



**National
Multiple Sclerosis
Society**

Team Captain Meeting

November 22, 2014

FUNdraising

Your Bike MS staff



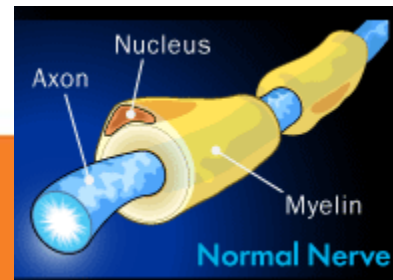
Agenda

- **Who we are, and where we are going as an organization**
- **Mission Moment**
- **What is the role of a Team Captain & Expectations**
 - **Extension of staff**
 - **Delegate Team Responsibilities**
 - **Timelines**
 - **New captain mentor program - Kristin Nethers, Dr. K's Biker Babes**
- **Fundraising tools**
 - **Fundraising Coordinator**
 - **Fundraising Support Center**
 - **Participant Center**
 - **Society Resources**

Don't Do It Alone

What is Multiple Sclerosis

- **Multiple Sclerosis** is a disease that attacks the central nervous system and **interferes with the brain's ability to send and receive messages**
- **In MS** the myelin that protects our nerve endings break down; our nerves are exposed and cannot carry the "brain messages"
- **Common Symptoms** Blurred vision, extreme fatigue, numbness in your limbs and temporary loss of use, loss of balance
- **Diagnosed** usually between the ages of 20-50; Twice as often in women than men
- **Nationwide** affects about 600,000 Americans; North Texas region serves about 5,000 Texans



A Track Record of Success: Where We Are Now

- 12 disease modifying therapies
- 800+ researchers trained
- 60 MS genes identified
- International Progressive MS Alliance established
- Discovered potential for neural repair
- Better, faster diagnosis
- Identified link between vitamin D and MS risk
- ❖ **Potential for vaccine by pre-screen test to determine if you'll have MS**



National Initiatives

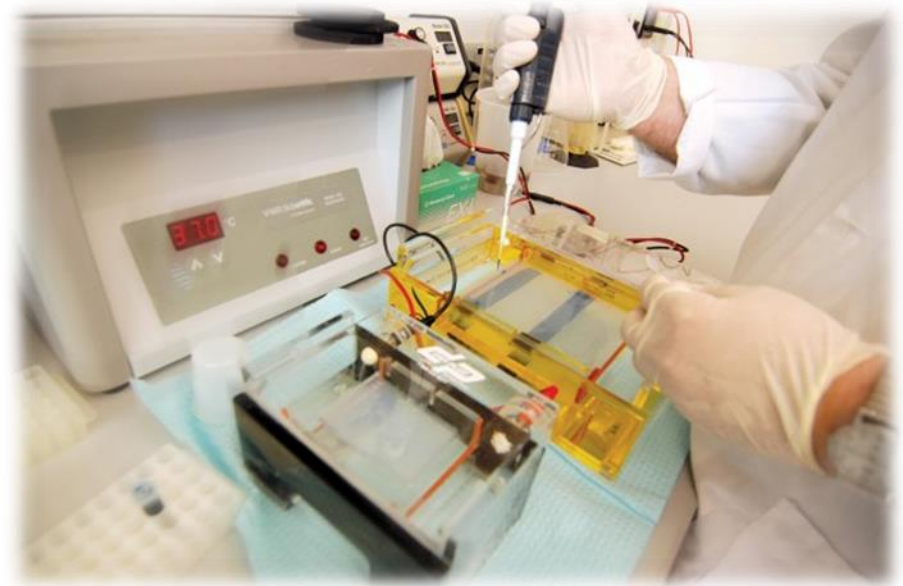
- FDA approved Tecfidera
 - 3rd oral disease modifying therapy for RR-MS
 - 10th disease modifying therapy
- Added 21 new Partners in MS Care
 - Total of 132 partners, increase of 19%
- \$48.2 million directed for research

Our charge: **NOW** No Opportunity Wasted

- The Society's 2011-2015 strategic response was informed by the hopes and frustrations of thousands across the MS Movement, calling for:
 - More \$ for MS research
 - Increased focus on progressive MS
 - More scientists and clinicians dedicated to the field of MS

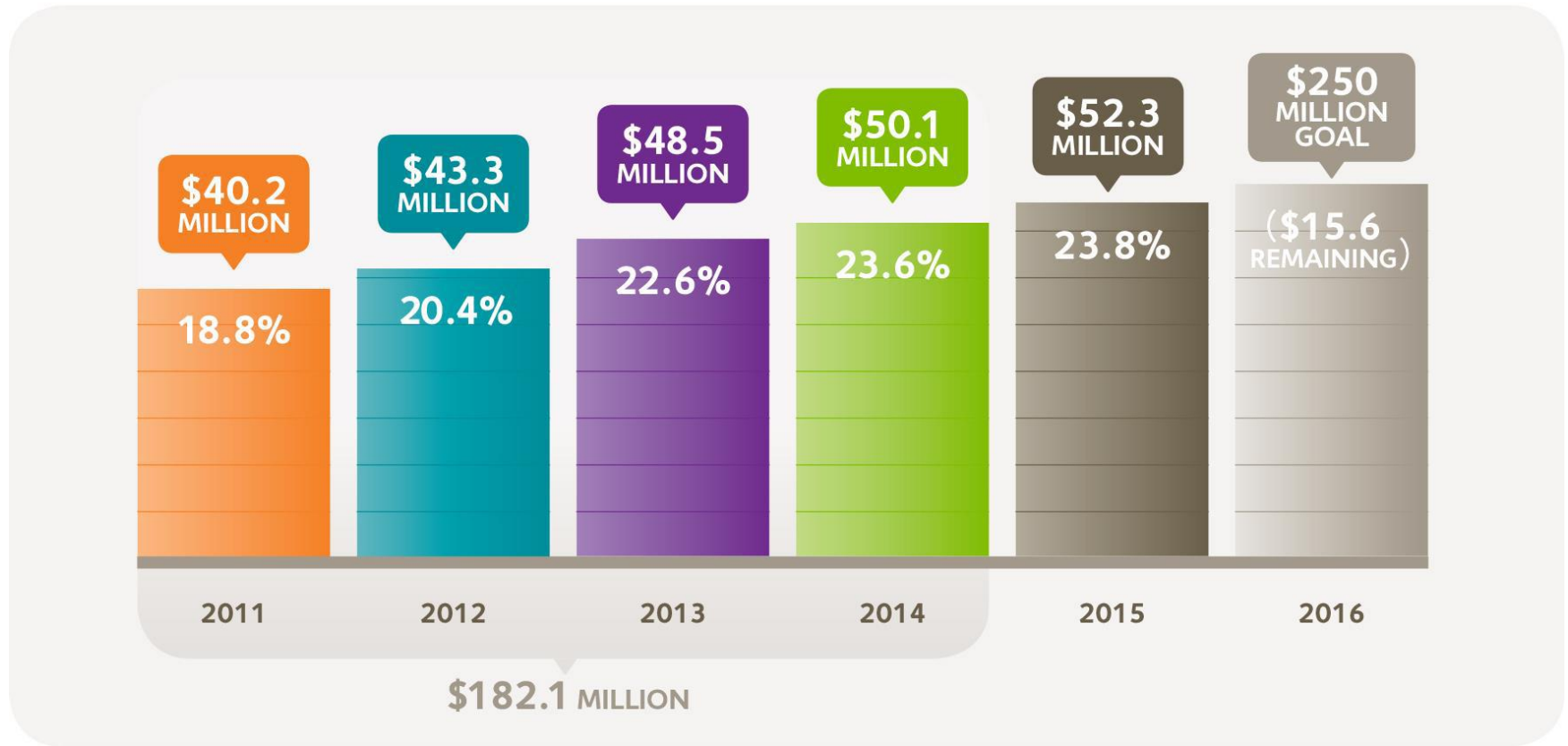
THE GOAL

- **25% of Society revenue to research by 2015**
- **Raising \$250 million for research**



NOW Campaign Progress

ANNUAL RESEARCH INVESTMENT GROWTH





STOP



END



RESTORE

Wellness Programs

- Aquatics – 7 Programs available in Arlington, Keller, Abilene, Wichita Falls, Richardson, Dallas, Denison/Sherman
- Assisted Physical Training – In the Carrollton and Fort Worth area each week
- Seated Exercise – 2 Programs available in Dallas and Carrollton
- Pilates – 1 Program available in Dallas
- Therapeutic Horseback Riding – 2 programs available in Corinth and Cleburne
- Yoga – 1 Program available in Southlake
- Tai Chi – 2 Programs available in Abilene and Fort Worth

****All Programs are Free of Cost to those living with MS****



Camps

Join and enjoy activities such as horseback riding, fishing, canoeing, arts and crafts, swimming, campfire projects and more!

- **Journey Camp**

For kids whose parents are living with MS. A great way for kids to meet other kids who go through the same things.

- **Camp Can Do**

Since 1988, Camp Can Do has provided a safe, relaxing environment for people with MS to enjoy a well-deserved vacation. This weekend away allows people with MS to take a break from everyday challenges of MS at a barrier-free camp with volunteers committed to a great experience for campers.

- **Champ Camp**

This new camp for children with MS and their families lets everyone have fun and meet their peers living with MS.

- **Family Discovery Camp**

Family Discovery Camp offers a comfortable, accessible and spacious environment for self-sufficient individuals living with MS and their immediate family members over the age of 6.



Financial Assistance

- ↳ **In 2013, 879 financial assistance requests were approved serving 530 clients for a total of \$307,334.02 provided in grants.**
- ↳ **As well as an additional \$78,431 provided through leveraged community resources on 190 requests to 73 individuals.”**

Goes to:

- **Transportation to doctor appointments**
- **Needed medical equipment**
- **Necessary living accommodations**
 - **Ex: Electric bill**



Mission Moment

<http://youtu.be/6YTbNs2Mewc>

“The reason most people never reach their goals is that they don’t define them, or ever seriously consider them as believable or achievable. Winners can tell you where they are going, what they plan to do along the way, and who will be sharing the adventure with them.” - Denis Watley

The Power of Storytelling

<https://www.youtube.com/watch?v=GaVfNGXB73Y>

<http://main.nationalmssociety.org/goto/Blair-BikeMS-2015>

63 of 95 of you are not telling your story



What is the role of a Team Captain

- Acquisition and Retention of riders
- Timeline/budget
- Delegate duties/ ask for help/ don't do it alone
- Strong communication among members
 - Host a Kick-off event: ride, happy hour, bbq, etc.
 - Make it a year-round experience
- Lead fundraising efforts or at least the spirit of fundraising
 - Set challenging goals
 - Offer team incentives for top performers
 - Use general team funds as supplemental rewards
 - Be an example

The Seven Keys to Success for Teams

- 1) Set your team fundraising goal and monitor it. Consider changing it if your team meets the goal prior to the fundraising deadline. Pay attention to the goals of individual riders, too, and adjust the goal accordingly.
- 2) Invite an MS Ambassador or Champion with MS to speak to your team about what it's like to live with MS. Include staff from the National MS Society to speak about specifically about the ride and the mission of the Society.
- 3) Know who the Top Fundraisers are from your team and recognize them in emails to your team, on your team website, on your team Facebook page, during team meetings, on training rides, at the team tent (such as free massages or priority massages, free jerseys, priority hotel reservations, etc. ...). Encourage friendly competition!

The Seven Keys to Success for Teams

- 4) Be familiar with the incentives offered by the ride such as the jersey (\$2,500), Tour of Champions (\$12,000), and other prizes (beginning at \$500). Congratulate those who qualify and encourage those who are close to keep it up. Create specific incentives for riders on your team using available resources and perks.
- 5) Take advantage of matching gift opportunities from your own company and the company of your donors. Be familiar with how the matching gift program works and communicate the policy and procedures to the team. Encourage team members to ask their donors about matching gifts from their companies, too.
- 6) Include fundraising tips, success stories, facts about MS, and other mission related information in team communications (emails, newsletters, social media sites, intranet sites, meetings, etc).
- 7) Say thank you! Remind your riders to thank their donors. Thank all of your team volunteers, sponsors and corporate supporters in a timely manner. A post-event luncheon for your team is a great place to thank and recognize all of those who helped your team.

Acquisition

- Plan a team kick-off
- Team training ride(s) – Invite anyone who may be interested; co-workers, neighbors, PTA,
- Share your story!
- Contact old members to re-join (Society can provide roster information from previous years if needed)
- Marketing material for team/ Promote and Promote
 - Team website
 - Bike MS trading cards (template on our website)
 - Get youth involved and start a Bike MS Jr. team (5-14)
 - Yard signs

Fundraising

- Designate a fundraising coordinator
- Matching gifts either from you or your donors company
- Team fundraiser – poker, garage sale, cook-off
- Ask for donations instead of gifts over the holidays
- Identify team champion(s) and have them present at all team activities
- Customize team and individual fundraising page
 - Short how-to tutorial after meeting

Fundraising Support Center

fundraisingsupport@nmss.org

855-372-1331

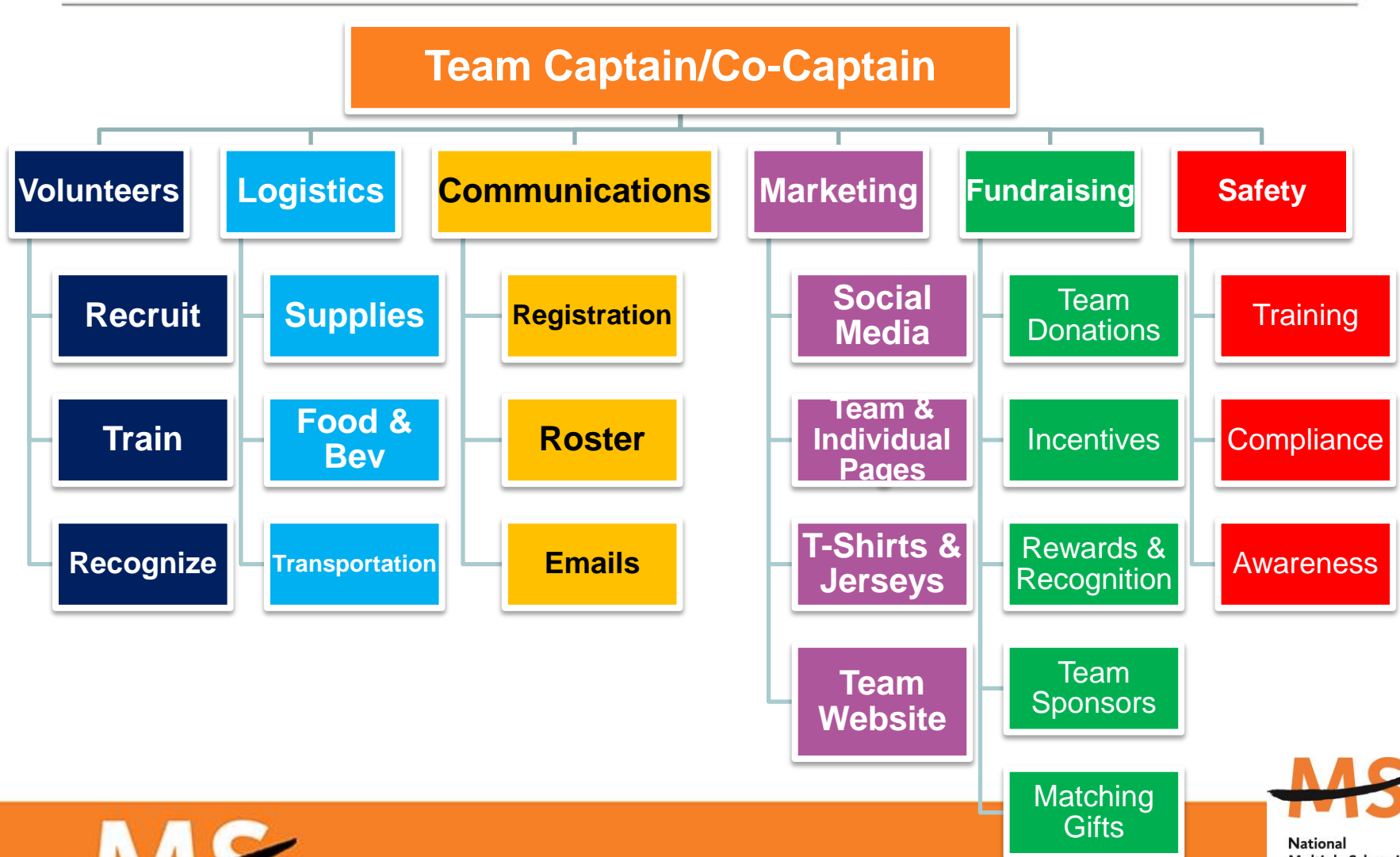


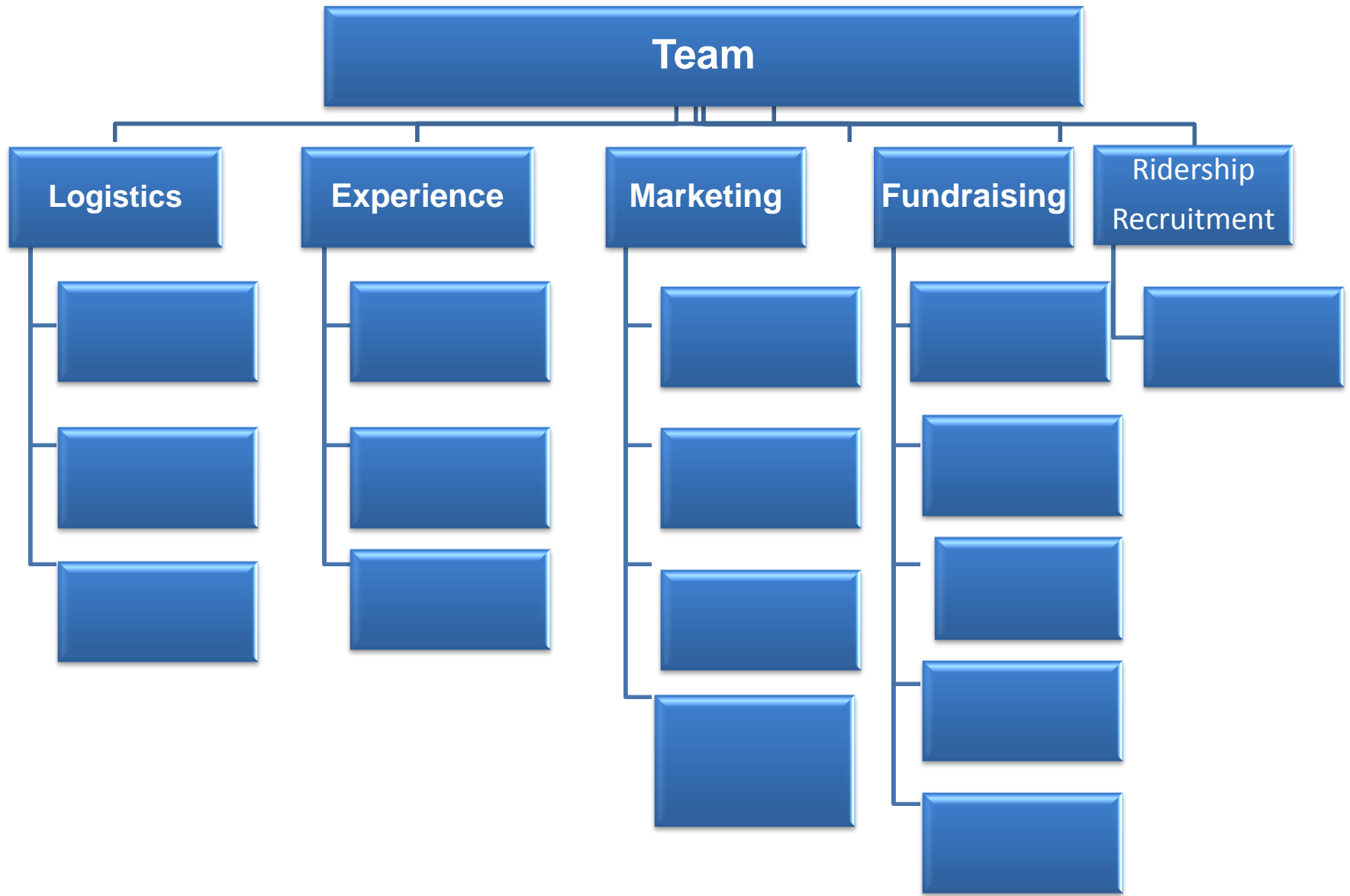
Team Budget

- **Jerseys**
- **Tent & Rental amenities**
- **Luggage/supply trucks/cargo vans**
- **Snacks/Beverages**
- **Catering**
- **Massage Therapists**
- **Coolers/Ice chests**
- **Duct tape, long extension cords**
- **Fire extinguishers REQUIRED**



Team Structure







REGISTRATION FEES

\$40	November – January 31
\$55	February 1 – April 26
\$75	April 27 – May 1



JERSEY ORDER

TODAY	START PROCESS
DECEMBER - JANUARY	Design & Revisions Deadline – January 30, 2015
Order by Feb. 6th to RECEIVE YOUR ORDER BY 4/24/2015	Art Approved and Order Placed
APRIL 24 TH	Guaranteed Delivery Date of Jerseys



RECRUITMENT/FUNDRAISING CONTESTS

NOV. 24 – DEC. 7	Recruitment contest “Hunt your friends down” Prize: Bike Antler Mount
HOLIDAY CAMPAIGN	Retention/Acquisition of riders
FEBRUARY	LUV UR BIKE – Register and your friend receives free registration. If your friend registers, you’ll receive a BIKE MS sports towel.
MARCH 2-8	MS Awareness Week in conjunction with Team Fundraising Contest
APRIL 1	No Foolin’ Around Fundraising Contest



TEAM CAPTAIN MEETINGS/ORDER DEADLINES

DECEMBER 4 TH	Team Captain Happy Hour (Location/Time TBD)
LATE JANUARY	TC Meeting, firm date will be communicated by email
MID APRIL	TC Meeting, firm date will be communicated by email
TBD	Team Tent Order Form Deadline
TBD	Ice Order Form Deadline

Fundraising Clubs

- **Club 100-** Elite Club made up of Top 300 fundraisers from previous year's ride



Club 100

Top Fundraiser
Bike MS: Sam's Club

- **Club K** – Any person who raises \$1000 up to the 101 top fundraiser



Club K

\$1,000+ Fundraisers
Bike MS: Sam's Club

Fundraising Tips

- Goal setting: Team vs. Individual
- Weekly team e-newsletter: have a fundraising section:
 - *Highlight a team member & let them tell their story*
 - *Recognize current top fundraisers, people who've hit \$300, \$1000, \$2500 (jersey level), etc.*
- Provide team participants information on MS or direct them to links about MS
- Find a Champion, someone for your team to ride for; make it personal
- Fundraise as a Team



Promo Cards



Pass them out at other rides

They make great stocking stuffers



MS stops people from moving.
We exist to make sure it doesn't.
JOIN THE MOVEMENT

Bike MS Team

Phone

E-mail

bike to create a world free of multiple sclerosis
The \$300 minimum fundraising requirement is due prior to picking up your rider packet.

register @ bikeMStexas.org  



Fundraising Awards



- **Top 5 teams**
- **Above average teams (>\$700)**
- **Most improved team – fundraising**
- **Most improved team - ridership**
- **Highest fundraising average**

Teams with a fundraising increase from 2013

Plano Cycling

UNT Health's Angels

Dr. K's Biker Babes

Bicycles Inc.

Team KPMG

Cork Dorks

Atmos Energy

Mind Set Bike Team

Kickin' the S out of MS

Team Audrey's Heroes

Team Martha

Interstate Batteries

plusONE

Sewell Lexus

Team Volt

Team Global

JansFans

Chain Gang

Hunt Wheels

Little Chocolate Donuts

Imagine Solutions

Team AWESOME

Amazing Grace

Fossil Flyers

MS4MS

Plebian Horde



New Team Captains

- Meet Kristin Nethers, new team mentor
- Come to know and love your MS Staff
 - Set a meeting, let's chat some more
- Stay tuned for New Rider Orientation dates
- You are not alone
 - 9 new teams so far
 - 572 brand new riders in 2014

Primal Wear



- Official Cycling Apparel Sponsor
- Primal donates 15% to the team's fundraising
- Contact Lisa Meiring at lisa.m@primalwear.com or 800.275.6953.



Now what?...

- Attend next Team Captain meeting in late January – TBD
- Recruit Team members and co-captains
- Get team page set up, set a team goal
- Start the jersey order process
- Schedule a team presentation with NMSS staff & MS Ambassador
- Don't freak out when you leave!
- Contact us!



BIKE MS: SAM'S CLUB ROUND-UP RIDE

PLANO FORT WORTH

MAY 2-3, 2015