

bike  
MS

# Team Captain Reference Guide

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MS

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MS STOPS PEOPLE FROM MOVING. WE EXIST TO MAKE SURE IT DOESN'T.

## JOIN THE MOVEMENT

bike  
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An  
unforgettable  
ride.



An  
unforgettable  
ride.

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# WELCOME TEAM CAPTAIN

Thank you for serving as a Team Captain. It is a very challenging yet rewarding experience! Whether you are captain to 4 or 400, you are making a difference for the National MS Society, the riders on your team, and people living with MS. The reason we ride is to create a world free of MS, so thank you for all that you do.

Becoming a Team Captain comes with some extra responsibility. As a Team Captain, you will be counted on to promote the core message of the National MS Society as well as ensuring the safety and preparedness of you, your riders and your volunteers.

To do this we are asking you to take some time in helping us help you prepare to become a successful Team Captain. Each Team Captain will be required to complete an intake process to ensure that you will receive the best possible support from the Society throughout the ride season.

## **Your Team Captain Building Blocks include:**

- Team Captain Reference / Fundraising Idea Guide
- Team Captain Expectations
- Safe Team
- Team Captain Calendar
- Team Captain Website
- Contact Information
- Vendors
- Staff
- Team Captain Committee
- Fundraising



## TEAM CAPTAIN EXPECTATIONS

**As a Team Captain, you will be expected to agree to the following:**

I will lead by example.

I will promote a culture of safe behavior for my team members during the event and while preparing for it and will encourage use of the *Safety Zone*, *Safe Cycling Challenge online quiz*, *Group Riding Skills classes* and *Bicycle Safety Inspection* program and will appoint a safety coordinator to help achieve these goals.

I will educate my team members that we are to be positive representatives of our Team and National Multiple Sclerosis Society. All riders should abide by state laws and ride rules and policies.

I will have at least one team representative at all BP MS 150 Team Captain Meetings.

I will inspire my team to join the movement of the National Multiple Sclerosis Society and support their mission to mobilize people and resources to drive research for a cure and to address the challenges of everyone affected by MS.

“Educate, Participate and Create a Culture of Safety”





# 2012 BP MS150 REGISTRATION

## Club 300 and Superstars

Priority registration for Club 300 and Superstar Top Fundraisers (\$1,000) opens October 5, 2011

## Teams/Team Captains

Returning Team Captains can register beginning October 5, 2011 . This includes all returning teams from the 2011 BP MS 150

## New Team Captains

New Team Captain registration opens October 5, 2011. To be eligible for registration during this time New Team Captains must complete the Team Interest form by September 30, 2011. For more information on how to form a new team for the 2012 BP MS 150, contact [SC\\_teamsemails@nmss.org](mailto:SC_teamsemails@nmss.org)

## General Registration

General registration for the 2012 BP MS 150 opens on Wednesday, October 12, 2011. Registration will remain open until 13,000 registrations are reached

## Timeline

- October 5, 2011 — Priority registration opens for Club 300 members and Superstar Top Fundraisers (\$1,000+)
- October 5, 2011 — All returning Team Captains and eligible new Team Captains register
- October 12, 2011— General registration begins and remains open until all 13,000 registrations are reached

*See the 2012 BP MS 150 website [www.ms150.org](http://www.ms150.org) for more details.*



# 2012 RIDE REQUIREMENTS

*Failure to comply with these requirements will prohibit participation now or in the future of any events.*

- Registration and Transportation fees are non-refundable, non-transferable and do not apply toward the minimum pledge
- All riders must raise the \$400 minimum pledge by May 22, 2012
- Failure to pay the minimum pledge will prohibit participation in any future Bike MS event.
- Each rider must have a signed Waiver Form on file with the National Multiple Sclerosis Society to receive a Rider Packet.
- Each rider under the age of 18 must have their Waiver Form notarized to receive a Rider Packet.
- A parent or legal guardian age 21 or older must accompany riders 17 and younger at all times.
- The maximum ratio of guardian-to-child riders is 1:3.
- The minimum age to participate is 12 years of age by the first day of the event.
- Riders under the age of 18 must review with their guardian the safety brochure and online safety information.
- All riders must obey all state and local traffic laws.
- All riders must obey all Law Enforcement Personnel, Ride Officials and Volunteers.
- Every rider must wear a bicycle helmet that complies with the U.S. Consumer Products Safety Commission Safety Standard.
- Headphones, cell phones, ear buds, radios and similar audio devices used in, on or around the rider's head or ears are not permitted while riding. Tandem talk devices are allowed.
- Equipment and accessories attached to a bicycle for transporting children and pets are not allowed. This includes, but is not limited to, bicycle trailers, Tag-along or Trail-a-bike products, and child carrier seats.
- Riders are not allowed to transport animals while riding.
- Skates (inline skates, rollerblades, skateboards, etc.) are prohibited.
- Participants are accountable for their actions and as such, Ride officials may follow up on any reported safety infractions observed during the event

# TEAM CAPTAIN TIMELINE

## September 2011

- Complete the 2012 Team Captain Intake Process
- Attend the Team Captain Rally on October 4, 2011 at Saint Arnold's Brewery, officially kicking off the 2012 Ride
- New Team Captains must complete the Team Interest form by September 30, 2011 to qualify for early registration

## October 2011

- Contact your jersey vendor to get on the jersey production schedule. Create a jersey design. Artwork and sizes are due at a later date
- Build your Team Committee
- Contact your team's Club 300 and Top Fundraisers regarding priority registration beginning on October 5, 2011
- Returning Team Captains with top fundraisers register October 5, 2011
- Set goals for the number of riders and total fundraising proceeds
- Invite a National MS Society ambassador or staff member to visit and discuss the MS organization and the benefits of having a team to your company or existing team members
- Appoint a safety coordinator to handle safety training and share safety information with team members
- Approach potential sponsors for your team (vendors, food, family businesses, etc)
- Enlist those who are not riding to volunteer for team support
- **GENERAL REGISTRATION OPENS OCTOBER 12, 2011**

## November/December 2011

- If your team has 50 or more riders, please make sure you register Ride Marshals. Your 2011 Ride Marshal Chairs are Barron Lozano and Brian Hatt. Please go to the ride website for more information—[www.ms150.org](http://www.ms150.org)
- Contact an Official Bike Store for the benefits of their team program
- Send out information on Recommended Rides and winter training rides
- Start arranging hands on safety training (Group Riding Skills) for your team. The NMSS can help you get in touch with an instructor or get your information on NMSS sponsored training classes
- Ensure your artwork and production time have been secured for your jerseys

## January 2012

- Attend the Team Captain Meeting on January 10th, 2012 (Houston @ The Houstonian/Austin locations to be announced)
- January 13, 2012: Tent space and access forms for La Grange and Austin are due. The La Grange Tent Space Form must be faxed to Ashley Melvin with Aztec Events & Tents at 713-699-9713 or emailed to [amelvin@aztecusa.com](mailto:amelvin@aztecusa.com). The Austin Tent form can be found on the BP MS 150 homepage. Click on the Austin Tent Form link – fill out the form - email or fax the order directly to Marquee Tents at (512)687-0414
- Encourage your riders to participate in the BP MS 150 Recommended Rides and other team trainings
- Plan your food budget
- If you're getting a caterer or massage therapist for ride weekend, make reservations now
- Send out safety, training and maintenance tips to your team
- Check with BP MS 150 Official Bike Stores for additional rides and register your team with an Official Bike Store
- Bike Demo Days will be held at the Official BP MS 150 Bike Tour Bike Stores

# TEAM CAPTAIN TIMELINE—CONTINUED

## February 2012

- BP MS150 Recommended Rides continue throughout the month
- Keep raising funds
- If you did not do it in January, schedule a Group Riding Skills for your team
- Very Important: Email Nicole Townley at [nicole.townley@nmss.org](mailto:nicole.townley@nmss.org) if you plan to have a team truck deliver luggage in Austin
- Incorporate safety messages into your team communications

## March 2012

- Attend the Team Captain Logistics Meetings, Houston/Austin locations, time and places to be announced. Vehicle parking passes will be distributed and tent locations announced
- Packet Pick-Ups begin. Riders MUST attend a Packet Pick-Up. Rider numbers, T-shirts, goodie bags and bandanas are distributed
- BP MS150 Recommended Rides continue
- Letters must be received by TxDOT for teams larger than 50 riders that are starting off site from the Official BP MS 150 starting points
- Very Important: Email Nicole Townley at [SC\\_teamsemails@nmss.org](mailto:SC_teamsemails@nmss.org) if you plan to have a team truck deliver luggage in Austin
- Continue fundraising
- Continue safety messages into your team communications

## April 2012

- Make a cell phone contact list of all your volunteer coordinators and other important phone numbers for the tour weekend for your team (riders and volunteers included). Complete Ride Weekend Contact Support Survey.
- Arrange last-minute details with team. Follow up with team meeting area instructions
- Remind your team about start time and directions to your team meeting area. Reinforce safe riding. Remind your riders this is a ride, not a race, and common courtesy goes a long way.
- Packet Pick-Ups continue. **Rider packets are not available at the Start Line**
- BP MS150 Recommended Rides continue
- Continue raising funds
- Review Safety Information and Evacuation Plan for La Grange and Austin
- Continue safety messages into your team communications

## Ride Weekend

- Friday (Austin Riders): Loading for passenger buses is at 18<sup>th</sup> and Congress starting at 10 am until 6 pm. Before loading the passenger bus, drop off your bike for bike loading at the corner of 18<sup>th</sup> and Brazos. Bicycles will be taken to Tully Stadium where they will be safely secured overnight. Transportation is \$35 for each rider and bike, payable by pre-registration. Buses leave once filled. The last bus will leave Austin at 6 p.m. All passengers will be dropped off at the Omni Houston Westside. Bicycles will be taken to Tully Stadium, where they will be safely secured overnight. Packet Pick-Up will be available at the Omni Houston Westside in Houston.
- Friday (Houston Riders): visit Official BP MS 150 Bike Stores and Sponsors at the 2012 BP MS 150 Expo from 2 to 8 p.m. at the Omni Houston Westside. Get last-minute items, such as bike seats, jerseys, sunglasses, shorts, tubes, gear bags and helmets. Out-of-town riders can pick up packets and get bikes inspected. **Rider packets are not available at the Start Line**
- Saturday morning: plan to arrive at Tully Stadium or Waller Stadium in Houston or Rhodes Stadium in Katy between 5 and 6 a.m. Drop off your luggage, fill your water bottle, enjoy bagels and get ready to ride to help over 56,000 Texans impacted by MS



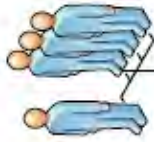
## TEAM CAPTAIN TIMELINE—CONTINUED

- *Saturday Night (in La Grange):* There will be limited vehicle passes available. All team volunteers are to use the offsite Event Parking such as the high school. Only team support vehicles will receive parking passes. Team Captains must fill out a survey to receive their team's parking passes. Team Captains will need to appoint a Logistics Coordinator for La Grange and send their contact information to the MS Society.
- Sunday: begin Day 2 in La Grange and finish in Austin. Invite friends and family to the Finish Line and enjoy a BP MS 150 street festival

### After the Tour

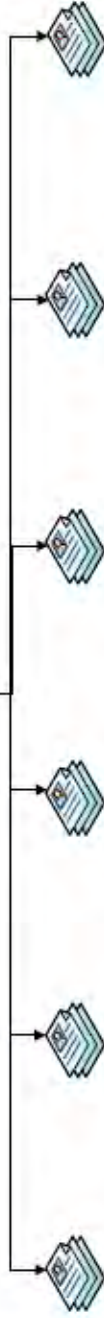
- Keep lines of communication open with teammates
- Send thank you notes to all team participants. Call team members when possible to thank them individually for their involvement
- Create survey to get feedback and input for next year
- Remind your cyclists once a week about the pledge deadline
- Use the Team Captain Participation Center to manage and follow-up with your riders regarding to fundraising and meeting individual and team goals
- Plan a team wrap-up meeting or party. Captains can distribute team awards to chosen cyclists and volunteers
- Submit a story to a local newsletter, paper or Web site recapping the BP MS 150, acknowledging top team members, showing team pictures and thanking supporters
- If you enjoy the Houston-to-Austin BP MS 150 Bike Tour, plan to join the other chapter Bike MS and Walk MS events throughout the year
- Finalize all fundraising or Priority Registration and Club 300 by July 31, 2012
- Submit your team entry for the Safety Awards
- Submit your team's jersey for the Jersey Awards





# Team Captain/Co-Captain

- 1) CEO of team (set goals, manage budget)
- 2) Liaison with National MS Society
- 3) Fundraising Guru
- 4) Customer service leader



## Volunteer Coordinator

- 1) Recruit volunteers
- 2) Create a volunteer outline with times, duties
- 3) Manage volunteers in La Grange & Austin
- 4) Optional: Have volunteer meeting to go over weekend logistics

## Logistics Coordinator

- 1) Book tent, tables & chairs in La Grange & Austin
- 2) Formulate food budget
- 3) Book caterer and/or massage therapists
- 4) Book portable toilets
- 5) Book ice
- 6) Optional: Manage or facilitate start issues with TXDOT
- 7) Optional: Book trucks (luggage), buses, entertainment or any other amenities you wish to offer
- 8) Optional: Supply coordinator to purchase and create load list to execute delivery

## Communications Coordinator

- 1) Make sure team members register for the BP MS 150
- 2) Manage/reconcile roster
- 3) Send consistent emails promoting training rides, safety, fundraising, bike store partners...
- 4) Continually update team with ride logistics
- 5) Thank team members for riding

## Marketing Coordinator

- 1) Team recruitment
- 2) Approach sponsors
- 3) Jersey/T-shirt design
- 4) Promote team – posters, flyers, Facebook, Twitter, etc
- 5) Order jerseys, T-shirts, etc
- 6) Create team goodie bag
- 7) Manage sponsor commitments
- 8) Coordinate team wrap-up event
- 9) Optional: Manage team website with Communications Coordinator
- 10) Optional: Route signage, tent decorations, etc

## Fundraising Coordinator

- 1) Manage team donations via online tools
- 2) Reward/recognize top team members
- 3) Motivate the team to fundraise
- 4) Solicit matching gifts
- 5) Provide fundraising resources, tools and ideas to team members

## Safety Coordinator

- 1) Set the standards and expectations for safety within the team
- 2) Communicate with team members about all of the available safety information
- 3) Arrange/coordinate hands-on safety clinics for team members (all new members, then every three years thereafter)
- 4) Conduct safety briefing before every team sponsored ride and before each day on the BP MS 150
- 5) Recruit Ride Marshals for the BP MS 150 (One Ride Marshal per 50 riders – requirement for safety awards)

## Sample Budget

### Number of Riders on Team

Amenities	300	600	75	100	150	200
Tent-La Grange	\$ 700.00	\$ 1,175.00	\$ 1440.00	\$ 2,060.00	\$ 2,665.00	\$ 3,890.00
Tent-Austin (one 20x20 = \$350.00)	\$ 350.00	\$ 700.00	\$ 700.00	\$ 1,050.00	\$ 1,050.00	\$ 1,400.00
Tables & Chairs	\$ 40.00	\$ 60.00	\$ 60.00	\$ 100.00	\$ 120.00	\$ 140.00
Portables (\$75 each)	\$ 75.00	\$ 75.00	\$ 150.00	\$ 150.00	\$ 225.00	\$ 225.00
Jerseys (\$45.00/jersey)	\$ 1,125.00	\$ 2,250.00	\$ 3,375.00	\$ 4,500.00	\$ 6,750.00	\$ 9,000.00
Rental Van	\$ 20.00	\$ 20.00	\$ 30.00	\$ 30.00	\$ 40.00	\$ 40.00
Massage Therapists (30 mins/rider)	\$ 750.00	\$ 1500.00	\$ 2,250.00	\$ 3,000.00	\$ 4,500.00	\$ 5,000.00
Catered Dinner-La Grange (\$15.00/rider) Team Provided	\$ 375.00	\$ 750.00	\$ 1,125.00	\$ 1,500.00	\$ 2,250.00	\$ 3,000.00
Lunch-Day 1 (\$6.50/rider)	\$ 165.00	\$ 325.00	\$ 490.00	\$ 625.00	\$ 975.00	\$ 1,300.00
Catered Dinner-Austin (\$6.00/rider)	\$ 150.00	\$ 300.00	\$ 450.00	\$ 600.00	\$ 900.00	\$ 1,200.00
T-shirts (\$10.00/shirt)	\$ 250.00	\$ 500.00	\$ 750.00	\$ 1,000.00	\$ 1,500.00	\$ 2,000.00
Miscellaneous (these optional costs can include team dinner, snacks, beverages, marketing, signs, goode bags, Expo costs, training rides, cycling shorts)	\$ 300.00	\$ 1,800.00	\$ 1,950.00	\$ 3,600.00	\$ 5,400.00	\$ 7,200.00
<b>Total Cost</b>	<b>\$ 4,900.00</b>	<b>\$ 9,455.00</b>	<b>\$ 19,540.00</b>	<b>\$ 18,205.00</b>	<b>\$ 26,375.00</b>	<b>\$ 34,395.00</b>

\*\*\*Note - This is an estimated budget based on the high end of the cost

\*\*\*Cost of tents will increase by 3% from 2011 prices

# RIDE MARSHAL INFORMATION

The National MS Society is currently looking for safety-focused, experienced and enthusiastic registered riders to join the BP MS 150 Ride Marshal Program. Ride Marshals are the National MS Society's Safety and Good Will Ambassadors who help keep the BP MS 150 and its Recommended Rides safe while riding the routes. BP MS 150 Ride Marshals must meet all of the following minimum requirements:

- Be at least 18 years of age
- Be passionate and knowledgeable about safe cycling and be willing to work with fellow cyclists to promote safe cycling
- Have completed at least two (2) BP MS 150 rides from Houston to Austin
- Provide proof of current CPR/First Aid Training. The National MS Society provides training if you do not already have certification, but it must be completed BEFORE you can perform any Ride Marshal functions such as supporting any BP MS 150 Recommended Rides
- Be able to support at least two (2) BP MS 150 Recommended Rides during the training season (Jan – April)
- Completed a hands-on (3 hr minimum) cycling safety class provided through various resources (including the National MS Society)
- All official Ride Marshals must complete the Ride Marshal survey by January 31, 2012



# TEAM SAFETY AWARD

These are the guidelines for the Team Safety Award. The Team Captain must apply for the award via an electronic survey distributed in April. The Team Captain will need to provide basic information about safety training events, dates, and qualifications of League Cycling Instructors and Ride Marshals when applying for the award.

To be eligible for the Team Safety Award, the Team Captain must be committed to the intent of the National MS Society's Safety Pledge. The safety pledge is designed to clarify expectations of a safety conscious team. We ask that you honor the pledge to provide all participants, independent of whether they are on your team or others, with the safest of ride conditions and the best experience possible so as to ensure their future participation.

## **Bronze Award:**

- Team Captain agrees to Team Safety Pledge
- At least 50% of the team riders must have completed the online Safe Cycling Challenge, and 50% have completed a "Hands-On" Bicycle Skills/Bicycle Safety training class within the past three years
- Comply with Ride Marshal Requirements of 1 Ride Marshal for every 50 team riders. Teams with fewer than 50 members must have 1 Ride Marshal
- Teams of 200 riders or less must not have more than two (2) reported safety infractions during the ride; larger teams must not have more than one reported safety infraction per 100 riders for teams (rounding up)

## **Silver Award:**

- Bronze Requirements, plus
- At least 65% of the team riders must have completed the online Safety Cycling Challenge, and 65% have completed a "Hands-On" Bicycle Skills/Bicycle Safety training class within the past three years

## **Gold Award:**

- Silver Requirements, plus
- At least 80% of the team riders must have completed the online Safety Cycling Challenge, and 80% have completed a "Hands-On" Bicycle Skills/Bicycle Safety training class within the past three years
- 1 League Certified Instructor minimum

## **Platinum Award:**

- Awarded as appropriate by the Safety Committee for Excellence in Bicycle Safety and Outstanding Contributions to the Bicycling Community. \*awarded as necessary

*\*Please note that any team who receives a violation that is deemed aggressive or egregious in nature could preclude the receipt of any safety award/*

# BEING A FUNDRAISING COORDINATOR

The Team Fundraising Coordinator (TFC) serves an important role in assisting the Team Captain in carrying out the planning and execution of fundraising activities for participation in the BP MS 150. The TFC provides the team a point person who coordinates these efforts of the team. As a liaison to the National MS Society, the TFC has the potential to make a significant impact through assisting with various aspects of fundraising. The role can be molded in a manner to best serve the Team Captain and the team.

## **TFC activities might include:**

- Setting up team webpage on the BP MS 150 website, and assisting riders in setting up their individual pages (Participant Center)
- Setting team goals
- Encouraging team members to set goals above the \$400 minimum
- Educating riders about the mission of the BP MS 150 and about fundraising techniques
- Providing information to the team about MS
- Participation in the Pedal Partners/Champions Program
- Reporting fundraising progress to the team through company newsletters, website, email, etc.
- Creating special activities for the team such as bake sales, jeans day, etc.
- Creating incentives that motivate team members to reach their goals
- Processing matching gifts (if applicable)
- Encouraging all members of the team to meet the minimum \$400 requirement
- Recognition of individual and team accomplishments

## **Helpful Competencies**

A desire to assist one's team in supporting the mission of the National MS Society, as well as:

- Knowledge about the National MS Society and the purpose of the BP MS 150
- Fundraising experience or willingness to learn these skills
- Good communication skills
- Good team player, positive, outgoing and persuasive
- Organizational and innovative

## **Training and Support**

Members of the Club 300 and Superstar committees will provide basic training and support as needed throughout the event season. National MS Society staff are available to assist anytime as well.

## **The Rewards**

The Team Fundraising Coordinator can make a significant impact on the fundraising efficiency and results of a team. By serving in this role, the TFC will have an opportunity for personal growth and development in leadership skills, collaboration, teamwork, communications and fundraising. As a part of the team's leadership, the Team Fundraising Coordinator can be a major contributor to a winning team. You will meet new people, expand your social and business networks, help others for a worthwhile cause and have a lot of fun in the process!



# CLUB 300

Club 300 is comprised of the top 300 fundraisers in the Houston to Austin BP MS 150 bicycle ride. This group is dedicated to inspiring themselves and others to raise more funds to find a cure for multiple sclerosis, repair the damage caused by MS and to provide funds for services to those living with MS.

## Benefits include:

- Guaranteed registration spot for yourself in next year's BP MS 150
- Yellow Rider Number Bib with a number that corresponds with you Club 300 number
- Private Club 300 packet pickup
- Club 300 priority start for Day 2 in La Grange
- Club 300 bike ride around Fayetteville in February
- Club 300 hospitality tent in La Grange and Austin
- Club 300 La Grange showers
- Invitation to various special events throughout the year
- Commemorative Club 300 merchandise
- Dedicated MS Society staff to help you through the BP MS 150 season



**Tour of Champions (TOC):** The Tour of Champions is a fully paid 4-day excursion for those who raise over \$12,000. Past venues have included Newport, RI; San Diego, CA; Nashville, TN; Santa Fe, NM; Sonoma, CA; Boulder, CO and Scottsdale, AZ. Set your sights on this funding level and enjoy the camaraderie of the TOC. Once you attend, you will not want to miss one!

## Some activities Club 300 participates in:

- **Club 300 Reception & Ride—Fayetteville:** A reception and ride in February for Top Fundraisers of the BP MS 150 bicycle ride. This recognizes the fundraisers for their accomplishments in raising funds.
- **Ambassadors:** Members of Club 300 who can represent Club 300 and the National MS Society at various fundraising, public relations, team meetings and community events with the intent of increasing donations and fundraising.
- **Neighbor to Neighbor Day of Service project:** People living with MS often have difficulty maintaining their houses because of physical or heat-related limitations. This project assists people living with MS in some areas of home improvement, i.e. cleaning garages, window washing, mowing, trimming trees, cleaning gutters and minor home repair. The work would be accomplished as a 1-day event.
- **Holiday Cheer project:** Creates and conducts a project that would benefit one or more persons with multiple sclerosis during the holiday season (defined as the fourth calendar quarter of the year). The project is open in concept and relies on the inventiveness, inspiration and enthusiasm of the committee members.
- **Other projects:** Booth at the Annual Meeting, Spring Social, Club 300 packet pickup, Awards party, Tour of Champions Kick-off, Tour of Champions, Advisory, Tour of Champions Orientation and Social and Statistical Analysis of Fundraising.

# SUPERSTAR FUNDRAISERS

Superstar fundraisers are comprised of \$1,000 and up fundraisers for the BP MS 150 up to the Club 300 level. At the \$1,000 fundraising level, we have some special things to offer you and even more once you reach the \$3,500 and greater level.

For the 2011 BP MS 150 there were 3,720 Superstar fundraisers. Of these fundraisers, 588 raised \$3,500+ for a total of \$4,948,382. As a whole, the Superstar fundraisers raised \$9,81-,715 toward creating a world free of MS.

## **Motivate Your Team to Become Superstars!**

- Raise funds to provide programs and services for people with multiple sclerosis and fund research to move us closer to a world free of MS
- Obtain Superstar benefits
- Educate prospective donors about multiple sclerosis
- Use BP MS 150 fundraising tools and resources

## **Benefits of being a Superstar Fundraiser include:**

- Priority registration for the BP MS 150
- Superstar Fundraiser packet pickup
- Qualify for BP MS 150 prizes = \$3,000+ receive a Top Fundraiser jersey
- \$3,500+ Fundraisers invited to Club 300 bike ride in Fayetteville in February
- \$3,500+ Fundraisers invited to attend the Fall Family Discovery camp
- Dedicated National MS Society staff to help you through the BP MS 150 season
- Dedicated Superstar Committee that serves as an advocate for the interests of the Superstar Fundraisers
- Email updates to keep you abreast of current BP MS 150 news



# MY PARTICIPATION CENTER—HOW TO GUIDE

## ACCESSING MY PARTICIPATION CENTER

**STEP 1:** From the BP MS 150 homepage, select My Participant Center

**STEP 2:** Enter Username and password to access the center

## SETTING UP YOUR PERSONAL WEB PAGE

**STEP 1:** From My Participant Center select the Personal Page button

**STEP 2:** Utilize this page to change the template or edit the font and color scheme. To upload photos and change the text for your personal page, select #2 and open the page for editing. Save your changes before you log out

**STEP 3:** All photo images must be JPEG files smaller than 200KB. To pick a photo from your picture library, click on the browse button to begin your search. After you have selected your photo, click on the upload image button to complete the selection

**STEP 4:** To edit the text on your personal page, click in the text box and begin typing. After you have made your changes, save them

## UPLOADING YOUR ADDRESS BOOK

**STEP 1:** From My Participant Center, select the Address Book button. You can upload your address book from Outlook, Yahoo, AOL or a generic CVS file. To search for the file you're adding, select the browse button. Once you have selected the correct file, click on the Upload Now button

## TRACKING YOUR PROGRESS

**STEP 1:** From My Participant Center, select the My Progress button

## SENDING EMAILS

**STEP 1:** From My Participant Center, select the Email button. From this section of the center you can send emails to potential donors to solicit donations and send thank you emails to those that have already donated. You can use the template emails or draft your own personal message. You can also send emails to teammates

## TEAM CAPTAINS (for Team Captains only)

**STEP 1:** From My Participant Center, select the My Team button. From this section of the center, you can set up your team's web page, track your team's progress, review and maintain your team roster and email your team members

**Step 2:** Utilize this page to edit text and upload pictures to your Team Webpage. All photo images must be JPEG files smaller than 200KB. To pick a photo from your picture library, click on the browse button to begin your search. After you have selected your photo, click on the upload image button to complete the selection. Save your changes before you log out

**Step 3:** The Gift Summary and the Team Progress sections provide detailed information and charts regarding your team's fundraising efforts. Review them frequently

**Step 4:** The Team Roster allows you to maintain a detailed listing of registered team members and their fundraising efforts. From this section you can print your team roster, download the team roster to an outside source and email individuals or the entire team

# 2012 BP MS 150 OFFICIAL BIKE STORES

## **Aggieland Cycling**

(979) 696-9490 [www.aggielandcycling.net](http://www.aggielandcycling.net)

## **Bay Area Schwinn**

(713) 472-6651 [www.bayareaschwinn.com](http://www.bayareaschwinn.com)

## **Bay Area Schwinn**

(281) 332-6433 [www.bayareaschwinn.com](http://www.bayareaschwinn.com)

## **Beaumont Bicycle Sports**

(409) 860-5959 [www.bicyclesports.tv](http://www.bicyclesports.tv)

## **Better Bikes**

(281) 812-8423 [www.betterbikesonline.com](http://www.betterbikesonline.com)

## **Bicycle Sport Shop**

(512) 345-7460 [www.bicyclesportshop.com](http://www.bicyclesportshop.com)

## **Bicycle Sport Shop**

(512) 477-3472 [www.bicyclesportshop.com](http://www.bicyclesportshop.com)

## **Bicycle Sport Shop**

(512) 637-6890 [www.bicyclesportshop.com](http://www.bicyclesportshop.com)

## **Bicycle World and Fitness**

(281) 556-0923 [www.bicycleworldandfitness.com](http://www.bicycleworldandfitness.com)

## **Bicycle World and Fitness**

(713) 529-0140 [www.bicycleworldandfitness.com](http://www.bicycleworldandfitness.com)

## **Bike Barn Katy**

(281) 492-7433 [www.bikebarn.com](http://www.bikebarn.com)

## **Bike Barn Copperfield**

(281) 463-2200 [www.bikebarn.com](http://www.bikebarn.com)

## **Bike Barn West Houston**

(281) 558-2234 [www.bikebarn.com](http://www.bikebarn.com)

## **Bike Barn Clear Lake**

(281) 480-9100 [www.bikebarn.com](http://www.bikebarn.com)

## **Bike Barn Champions**

(281) 320-0399 [www.bikebarn.com](http://www.bikebarn.com)

## **Bike Barn West U**

(713) 529-9002 [www.bikebarn.com](http://www.bikebarn.com)

## **Bike Lane**

(936) 321-0200 [www.bikelanehouston.com](http://www.bikelanehouston.com)

## **Bike Resource**

(281) 367-9495

## **Bike Route**

(281) 265-3900

## **Bike Werks**

(281) 361-7171

## **Lone Star Bicycles**

(281) 256-2400 [www.lonestarbicycles.com](http://www.lonestarbicycles.com)

## **Northwest Cyclery**

(713) 466-1240 [www.northwestcyclery.com](http://www.northwestcyclery.com)

## **Nelo's Pro Cycles**

(512) 338-0505 [nelosprocycles.com](http://nelosprocycles.com)

## **Southwest Schwinn**

(713) 777-5333 [www.southwestschwinn.com](http://www.southwestschwinn.com)

## **Spring Valley Bicycles**

(713) 464-8277 [www.northwestcyclery.com](http://www.northwestcyclery.com)

## **Sun & Ski Sports Westheimer**

(713) 783-8180 [www.sunandski.com](http://www.sunandski.com)

## **Sun & Ski Sports Gessner**

(713) 464-6363 [www.sunandski.com](http://www.sunandski.com)

## **Sun & Ski Sports FM 1960**

(281) 537-0928 [www.sunandski.com](http://www.sunandski.com)

## **Sun & Ski Sports Bay Area Blvd**

(281) 316-1365 [www.sunandski.com](http://www.sunandski.com)

## **Sun & Ski Sports Katy Mills**

(281) 644-6040 [www.sunandski.com](http://www.sunandski.com)

## **Sun & Ski Sports Austin**

(512) 467-2782 [www.sunandski.com](http://www.sunandski.com)

## **West End Bicycles**

(713) 861-2271 [www.westendbikes.com](http://www.westendbikes.com)

## **Urban Bicycle Gallery**

(713) 863-0991 [www.urbanbicyclegallery.com](http://www.urbanbicyclegallery.com)

# 2012 BP MS 150 RECOMMENDED RIDES

Event Date	Recommended Ride	Website
Saturday, October 08, 2011	Pedal Palacios	<a href="http://www.pedalpalacios.org">www.pedalpalacios.org</a>
Sunday, October 09, 2011	Cy Fair Lions Club Biking for Sight	<a href="http://www.houstoncy-fairlions.org">www.houstoncy-fairlions.org</a>
Sat. & Sun., October 16-17, 2011	Bike MS: Valero San Antonio to New Braunfels	<a href="http://www.ms150.org">www.ms150.org</a>
Saturday, October 22, 2011	Independence Ride	<a href="http://www.wallisride.com">www.wallisride.com</a>
Saturday, October 29, 2011	Kiwanis Sealy Fall Classic	<a href="http://www.kiwanishouston.org">www.kiwanishouston.org</a>
Saturday, November 05, 2011	Novemberfest Metric Century	<a href="http://www.novemberfestmetriccentury.org">www.novemberfestmetriccentury.org</a>
Sunday, November 06, 2011	Tour de Doughnut	<a href="http://www.tourdedoughnut.com">www.tourdedoughnut.com</a>
Sunday, November 20, 2011	Bike the Bend Ride for Literacy	<a href="http://www.ftbendliteracy.org">www.ftbendliteracy.org</a>
Sunday, January 22, 2012	Frost Bike 50	<a href="http://www.frostbike50.com">www.frostbike50.com</a>
Saturday, January 28, 2012	Bike Through the Forest	<a href="http://www.kingwoodfillies.net">www.kingwoodfillies.net</a>
Sunday, January 29, 2012	Texas Independence Bicycle Tour	<a href="http://www.deerparkrotary.org">www.deerparkrotary.org</a>
Saturday, February 04, 2012	Puddle for the Ducks	<a href="http://www.tx.ducks.org">www.tx.ducks.org</a>
Sunday, February 05, 2012	CHS Golden Girls Gold Rush Bike Ride	<a href="http://www.chsgoldengirls.com">www.chsgoldengirls.com</a>
Saturday, February 11, 2012	Pedaling the Prairie	<a href="http://www.pedalingtheprairie.org">www.pedalingtheprairie.org</a>
Sunday, February 12, 2012	Ride to the Rescue	<a href="http://www.ridetotherscue.org">www.ridetotherscue.org</a>
Saturday, February 18, 2012	Humble Lions Ride	<a href="http://www.humblelionsclub.com">www.humblelionsclub.com</a>
Sunday, February 19, 2012	Tri-County Hill Hopper	<a href="http://www.hillhopper.org">www.hillhopper.org</a>
Saturday, February 25, 2012	The Bulldog Bike Ride	<a href="http://www.bulldogbikeride.com">www.bulldogbikeride.com</a>
Sunday, February 26, 2012	Sun & Ski Sports Spring Breakaway	<a href="http://www.sunandski.com">www.sunandski.com</a>
Saturday, March 03, 2012	Gator Ride	<a href="http://www.gatorride.org">www.gatorride.org</a>
Saturday, March 03, 2012	Pedal Thru the Pines	<a href="http://www.pedalthrupines.org">www.pedalthrupines.org</a>
Sunday, March 04, 2012	The Continental Airlines Cycling Classic	<a href="http://www.cocyclingclassic.com">www.cocyclingclassic.com</a>
Saturday, March 10, 2012	The Raven Ride	<a href="http://www.huntsvilleravenride.org">www.huntsvilleravenride.org</a>
Sunday, March 11, 2012	The Great Escape Bike Ride	<a href="http://www.pearlandcyclingclub.org">www.pearlandcyclingclub.org</a>
Saturday, March 17, 2012	B-GeO Magnolia Miles	<a href="http://www.magnoliamiles.org">www.magnoliamiles.org</a>
Saturday, March 24, 2012	Schlumberger Education Expedition	<a href="http://www.fortbendis.com/foundation">www.fortbendis.com/foundation</a>
Sunday, March 25, 2012	Bluebonnet Express	<a href="http://www.northwestcyclingclub.com">www.northwestcyclingclub.com</a>
Saturday, March 31, 2012	Camp For All Hilltop Ride	<a href="http://www.campforall.org">www.campforall.org</a>
Saturday, March 31, 2012	Pedal Power Wildflower Ride	<a href="http://www.hccac.org">www.hccac.org</a>
Saturday, March 31, 2012	Spokes n' Spurs	<a href="http://www.spiritreins.org">www.spiritreins.org</a>
Sunday, April 01, 2012	Gran Fondo: TMCO	<a href="http://www.granfondoatextastmco.com">www.granfondoatextastmco.com</a>
Saturday, April 07, 2012	Katy Ram Challenge	<a href="http://www.katyramchallenge.com">www.katyramchallenge.com</a>

# 2012 ALTERNATIVE TRAINING OPTIONS

## AUSTIN

Bicycle Sport Shop (Saturday Rides)  
10947 N. Research Blvd.  
(512) 345-7460  
[www.bicyclesportshop.com](http://www.bicyclesportshop.com)

Bicycle Sport Shop (Sunday Rides)  
517 S. Lamar  
(512) 477-3472

## BEAUMONT

Beaumont Bicycle Sports (Wednesday/  
Saturday Rides)  
2770 I-10 East  
(409)860-5959

## CENTRAL HOUSTON

West End Bicycles (Tuesday/Thursday/  
Sunday Rides)  
5427 Blossom  
(713) 861-2271

Bicycle World of West U (Sunday Rides)  
2519 Rice Blvd.  
(713) 529-0140  
[cory@bicycleworldandfitness.com](mailto:cory@bicycleworldandfitness.com)

## COLLEGE STATION

Aggieland Cycling (Saturday Rides)  
817 Texas Ave. South  
(979) 696-9490  
[www.brazoscyclists.org](http://www.brazoscyclists.org)

## GREATER HOUSTON

Bike Barn (Saturday and Sunday Rides)  
6 locations in and around Houston  
[www.bikebarn.com](http://www.bikebarn.com)

## KATY

Sun & Ski Sports (Saturday Rides)  
5000 Katy Mills Circle  
(281) 994-5291

## NORTH HOUSTON

Bike Werks (Saturday Rides)  
4554 Kingwood Dr.  
(281)361-7171

## NORTHWEST HOUSTON

Northwest Cyclery (Saturday Rides)  
17458 NW. Freeway  
(713) 466-1240  
[www.northwestcyclery.com](http://www.northwestcyclery.com)

## Bike Lane

376 FM 1960 West  
(281) 440-6100  
[www.bikelanehouston.com](http://www.bikelanehouston.com)

## PEARLAND

Pearland Cycles (Saturday/Sunday Rides)  
[www.pearlandcyclingclub.org](http://www.pearlandcyclingclub.org)

## SOUTHWEST HOUSTON

Southwest Schwinn (Saturday/Sunday Rides)  
6607 South Braeswood  
(713)777-5333  
[www.southwestschwinn.com](http://www.southwestschwinn.com)

## WEBSTER

Bay Area Schwinn (Saturday Rides)  
16864 Hwy 3  
(281)332-6433

## WEST HOUSTON

Bicycle World and Fitness (Saturday Rides)  
851 Dairy Ashford  
(281)556-0923



# SOCIAL MEDIA

## Why Social Media?

Social Media is about **connecting, creating, and communicating**. We connect individuals by creating a community within the space. These communities allow users to make a connection to one another, to a cause, and to their passions.

Once users have connected via social networks they can begin to communicate with one another and share important, relevant information. For Bike MS participants, users can connect with their friends, family and potential supporters to effectively increase awareness, inspire new members, and encourage others to donate to their ride.

“Getting Started with Social Media” is multi-faceted. First and foremost, we have selected a variety of networks that best fit your needs and can help meet your goals. Next, we’ve included helpful tips to get started right now. These tips have been designed to help you begin using social media from day one. Finally, we have provided a number of best practices for each of these spaces as you continue to grow your presence on each network. Utilize these recommendations to help you throughout the process.

Along with “Getting Started with Social Media,” you will also be provided with a series of webinars that take you through each social network step by step. Use these in conjunction with this manual to help further explain how to get started, the best practices in each space, and other useful information about the sites.

## Social Networking Basics

**Facebook**—With well over 350 million active users, Facebook is currently the most popular social networking site in the world. Founded in 2004, Facebook is “a social utility that helps people communicate more efficiently with their friends, family and coworkers.” The Facebook platform is inherently viral, making it easy to share important news, events, pictures, and more with all of your friends with just one click. This will enable you to spread the word about your upcoming ride faster and easier than ever before!

**LinkedIn**—LinkedIn promotes itself as a place for professionals to gather and believes that “relationships matter.” Users hail from over 150 different industries with an average annual household income of \$100,000. When it comes to an organization such as the National Multiple Sclerosis Society, every dollar counts to help find a cure. LinkedIn has the potential to expose your team and your cause to professionals capable of making a profound contribution. The existence of groups on LinkedIn can help you to connect with others of similar passions and interests who could be potential recruits to the team.

**Twitter**—Twitter is the fastest growing social network, having grown at an astounding rate of 1,382% since last February. This micro-blogging platform enables you to send 140-character updates about anything you want to anyone “following” you (for example, your Bike MS supporters). The character limit also makes Twitter one of the most mobile and portable social networks, as users can easily send and receive updates via SMS text without having to install a third party application. Finally, tweets (short, 140-character messages sent through Twitter) are searchable through Twitter search, allowing you to find people talking about your interests in real time.

**Meetup**—“Do Something. Learn Something. Share Something. Change Something” –that’s the motto of in-person networking site, Meetup. Meetup is designed to connect people with similar interests using the web and then bring them together offline. A local NYC search for “cycling” brings up 27 groups within 25 miles –how many can you find near your local MS Society chapter? Once you’ve found potentially interested individuals, you can use Meetup to bring them together as your team for your bike ride.

**My Participant Center (Convio)**—Your Convio access can instantly connect you to all the details you need to know about your upcoming event. From the ability to fundraise, invite your friends to join your cause, check your progress and thank friends individually for their contribution, the MS Society makes it quick and easy to get started with a simple login.

# SOCIAL MEDIA—CONTINUED

## Getting Started

### Facebook

If you don't already have a Facebook account, go to [www.facebook.com](http://www.facebook.com) and sign up. Use your real name so that you can find people and be found by your friends easily. Upload your custom optimized profile picture to promote your team and spread the word about the ride. You probably have a ton of friends on Facebook already that you didn't even know about, so once you've set up your profile use Facebook's e-mail contacts importer to find them: <http://www.facebook.com/find-friends/?ref=sb>



Depending on your recruitment and fundraising goals, it could also be beneficial for you to create your own team fan page on Facebook. Pages allow other Facebook users to “become a fan” of your team without having to be your friend on Facebook. To create your page, go to [www.facebook.com/advertising/?pages](http://www.facebook.com/advertising/?pages) and click the green button to “Create a Page.” Select the “Non-Profit” category under “Brand, Product, or Organization,” and fill in your page name. We suggest a title that includes both your team name and the name of your bike ride, as well as one without a date so your fans will stay with you year after year (ex: The Long G’Island Express –Twin Forks Ride, Bike MS). Fill out the information tab and upload your custom optimized profile picture, and you’re ready to go!

### LinkedIn

If you haven't already, go to [www.Linkedin.com](http://www.Linkedin.com) to set up a LinkedIn account. Follow LinkedIn's tips for profile completeness and aim to get your profile as close to 100% complete as possible. It's especially important that you have a profile picture that clearly shows your face so that everyone can see who you are.



Click to “Add Connections” on the top right of your page to use LinkedIn's e-mail contacts importer and start building your network. You should also search for and request to join groups related to cycling, charity bike rides, MS, your local chapter, and your local community.

### Twitter

If you haven't already done so, sign up for a Twitter account at [www.twitter.com](http://www.twitter.com). Provide the link to join or donate to your team on the “website” section and mention your participation in your Bike MS ride in your 160-character bio. After you've filled in your profile information, select a photo of you or your team to upload for your profile picture (also called an avatar). Once uploaded, go to [www.twibbon.com](http://www.twibbon.com), login with your Twitter account information, search for Bike MS and select our Bike MS Twibbon (a virtual ribbon for your Twitter account photo) to attach to your picture.



Go to [http://twitter.com/invitations/find\\_on\\_twitter](http://twitter.com/invitations/find_on_twitter) to find out if any of your friends or your local MS Society chapter are already on Twitter and start following them. You can also follow us at <http://twitter.com/MSociety>. You're now ready to start tweeting!

### Meetup

Register for a free account at [www.MeetUp.com](http://www.MeetUp.com). Fill in your profile information, then create a Meet Up for your local Bike MS ride. Be sure to list keywords like multiple sclerosis, MS, MS Society, cycling, bike rides, etc. in your event description so that other cyclists searching for events in your area can easily find yours. Include links to your team page so that those who find your Meet Up can sign up to join or donate to your team right away.



### My Participant Center (Convio)

[www.nationalMSSociety.org](http://www.nationalMSSociety.org)—If you've officially registered your team for this year's Bike MS ride, you already have an account on our Convio platform. Log on to your account on your event's website and get started using the tools provided. Make sure that the rest of your team is registered as well.



Once setup, connect your Facebook account by following the simple connect steps feature on your personal page. By doing this, you will be able to connect with *boundless* Fundraising—an application run through Facebook that allows you to collect donations right from your Facebook profile!

# SOCIAL MEDIA—CONTINUED

## Best Practices

Now that you're set up, here are some tips of how to best utilize these networks to recruit more team members and surpass your fundraising goals:

### Facebook

If you've created both a personal account and a team fan page, your fan page should be fully accessible to you as long as you are logged in. All posts made from your personal account to your fan page will appear as posts from the team/page itself, while posts to your personal profile will appear as posts from you. Our tips for best practices vary slightly between posts to your personal Facebook profile versus posts to your Facebook fan page (if applicable).

#### From your personal profile:

- In addition to your own personal updates, begin posting daily status updates with information about your ride, your reason for riding, your training, fundraising progress, and invitations and links to join or donate to your team.
- Perform a Facebook group search. Start broad (ie "Multiple Sclerosis "MS" "cycling" etc.) and move to more focused searches such as "Bike MS", "bike rides" and groups focused around your community. Join existing groups and fan pages and post an invitation to join your team on group/page walls.
- Add a *boundless* Fundraising link through your Convio Participant Center

#### From your fan page:

- Status updates should be focused around cycling, bikes and equipment, links to news articles about other challenging rides and previous Bike MS events, your team's own training/journey, your team's fundraising progress, links to your team page with info on how to join and/or donate, and tips for others looking to participate for the first time.
- Perform a search to find groups and fan pages for people who are passionate about cycling (try "bike" or "cycling" as search starts) and also groups associated with MS or the MS Society, especially your local chapter. Join existing groups and fan pages and post an invitation to join your team on group/page walls. **Please note:** there is no way to post on another group/page or message an individual Facebook user *as a fan page* –unless you are posting directly to your fan page, you will always send and post messages from your personal account as yourself.
- **Advanced Tip:** Message group administrators individually about your upcoming ride and fan page, including ways to join your team or donate. While a post to a group wall could be lost among other posts and may never even be viewed by some members, an administrator has the ability to send your invitation directly to all members to ensure that it is received.

### Twitter

- Tweet links to important (relevant and factual) articles, updates about your personal (and your team's) training efforts, short stories of your experiences in previous years, your fundraising progress and links to donate, and information on how to join your team.
- Go to [www.search.twitter.com](http://www.search.twitter.com) and search for keywords like "MS", "MS Society", "Bike MS", "cycling", and "bike ride" to see what people are saying. Use the "advanced search" feature to limit your returns by geographic location to ensure you are only viewing conversations happening in your community.
- Follow users in your area that share your interests, that tweet regularly about MS, or that tweet about their own bike rides.
- Join in the conversation by replying directly to users using the "@" symbol immediately before their twitter name.
  - Ex: "@carriekerpen I participated in last year's Twin Forks Bike MS ride! I have some photos if you're interested"
  - Ex: "@carriekerpen Would you be interested in trying this year's Twin Forks Bike MS ride? Awesome challenge @150-miles!"

# SOCIAL MEDIA—CONTINUED

- **Advanced Tip:** A “hashtag” is an oft-used topic marker on twitter created by placing a “#” symbol immediately in front of your marker (ex: #MS, #BikeMS, #cycling, #training). Search for and use relevant hashtags in your own posts to contribute to existing conversations. Perhaps your chapter is already using an event-specific hashtag—join them by using it as well! Create your own tags to start a conversation of your own and use them in all appropriate posts.

## LinkedIn

- Contact those already in your network –particularly those who care about MS (or the person you care about), those whose companies are known to offer donation matching, people who work at charitable organizations, and avid cyclists –with an invitation to support your team.
- Post discussions on local groups related to cycling, MS, or charity bike rides with information about the upcoming bike ride with information on how members can contribute.
- **Advanced Tip:** Perform an advanced search to focus in on more specific keywords that may exist anywhere in a user’s personal profile (include keywords such as fundraising, donations, non-profit, etc.) then send invitations to connect with these individuals. When you send an invitation to connect, be sure to write a personalized message to the recipient. You’ll be limited on characters, so let them know who you are and that you are participating in this year’s Bike MS ride.

## Meetup

- Select “Find a Meet Up group” and search for bike ride or cycling groups in your area. Join any relevant existing groups and attend upcoming Meet Ups to connect with potential teammates in person.
- Once you’ve attracted attendees for your Meet Up, message members regularly with training tips to help them prepare, registration reminders, information on how to join your team, and team fundraising updates to keep them motivated as you draw closer to the event date.
- **Advanced Tip:** Search for cycling groups in and around your area and message group organizers to see if they would be interested in getting their group involved whether by joining the ride or by donating to your team.

## Convio

- Whether you are new to the ride or have been participating for several years, make sure all of your personal and contact information are up-to-date and accurate –a complete profile is important!
- Interact with others on your team, explore the site and utilize its features including messaging team members, emailing contacts, and more.
- **Advanced Tip:** Check your personal page regularly to keep track of your progress and find some great information you can incorporate into your updates on Facebook and Twitter.



# RECOMMENDED VENDOR INFORMATION

## Jerseys and Team Gear

### **SUGOI –Performance Gear** (Official BP MS150 Sponsor)

Michelle Small  
888-637-1513  
[msmall@sugoi.com](mailto:msmall@sugoi.com)  
[www.sugoi.com](http://www.sugoi.com)



### **VOMax**

Peter Manning; [pmanning@vomax.com](mailto:pmanning@vomax.com)  
(800)530-9740; [www.vomax.com](http://www.vomax.com)

### **Alliance Printing and Graphics**

Steve Wright; [steve@alliancecp.net](mailto:steve@alliancecp.net)  
(832) 202-5360

(customizes all types of things from sports bottles to shirts, hats, key chains, duffle bags, etc. Special discount for MS 150 teams)

### **Aussie Racing Apparel**

Seanette Taylor, [seanette@aussieapparel.com](mailto:seanette@aussieapparel.com)  
Office (805)2646190; Cell (805)570-5819

### **Hammerhead Brand Designs**

Office (303)355-2513; Cell (720)206-4456  
[www.hammerheadbranddesigns.com](http://www.hammerheadbranddesigns.com)

### **Trialtir U.S.A., Inc**

1(888)867-4334 / (713) 690-9413  
Hours: Mon-Fri - 9:00 a.m. to 6 p.m. CST

## Tents and Accessories

### **Aztec** (Overnight tents, tables, chairs, lighting, generators, flooring for overnight in LaGrange )

(713)699-0088  
[www.aztecusa.com](http://www.aztecusa.com)

### **Marquee Tents** (for Austin Finish Line)

Office: (512)491-7441; Fax : (512)687-0414  
[www.marqueetents.com](http://www.marqueetents.com)

## Portolets

### **Republic Services** (Official BP MS150 Sponsor)

DJ Lee  
(713)378-7358  
[dlee5@republicservices.com](mailto:dlee5@republicservices.com)

### **K&H Portable Toilets**

Office (979)836-0552;  
Fax (972)836-0595  
[khtoilets@alpha1.net](mailto:khtoilets@alpha1.net)

### **The Outhouse**

Office (979)743-3314

### **Austin Outhouse**

(512)448-2699  
[www.austinouthouse.com](http://www.austinouthouse.com)



# RECOMMENDED VENDOR INFORMATION

## Catering

**LUPE TORTILLA** - Jerry Gross (Official BP MS150 Sponsor)  
(713)491-6165  
[jgross@lupetortilla.com](mailto:jgross@lupetortilla.com)  
<http://www.lupetortilla.com/>



## Featured Caterers

**Pappas Catering**  
Juliet Skipp  
(512)230-6448  
[jskipp@pappas.com](mailto:jskipp@pappas.com)  
[www.pappascatering.com](http://www.pappascatering.com)

**Gabbys Catering**  
Thomas Damiano, Catering Director  
(713)410-5256

**City View Catering**  
(713)759.9945  
[cityviewgm@sbcglobal.net](mailto:cityviewgm@sbcglobal.net)

Will Whitworth, Catering Manager  
(281)323-5610

**Mikeska's BBQ** (Columbus)  
(979)732-2293; (800) 524-7613  
[www.jerrymikeska.com](http://www.jerrymikeska.com)

**Orsak's Café** (Fayetteville)  
  
(979)378-2719

**SkippyP's BBQ**  
(832)545-6977  
[catering@skippypbbq.com](mailto:catering@skippypbbq.com)  
[www.skippypbbq.com](http://www.skippypbbq.com);

**Chris Caldwell**  
(281)802-0297  
[rodneycaldwell@yahoo.com](mailto:rodneycaldwell@yahoo.com)

**Videographer**  
**World Global Productions**  
(281)469-5232  
[wgsinc@yahoo.com](mailto:wgsinc@yahoo.com)

## Bands and DJ Services

Leon Covin  
(713)480-5487  
[lcovin72@hotmail.com](mailto:lcovin72@hotmail.com)

Mark Taylor  
(281)487-9955  
[ibookbands@aol.com](mailto:ibookbands@aol.com)

## Massage

[Massage Therapy](#)  
Susie Higgins  
(281)357-4424  
[Susie.higgins@massageenvy.com](mailto:Susie.higgins@massageenvy.com)  
[www.massageenvy.com](http://www.massageenvy.com)





# TENT/ACCESSORIES POLICIES AND GUIDELINES

## TENT POLICIES—LA GRANGE:

- Only Official BP MS 150 Teams with more than 20 riders may reserve a tent in the La Grange Corporate Village due to space limitations
- Size of a tent will be determined by team size. This size does not include volunteers
- NMSS Staff reserve the right to determine the location and limit of size of the tent
- Submitting the tent rental form **DOES NOT** guarantee a tent in La Grange
- All tents must be reserved by **January 15, 2012**, otherwise tent space cannot be guaranteed
- Tents placed in the Corporate Village **MUST** be rented by **Aztec Events & Tents**. Pop-up tents must be set up in the general area on a first come, first serve basis. No individual tents are allowing in the Corporate Village
- **No personal or team showers or comfort stations are allowed**
- Tents and cots will be rented from **Aztec Events & Tents**
- Only Grandfathered Teams that are less than 20 may share tents due to space limitations
- Aztec Events & Tents will deliver and set up all rental tents to the Fayette County Fairgrounds in La Grange by **Friday, April 20, 2012**. The National MS Society does not provide tables, chairs or generators

## AZTEC RENTALS (TABLES, CHAIRS, GENERATORS AND LIGHTING):

- The rental of tables, chairs, generators and lighting are provided as an ALL INCLUSIVE price. Price includes: labor to deliver equipment to designated areas, all freight costs both for delivery and pick up services, cost for two Aztec customer service representatives during the event and an onsite Aztec Store for last minute table, chair and power needs
- The items mentioned above are left in an easy to count stack. It is the individual team's responsibility on Sunday morning to restack any items rented to be recounted and picked up by Aztec crews. A fee **WILL BE CHARGED** at the rate of \$1.50 per table and \$.75 per chair for each item not restacked by the individual team. **Missing items will be charged at a market replacement cost**
- All transactions for rental equipment must be paid in full prior to deliver and must be made by credit card. No Cash or Checks will be accepted
- All tent accessories **must** be faxed to Ashley Melvin with Aztec Events & Tents at 713-699-9713 or emailed to [amelvin@aztecusa.com](mailto:amelvin@aztecusa.com)

## TENT POLICIES—AUSTIN FINISH LINE:

- Only Official BP MS 150 Teams with more than 20 riders may reserve a tent at the Austin Finish Site due to space limitations
- Size of tent will be determined by team size. NMSS Staff reserve the right to determine location and limit the size of the tent
- You will receive a confirmation number by email or fax once your tent order has been finalized and guaranteed by Marquee Tents.
- All tents **MUST** be reserved by **January 15, 2012**, otherwise tent space cannot be guaranteed
- Tents placed in the Team Tent Lot **MUST** be rented by Marquee Tents.
- **NO PERSONAL SHOWERS** or Portaloets
- Tents, tables and chairs will be ordered by Marquee Tents. You are responsible for confirming your order

# TEAM AWARDS

Teams are asked to submit an application describing their qualifications for each award. Teams can apply for as many awards as they qualify

## **Green Team Award:**

This team demonstrates the greatest commitment to the environment: recycling, carpooling, etc

## **Most Spirited Team:**

This team demonstrates excitement, dedication and fundraising during training series, events and especially, the weekend of the BP MS 150

## **Best Team Promoting the Mission:**

This team demonstrates what it means to be dedicated to a world free of MS. They embody a total commitment to the eradication of MS through their teamwork

## **Best Dressed:**

This team has to look good, it can be jerseys, shorts, socks, costumes and volunteer t-shirts. All-in-all this team has the whole package!

## **Best Jersey Promoting the Mission:**

This jersey makes it clear: They are dedicated to fighting MS!

## **Most Creative Jersey:**

Funny, cute, awesome looking!!! This jersey is the most original and the one with the most creativity

## **Best Corporate Jersey:**

Marketing guidelines making you feel hamstrung? This is your chance to show just how corporate you can be. Let that company spirit flow!

## **Rookie Team Captain:**

This team captain gets it from day one: Fun, Organization, Sponsorship, Volunteering and Fundraising. They fuel the movement to end MS from day one. Desire, blood sweat and tears matter!

## **Veteran Team Captain:**

This award is for a key individual, one that puts it's all on the line and advocates daily for MS. This award is a cumulative recognition of outstanding performance in one of the most important volunteer positions in the National MS Society. This person has it all: Safety, Sponsorship, Fundraising, Volunteerism, Guts!

## **NOW/ Believe/ Moving Forward Award:**

This team is in the Zone all year. Everything is working and they are committed. History and Fundraising play a large role and the most important focus is on the Mission

# CORPORATE SPONSORS

## Multi-Year Partners





## 600 walks. One destination. A world free of MS.

You'll move. You'll be moved. Join Walk MS in your community. Joining the movement with hundreds of thousands of people across the country is an experience like no other. We walk together to make a powerful statement, and to keep moving toward a cure. Form or join a team, raise funds and walk to help people affected by MS. Each step you take brings us closer to a world free of MS.

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This Guide is your quick reference for a fun and successful Walk Event. For additional information, visit our Web site at [www.walkMStexas.org](http://www.walkMStexas.org) or contact:

Cammy Hazim at (713)394-2955, or [cammy.hazim@nmss.org](mailto:cammy.hazim@nmss.org).

Thank you for Joining the Movement this fall.

There is no cost to register for the Walk MS, and there is no minimum pledge, but the average walker raises \$225. It's easy to beat the average with our online tools. Fundraising prizes begin at the \$100 fundraising level.



## ABOUT Walk MS

### Walk MS Fall Walks

Free to register - \*Family and dog friendly

Katy—October 22, 2011

\*The Woodlands—October 22, 2011

Kemah—November 12, 2011

\*Sugar Land—November 12, 2011

Downtown—November 13, 2011

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### Contact Information

National MS Society Lone Star Chapter

8111 N. Stadium Drive., Ste. 100

Houston, TX 77054

local: 713.394.2900

toll free: 1-800-344-4867 (press 2)

fax: 713.394.7422

Cammy Hazim—Walk Manager

[cammy.hazim@nmss.org](mailto:cammy.hazim@nmss.org)

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### Team Weeks & Rallies

Be sure to participate in these Team Weeks and Rallies. This fun, fundraising activities will help you and your teammates step closer to your fundraising goals. Check the website for the dates and details:

- Team Week
  - Team Captain Rally
  - Team Captain Socials and Mixers
  - Packet Pick Ups
  - National Team Captain Rally
- 

### What is the Team Program?

A team consists of at least four participants. Teamwork is a great way to involve family, friends, neighbors and co-workers in the journey to end multiple sclerosis. The Team program is an effective and efficient method for companies and organizations to promote teamwork and camaraderie among employees and team members. Unite together for a common fundraising goal, and bond together as you take steps in the MS movement.









**JOIN THE MOVEMENT**

To prove you're stronger than it.

**JOIN THE MOVEMENT**

To laugh in its face.

**JOIN THE MOVEMENT**

Because it's easy to take it for granted.

**MS STOPS PEOPLE FROM MOVING.  
WE EXIST TO MAKE SURE IT DOESN'T.**

JOIN THE MOVEMENT  
[jointhemovement.org](http://jointhemovement.org)



National  
Multiple Sclerosis  
Society