



# Bike MS Round-Up Ride Welcome Team Captains

## Agenda

- MS Society Updates / Bike MS Updates
- Fundraising / Registration updates
- Networking / Collaboration
- Milestones
- Q&A

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# Bike Leadership



**Bike Director**  
Cathy Beatty

## Fundraising Leadership Committee

- Bob Wagner – Health’s Angels
- Paul Hurd – Team Ugly
- Jeana Clary – Meat Fight
- Stephanie Chininis – Meat Fight
- Sarah Wheeler- Bikes & Flights
- Rick Lindsey – ImpactMS Now
- Spencer Knapp – Meat Fight
- Laura Marquard – Community Beer Co Cycling Team
- Westley Giadolor - KPMG

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# Welcome to the Bike MS Round-Up Ride

**Who are we?**

National MS Society is a movement

**Why are we here?**

To collaborate, work together and find a cure.

**What connects you to Bike MS?**

Physical challenge....personal connection to MS...corporate  
partnership....avid cyclist...

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# MS Society

## Fy22-24 Strategic Plan

### OUR VISION

A world free of MS

### OUR MISSION

We will cure MS while empowering people affected by MS to live their best lives



National  
Multiple Sclerosis  
Society



Together We Are Stronger.

# WE'VE ACHIEVED MORE ADVANCES THAN THE WORLD HAS SEEN

for any other neurological condition.



Dozens of  
**EFFECTIVE  
TREATMENTS**  
available



Set the standards for  
**QUICK AND  
ACCURATE**  
diagnosis



Advanced careers of  
**1,000+**  
**MS RESEARCHERS AND  
HEALTHCARE PROVIDERS**



# Fueling Progress....in spandex!

Because of you...

- Bike MS is the largest fundraising cycling series in the country.
- LARGEST revenue source for the National MS Society.
- 2023 Bike MS participants raised **\$50M**
  - To date, Bike MS cyclists, volunteers, and donors have raised more than \$1.5 billion to fund critical research breakthroughs and services for people living with MS
- 24 Disease modifying drugs on the market

**100%**   
OF PEOPLE AFFECTED BY MS  
nationwide have access to a  
MS Navigator — a dedicated partner  
for overcoming challenges

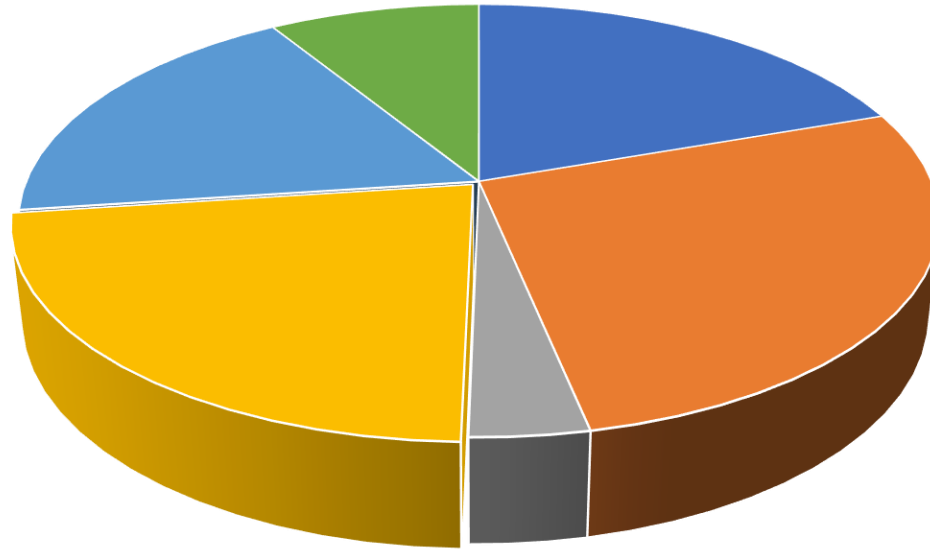
Paved the way for **ALL**  
**MS TREATMENT OPTIONS** that exist today

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

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How the Dollar is Spent



- Research - 20%
- Client & Community- 27%
- Professional Education & Training - 4%
- Public Education -23%
- Fundraising - 18%
- Management & General - 9%

**73%** Research/  
Programs/  
Education

**27%** Fundraising /  
Administration

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# Round-Up Ride Event Stats

## Registration Goal: 1200 cyclists

- Current Registration: 599
- 50% to goal

## Fundraising Goal: \$1,500,000

- \$264,400
- 18% to goal

## Top 5 Teams

1. Cheesy Riders
2. Health's Angels
3. Meat Fight
4. Lennox
5. ImpactMS Now

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# Event Update

**Date: May 4-5, 2024**  
**7am Start Time**

**Start Line:** RL Anderson Stadium, Mansfield Texas

**Day 1 Finish / Day 2 Start Line:** Paluxy Heritage Park, Glen Rose

**Day 2 Finish Line:** Panther Island Pavilion, FTW

## Route Options:

- Day 1- 60(ish), 80, 35- mile leap ahead
- Day 2- 65(ish), 35 -mile leap ahead

*\*routes coming soon*

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# New Logistics / Transportation

## **Friday May 3<sup>rd</sup>: Panther Island Pavilion to Mansfield** **Host Hotel (Best Western Plus)**

- 6pm load / 6:30pm departure
- Park car at Day 2 finish line and be shuttled to Start line host hotel Best Western Plus.
- bikes transported to start line bike compound
- Includes Saturday morning shuttle to start line (time TBD)
- \$20 MUST PREPURCHASE

## **Saturday May 4<sup>th</sup>: Start Line Express (Plano Area)**

- 5am load / 5:15 departure SHARP!
- Park car at Plano satellite parking lot and be shuttled to RL Anderson Stadium, Mansfield start line.
- Includes luggage and bike transport
- \$25 MUST PREPURCHASE

*Click on the Lodging / Transportation tab to purchase your tickets*

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# Finish Line to Start Line Transportation

## Saturday May 4<sup>th</sup>

- Glen Rose to RL Anderson Stadium, Mansfield
- Glen Rose to Plano Express Parking lot

## Sunday May 5<sup>th</sup>

- Panther Island Pavilion to RL Anderson Stadium, Mansfield
- Panther Island Pavilion to Plano Express Parking lot

- Time: TBD – check event schedule for more info
- Shuttles will leave at a pre-determined time
- Shuttles will transport cyclists **and bikes** to their cars at both location
  - Bikes will be transported on a separate truck
- \$30 MUST PREPURCHASE

*Click on the Lodging / Transportation tab to purchase your tickets*

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# Team Captains...leaders in our movement



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# Networking / Collaboration time

*Divide into groups – use your team goals as a guide during conversations*

## How do you motivate your team?

- Fundraising team incentives
- Sharing MS Society updates to progress
- Sharing your 'WHY', & connections to MS
- Social media team pages
- Recognizing team member milestones
  - Reaching fundraising prize levels
  - Surpassing fundraising goal

## Share fundraising team tips

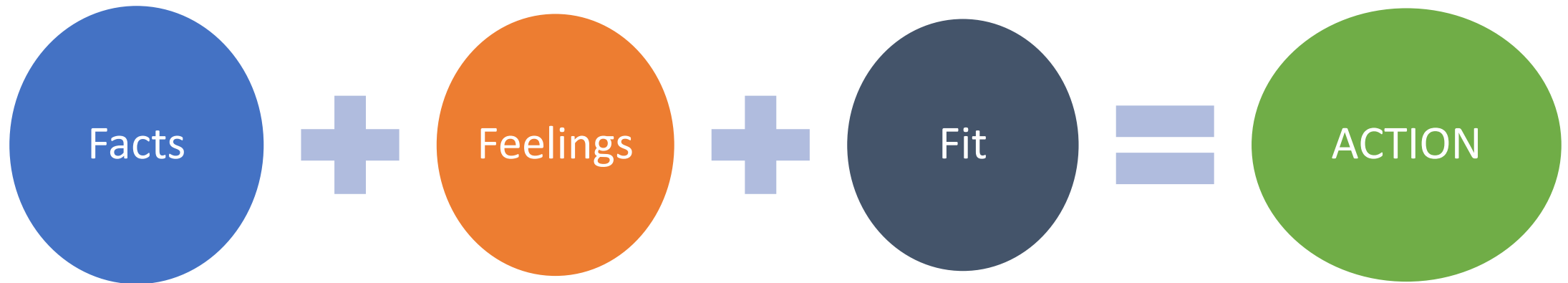
- Do you host a team kick off / fundraiser
- Give back nights
- Auctions / raffles
- How do you thank donors
- How do you use Social Media

**Where do you see Fundraising opportunities and / or Challenges?**



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# 3 F's for Powerful Storytelling



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# 3 F's for Powerful Storytelling



- ✓ Share **facts** about the power of MS Society impact & progress
- ✓ Warm your facts with **feelings** by using stories
- ✓ Adapt your story to consider audience **fit**

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# Bike MS Give Back weekend



Kickstart your Round-Up Ride fundraising goals by joining our Kendra Gives Back weekend

Let's make a difference together!

- Scan the code
- Fill out the brief survey with your team's information
- Select virtual and / or select a preferred store location, date and time
- Give back code is good for online sales and in store
- Share the giveback information with your friends, family, teammates and supporters
- 20% of all sales with code will be donated to your team fundraising.



FEBRUARY 2<sup>nd</sup> - FEBRUARY 4<sup>th</sup>

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# Fundraising Clubs & Incentives

\$500



\$1,000



\$2,500

Top Fundraiser Jersey



\$2,500



\$5,000

\$10,000



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# Download DonorDrive App



- Scan QR code with mobile device
- Use code: 2261-101-1699

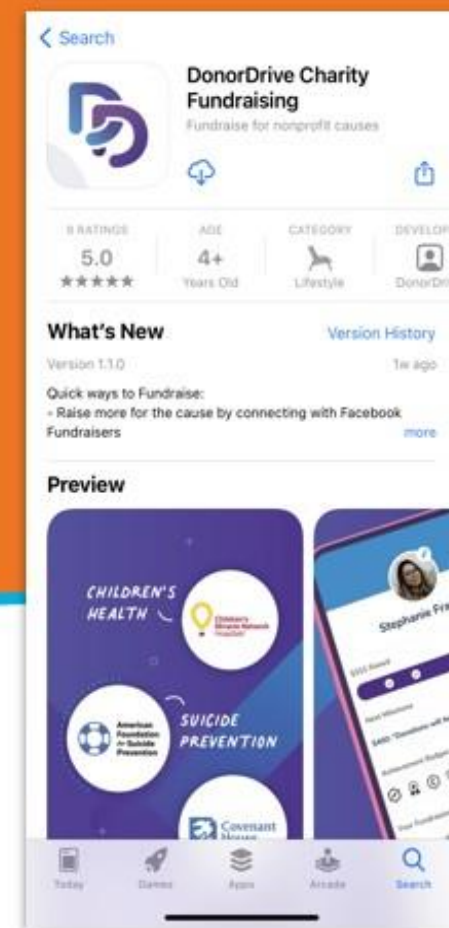
Apple



Android



- What's New:
  - Mobile check capture
  - Email and thank donors from app
  - Qr code on app for donations
  - App syncs up with fundraising page on website



**bike**  
**MS** *Don't just ride, Bike MS*

# 2024 Team Spotlights and Milestones

DOUBLING team size from 8 to 16

- The Antoline Team

Current Registration = 2023 team total

- Community Beer Co Cycling Team (29)
- Roadies 4 Cure (19)
- BMcD DFW (8)
- Cyclostyles (8)

Rookie team Shout out

- GM Financial – Team Fully Charged  
16 registered on team!

100% retention of team

- Wind Force

# 2024 Team Spotlights and Milestones

Year over Year Team Recruitment Growth to date

- Team Ugly
- ImpactMS Now
- Wind Force
- Team Martha
- Lennox
- Team Awesome
- It's A Trap
- BFMC
- PwC
- Walgreens
- Wheeler Dealers
- Flower Mound Gang
- Adam's Avengers

# 2024 Team Milestones

## 5 Year Teams:

- The Antoline Team
- Adam's Avengers
- Veteran Strong
- The Cyclostyles

## 10 Year Teams:

- PwC Dallas Cycling Team
- Fighting MS with Fire

## 15 Year Teams:

- Meat Fight
- Team Martha

## 20 Year Teams:

- Team Ericsson

# Team Fundraising Milestones

## MILLION DOLLAR TEAMS

### \$3M team

Team Bike Mart

### \$2M team

Feisty Devils - \$2.5M

### \$1M teams:

Cheesy Riders - \$1.72M

Meat Fight - \$1.85M

TXU Energy - \$1.4M

Plano Cycling & Fitness - \$1.2M

Health's Angels - \$1.03M

# Team Fundraising Milestones

## Teams to watch...

### \$500K Radar

- Anne's Army - \$434k
- Team Ugly - \$410k
- Brew Crew - \$408k

### \$400K Radar:

- Community Beer Co Cycling Team - \$374k
- Sam's Club - \$369k

### \$350K Radar:

- Wheeler Dealers - \$311k
- Atmos Energy - \$308k
- ImpactMS Now - \$321k

### 300K Radar:

- KPMG -\$272k
- Team Martha -\$264k
- Mindset Bike Team: \$247k

# Teams to Watch...

## \$250K Radar

- MindSet Bike Team - \$247k
- Wind Force - \$210k

## \$200K Radar:

- Team Awesome - \$185k

## \$150K Radar:

- AT&T- \$130k
- Brandt Bikers - \$108k

## \$100K Radar:

- PwC - \$79k

## \$75K Radar:

- Bikes & Flights - \$67k
- Pavement Peddlers - \$64k

## \$50K Radar:

- Team Read - \$49k
- Roadies 4 Cure - \$47k
- Fighting MS with Fire - \$44k

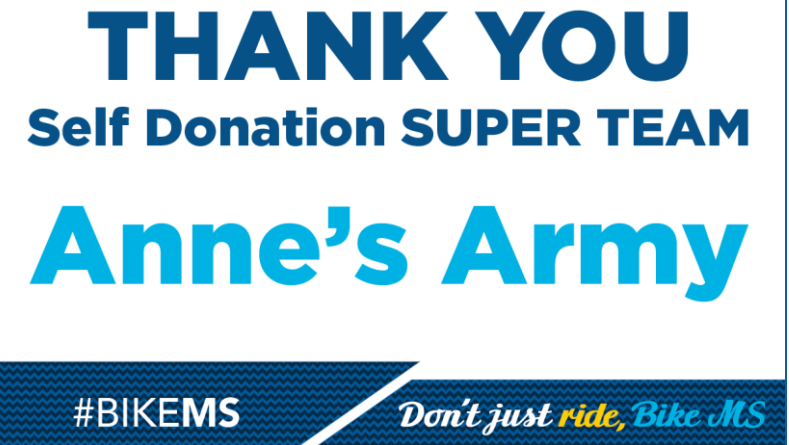




# Be a Self-Donation Super Team

- *Self-Donations set the bar for your donors...be generous!*
- *Encourage team members to kick start their fundraising with a self-donation*
- *Each team with over 75% self-donation for the entire team earns a 'SHOUT OUT' sign on route event weekend!*

*April 19<sup>th</sup> - Deadline for sign recognition*



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## Teams Committed to 10% more

Razskaboochy Riders

Community Beer Co Cycling Team

Cheesy Riders

Meat Fight

ImpactMS Now

Team Read

Anne's Army

Bikes & Flights



COMMIT 10% MORE IN 2024

- *Team recognition at awards party*
- *Individuals committing to '10% more in 2024' will earn a commemorative patch*

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# Team Training Rides

## Download the Groupme App

- Team Captain led training rides
- Multi team training ride opportunities
- Collaboration among team captains

## Community Beer Co. / Bike MS rides

- Listed on 'training / prep tab'
  - Additional training opportunities
- Multiple dates
- RSVP required
- Train with fellow Bike MS cyclists and toast with a cold brew post ride.

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## Click and Collaborate



Bike MS Round-Up Captains  
Groupme App  
for training rides



Bike MS Team Captain  
Facebook page



Round-Up Ride  
Facebook Group



Round-Up Ride Team  
Captain Facebook page

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# Awards...Set your Goals NOW!

## Top Awards

- Top Fundraising Teams
- Top Individual Fundraisers
- Top YOUTH Fundraiser
- Top fundraising Rookie Team
- Most improved Recruitment & Fundraising
- Mission based awards
- Be a Self-Donation Super Team  
(Minimum 75% of team self donates)

- Milestone Teams – 5,10,15,20 years plus
- Cumulative fundraising: \$100k, \$250k, \$500k, \$750k, \$1M

## Event Weekend Experience

- Jersey Strut Contest
- Team Tent decorating contest



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## What's Next...

- Review your team goals – use goal setting sheet in folder
  - Who is in for **10% more in 2024?!**
- Recruit
- Use the 3 F's, Facts – Feelings – Fit
- Personalize team page & Personal page
- Engage team
  - Training rides / Socials
  - Rookie Meet Ups



**COMMIT 10% MORE IN 2024**

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# QUESTIONS?

Cathy Beatty  
[Cathy.Beatty@nmss.org](mailto:Cathy.Beatty@nmss.org)

Fundraising Support  
[fundraisingsupport@nmss.org](mailto:fundraisingsupport@nmss.org)

Let's CRUSH \$1.5M !!!

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