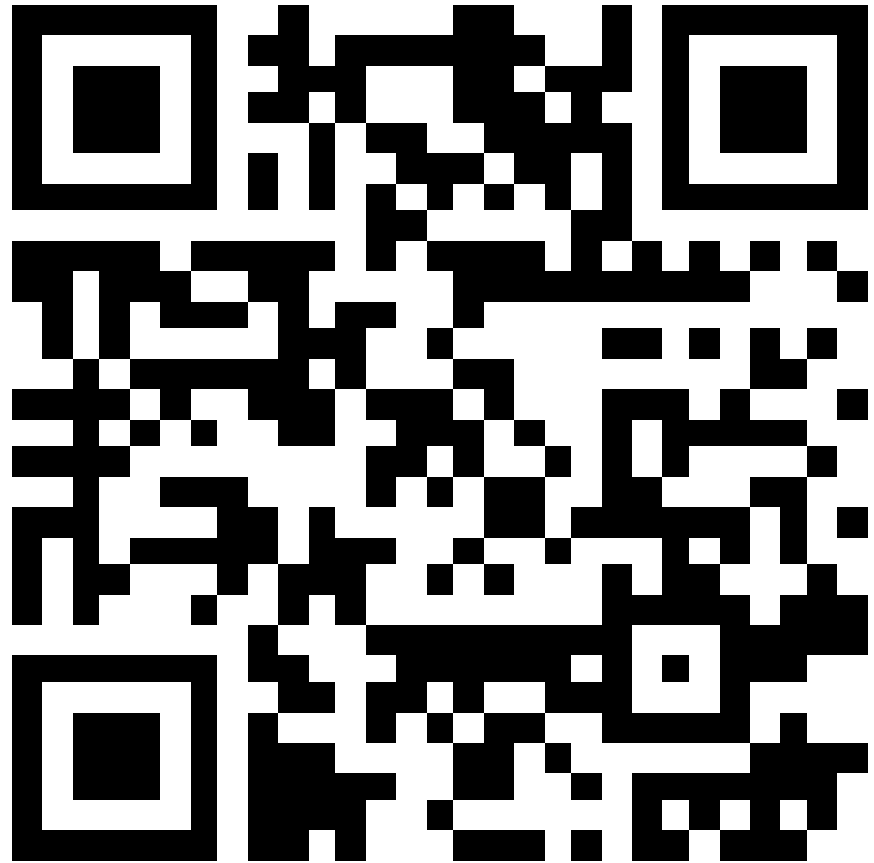


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# Bike MS Trivia Time

Join In!

slido.com  
#952391



# Questions & Answers



# Together, We're Stronger!

MS doesn't stop, and neither will we

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## MS Society Contacts

- **Bike MS Staff**
  - Darren Josephson
    - [Darren.Josephson@nmss.org](mailto:Darren.Josephson@nmss.org)
  - Alissa Groff
    - [Alissa.Groff@nmss.org](mailto:Alissa.Groff@nmss.org)
- **Volunteer Engagement**
  - Kayle Latterell
    - [Kayle.Latterell@nmss.org](mailto:Kayle.Latterell@nmss.org)
- **Fundraising Support**
  - [fundraisingsupport@nmss.org](mailto:fundraisingsupport@nmss.org)
  - 855-372-1331
- **MS Navigators**
  - [ContactUsNMSS@nmss.org](mailto:ContactUsNMSS@nmss.org)
  - 1-800-344-4867