



Role of a Team Captain

As a team captain, you are an extension of the Bike MS staff and together we will raise the critical funds to end MS. Your commitment and leadership support each team member to reach their goals. Thank you for accepting this challenge and driving our fundraising one day closer to a cure.

The below checklist is to help you navigate the road ahead as you pedal from start to finish line.

Start your team

- Join the movement and commitment to pedal together as we cure MS.
- Register online at www.bikems.org , 'start a team,' and set a team goal.
 - Connect with MS Society staff for team planning- Cynthia.rodriquez@nmss.org or Jayme.Brown@nmss.org
 - Rookie team captains – team goal setting includes recruitment and fundraising goals.
 - Veteran team captains – team goal setting includes reviewing past year experiences and goals to determine best next steps for fundraising growth and recruitment.

Communicate

- Recruit team members and grow your team.
- Create /Update your team page, add a picture, include a team logo, tell your story...why is your team connected to Bike MS
- Welcome new riders – email, text or phone call, personal outreach is key.
- Utilize social media for fundraising and share these tactics with your team.
 - Set up a Bike MS team page on social media to foster camaraderie /and share updates.
- Share fundraising tips and updates received from team captains corner communications.
- Congratulate team members when they reach a fundraising goal and share with team.
- Update team on event weekend logistics and team plan...where to meet at the start line, team tent Village, finish line, etc.

Be the Leader

- Utilize National MS Society Staff for updates on MS progress and share with team / donors.
- Delegate – appoint a co-captain, ride / training leader, team tent volunteers, jersey designer.
- Organize training rides to build team spirit and foster unity.
 - Set up weekly training rides or join local bike shop training rides.
 - Encourage new riders to attend new rider orientations
 - Help new riders set up fundraising page, and provide fundraising tips / tricks

Fundraising

- Encourage team members to raise their goal once it is reached.
- Rally the team during Team Fundraising week challenges: Fundraising Week #1: July 31 – August 6, 2023/ Fundraising Week #2: August 28 – September 3, 2023
- Self – Donate and set the bar: Participants who self-donate typically raise 2 TIMES the amount of fundraising of other participants.
 - Strive to be a
- Share fundraising ideas from team members- bake sales, poker parties, auctions, raffles, decorate your bike, dye hair if \$xxx is raised, etc...