

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



## TEAM CAPTAIN GUIDE





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# Welcome to Bike MS: Chesapeake Challenge 2014

## YOU'RE UP FOR THE CHALLENGE AS A BIKE MS TEAM CAPTAIN

This Team Captain Guide will help you get your team organized and motivated, as well as provide some great tips for having fun while fundraising.

### RIDE WITH US

May 31 - June 1, 2014

Talbot County Community Center: 10028 Ocean Gateway, Easton, MD 21601

For more information, visit [bikeMSmaryland.org](http://bikeMSmaryland.org) or call 443-641-1225.

#### DIRECTIONS:

##### From Salisbury and Points South

Take 50 West towards Easton. You will pass Easton airport on your left as you pass through the light. Then you will see a large building which is the Talbot County Community Center on your left. Turn left into the center.

##### From The West (DC, Baltimore, Annapolis)

Travel East across the Chesapeake Bay Bridge on Rt.50/Rt.301. Take exit US 50-E toward Ocean City and continue on 50-E for approximately 15 miles. The Talbot County Community Center will be on your right.

##### From the North (Philadelphia, Wilmington, New York)

Follow I-95 South, take exit 4A for DE-7 S toward DE-1 S/Christiana Mall Rd. Keep right at the fork and merge onto DE-1 S/DE-7 S, continue to follow DE-1 S. Then merge onto US-13 S, continuing onto DE-1 S. Then take exit 136 for DE-299 toward US-13/Odessa Middletown. Turn right onto DE-299 W/Middletown Odessa Rd, continue to follow DE-299 W. Turn left onto US-301 S/Middletown Warwick Rd, continue to follow US-301 S. After entering Maryland, take the MD-213 exit toward Wye Mills/Centreville. Turn left onto MD-213 S/Centreville Rd. The turn left onto US-50 E/Ocean Gateway, the Talbot County Community Center will be on the right.

##### From the South (Norfolk, Virginia Beach)

Take the Interstate 264 E ramp to VA Beach. After approximately 4 miles take the exit on the left onto I-64 W toward Richmond. Then take exit 282 to merge onto US-13 N/Northampton Blvd toward Chesapeake Bay/Bridge-Tunnel, continue to follow US-13 N for approximately 128 miles. As you enter Maryland, continue onto US-50 W/Salisbury Bypass for approximately 50 miles, the Talbot County Community Center will be on your right.

##### From Northern Delaware

Take 301 south until you reach Centreville. Turn left on Rt. 213 South which will take you to RT 50. Turn left at the light to get on RT 50 East. The Talbot County Community Center will be on your right.



*We are **people** who want to do something about **MS** now.*

#### ABOUT MS

Multiple sclerosis interrupts the flow of information from the brain to the body and stops people from moving. Every hour in the United States, someone is newly diagnosed with MS, an unpredictable, often disabling disease of the central nervous system. Symptoms range from numbness and tingling to blindness and paralysis. The progress, severity and specific symptoms of MS in any one person cannot yet be predicted, but advances in research and treatment are moving us closer to a world free of MS. Most people with MS are diagnosed between the ages of 20 and 50, with more than twice as many women as men being diagnosed with the disease. MS affects more than 400,000 people in the U.S., and 2.5 million worldwide.

#### ABOUT THE NATIONAL MS SOCIETY

The National MS Society helps people affected by MS by funding cutting-edge research, driving change through advocacy, facilitating professional education, and providing programs and services designed to help people with MS and their families move their lives forward.

Early and ongoing treatment with an FDA-approved therapy can make a difference for people with multiple sclerosis. Learn about your options by talking to your health care professional and contacting the National MS Society at [nationalMSSociety.org](http://nationalMSSociety.org) or 1-800-FIGHT-MS.

#### VOLUNTEER OPPORTUNITIES

Volunteers are integral partners in helping us move closer toward a world free of MS. Volunteers contribute resources, time, knowledge, skills and leadership that infuse the organization with energy and passion. The work of the National MS Society would not be possible without the help of thousands of dedicated volunteers. **There are several ways you can become involved:** Event volunteers, program volunteers, office support volunteers, leadership volunteers and internship opportunities.

For more information on how to get involved, contact [katie.amos@nmss.org](mailto:katie.amos@nmss.org) or 443-641-1209.

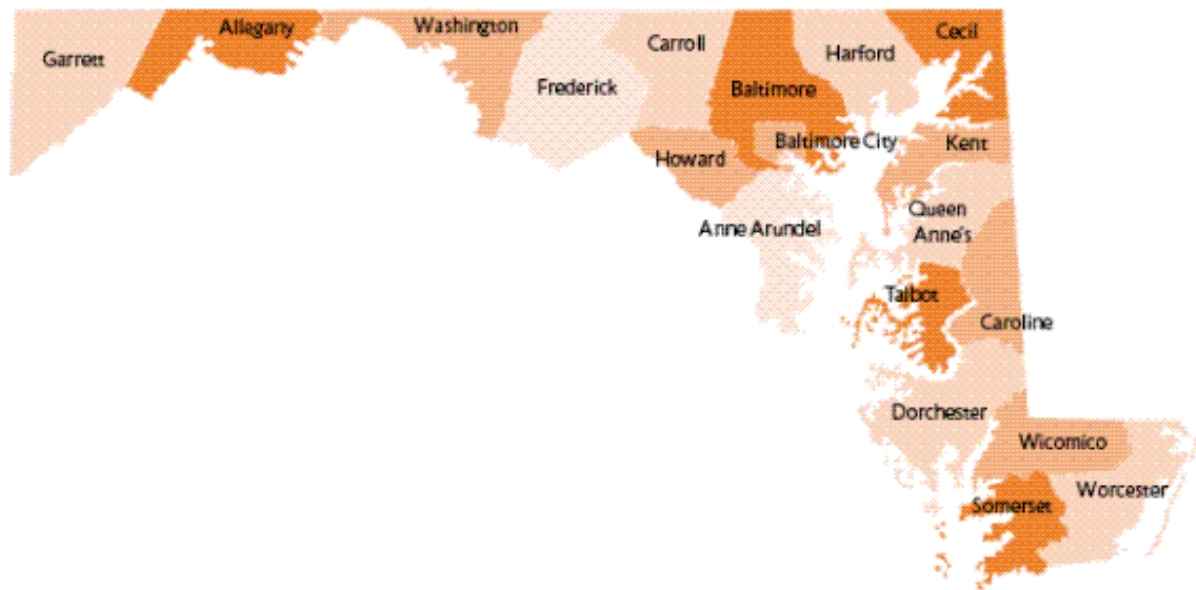
# Where does the *money* go?

## CHAPTER PROGRAM & RESEARCH HIGHLIGHTS

The National MS Society is dedicated to being a responsive steward of donor funds and we place the needs of people with MS at the center of all Society actions and decisions. Each year through our national office and 50-state network of chapters, the National MS Society provides programs and services that assist more than one million people. To move closer to a world free of MS, the Society also invested over \$41 million in 2012 alone to support 325 new and ongoing research projects around the world.

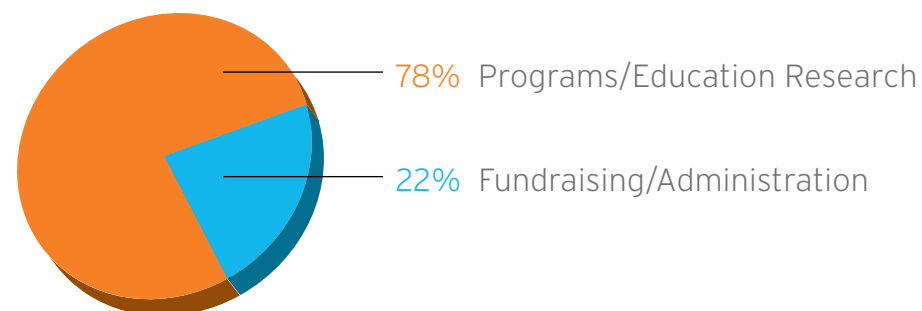
## CHAPTER FINANCIAL INFORMATION

The Maryland Chapter of the National MS Society is committed to helping the 6,000 residents living with multiple sclerosis in 19 counties in Maryland: Allegany, Anne Arundel, Baltimore, Baltimore City, Caroline, Carroll, Cecil, Dorchester, Frederick, Garrett, Harford, Howard, Kent, Queen Anne's, Somerset, Talbot, Washington, Wicomico and Worcester.



The chapter raises funds in support of the Society's critical research initiatives and to provide hundreds of annual comprehensive support services and education programs for people living with MS, their families and friends. Our staff and volunteers are dedicated to achieving a world free of MS.

Visit [www.nmss-md.org](http://www.nmss-md.org) for more information.



# Moving together: Three simple steps to starting a team

AS PART OF THE MS MOVEMENT, YOU AND YOUR TEAM ARE COMMITTED TO A WORLD FREE OF MS. WE'RE COMMITTED TO YOU AND THE SUCCESS OF YOUR TEAM.

## RECRUITING

Team members can be anybody – friends, family, co-workers, or neighbors – and they can all easily register online at [bikeMSmaryland.org](http://bikeMSmaryland.org). Whether you're a corporate team or a team of family and friends, be sure to ask everyone you know.

## RAISING MONEY

Fundraising comes more naturally when you make it personal. If your team is cycling for someone with MS, ask them if they would be willing to tell their story. Be sure to follow that with a statement about how much progress we've made in treating the disease.

Don't forget to ask everyone who sponsors you if their employer offers matching gifts! **Find out more about the matching gifts program on page 8.**

## REALLY HAVING FUN

Being a team captain is an opportunity to share a great experience with friends, family members, or coworkers – a community coming together for a common goal and the accomplishment of a unique personal challenge! As a leader, it's up to you to remind your teammates of why they registered. Bike MS can be more than a fundraising event – it can be a joyous celebration of how far we've come together!

# Raising Money has never been easier!

## SIMPLE STEPS TO ONLINE SUCCESS

### SET UP YOUR TEAM PAGE

Your team page is your invitation to become involved in the MS movement. We're here to help you reach your goals. Please let us know how we can help! By setting up a team page, you are setting up your team for success. Here are a few hints to help make your page one to remember:

- **Make it personal:** Put in a picture of you or your team. Write the story of your team and how you are training and fundraising. While there is sample text available, nothing is more compelling than your own words.
- **Change it often:** Keep your page current to generate interest. Provide updates on how your training is going or how close you are to your goal.
- **Create your team page URL shortcut:** By doing this you will be able to easily direct people directly to your team page. Put a link to your fundraising page in the signature of your e-mail.

### RECRUIT MEMBERS ONLINE

No need to collect paper or spend hours on the phone. Your team members can quickly and easily register themselves online. Have people join your team from your team page, or use the participant center tools to send a team registration link via e-mail. You can also download your Outlook contact list into the tool; This tool can also help you to track when e-mails have been opened by a recipient.

### FUNDRAISE ONLINE

Now for the fun part! After you send your personalized e-mail to all your friends, family members and colleagues, you can watch your up-to-the-minute fundraising tracker. Our online tools make it simple for your supporters to donate online to keep you moving toward your fundraising goals and a world free of MS.

### ENCOURAGE TEAM MEMBERS TO USE THEIR ONLINE PERSONAL PAGES

Once you see what the tools can do for you, encourage your team members to follow your lead. Make it fun by giving incentives to your team members to fundraise online – a pair of movie tickets to the team member that raises the most in a week, or a gift card to every team member who gets at least five gifts online. Be creative and ensure that your team not only reaches their goals, but has fun along the way.

### SOCIAL NETWORKING

Create a Facebook fanpage for your team. You can also post tweets on Twitter for your group and videos on YouTube.

## USING YOUR PARTICIPANT CENTER

The screenshot shows the 'Participant Center' interface for the 'Bike MS: Chesapeake Challenge 2013' at the 'Talbot County Community Center'. The interface includes a navigation bar with 'Home', 'Email Messages', 'Progress', 'Edit Personal Page', and 'Edit Team Page'. The 'Progress' section features a progress bar showing \$0.00 raised against a \$300.00 goal, with 0% completion and 185 days left. A 'What to do next?' section suggests setting up a personal page. A 'WELCOME TO YOUR PARTICIPANT CENTER' message from the team captain is displayed, with an 'Edit' link. A 'Get the most out of your Bike MS Participant Center!' section lists several actions: setting fundraising goals, customizing personal pages, recruiting walkers, importing contacts, and sending emails. A 'fundraise with facebook' button is visible at the bottom left. Callouts provide additional context: 'Change your personal and team fundraising goal.' points to the goal field; 'Customize your team page with personal messages and team photos. Customize a team page URL to pass on to other donors and team members.' points to the 'Edit Team Page' button; 'Import Contacts' and 'Enter Cash/Check Donations' buttons are highlighted; 'Add contacts to Address Book', 'View your progress page', 'Edit your Personal Page', and 'View team roster' links are listed; 'Keep track of your team members' fundraising' points to the 'View team roster' link; 'Enter a message that every team member will see when they log in to their Participant Center' points to the 'Edit' link; and 'Install the Fundraise with Facebook application to allow your Facebook friends to donate to you easily.' points to the 'fundraise with facebook' button.

# Matching Gifts Program

Want to double or triple your fundraising amount? Matching gifts are an easy way to do so. To find out if your company offers a matching gift program go to [www1.matchinggifts.com/nationalmssociety](http://www1.matchinggifts.com/nationalmssociety).

Type in your company's name and then click "search", it's that easy! If your company does participate in the matching gifts program, you will be directed to the information needed in order to apply.

Listed below are just a few of the many companies that participate in the matching gifts program here at the Maryland Chapter:

Aetna Foundation, Inc.  
P.O. Box 7337  
Princeton, NJ 08543-7337

AIG American International Group, Inc.  
Matching Grants Program  
P.O. Box 8857  
Princeton, NJ 08543-8857

Ameriprise Financial Gift Matching Program  
P.O. Box 2332  
Princeton, NJ 08543-2332

ATK Matching Gift Program  
7480 Flying Cloud Drive  
Minneapolis, MN 55344

CareFirst  
[www.carefirstcommitment.com](http://www.carefirstcommitment.com)

The Coca-Cola Company  
Matching Gifts Program  
P.O. Box 7898  
Princeton, NJ 08543-7898

Constellation Energy  
Matching Gifts Program  
P.O. Box 7586  
Princeton, NJ 80543-7586

Community Affairs Coordinator  
General Physics Corporation  
6095 Marshalee Drive, Suite 300  
Elkridge, MD 21075

GlaxoSmithKline Foundation  
Matching Gifts Program  
P.O. Box 7185  
Princeton, NJ 08543-7185

HSBC Matching Gift Program  
P.O. Box 2325  
Princeton, NJ 08543-2325

ING Foundation Community  
Matching Gifts Program  
P.O. Box 8499  
Princeton, NJ 08543-8499

Johnson & Johnson Family of  
Companies Matching Gifts Program  
P.O. Box 8317  
Princeton, NJ 08543-8317

MedStar Health  
<http://www.medstarhealth.org/body.cfm?id=557011>  
410-772-6659

Merck Partnership for Giving  
P.O. Box 7219  
Princeton, NJ 08543-7219

Merrill Lynch & Co. Foundation, Inc.  
Matching Gifts Program  
P.O. Box 3418  
Princeton, NJ 08543-3418

Novartis Foundation  
Matching Gift Center  
P.O. Box 9002  
Stuart, FL 34995

Pfizer Foundation  
Matching Gift Program  
P.O. Box 2072  
Princeton, NJ 08543-2072

PNC Foundation  
Matching Gift Center  
850 NW Federal  
Stuart, FL 34994

Proctor and Gamble  
P.O. Box 7067  
Princeton, NJ 08543  
[pg@easymatch.com](mailto:pg@easymatch.com)  
[forms.matchinggifts.com/PG2010.pdf](http://forms.matchinggifts.com/PG2010.pdf)

Prudential Matching Gifts Program  
P.O. Box 7184  
Princeton, NJ 08543-7184

Starbucks Matching Gifts Program  
P.O. Box 2236  
Princeton, NJ 08543-2236

T. Rowe Price Foundation, Inc.  
100 East Pratt Street  
Baltimore, MD 21202

Verizon Foundation/Verizon  
Volunteers Program  
c/o CyberGrants, Inc.  
Two Dundee Park, Suite 101  
Andover, MA 01810

Wells Fargo  
Employees / donors should search the company intranet for "matching gifts" or email [wellsfargo@easymatch.com](mailto:wellsfargo@easymatch.com) for additional details.



## Who has the most Team Spirit?

ESTABLISHING A GOAL IS AN EASY WAY TO MAINTAIN MOTIVATION AS WELL AS GIVE YOU AND YOUR TEAM A BENCHMARK FOR SUCCESS. WE ENCOURAGE TEAM CAPTAINS TO SET GOALS FOR THEMSELVES AND THEIR TEAMS, WHILE KEEPING THESE TIPS IN MIND.

### TIPS FOR TEAM SPIRIT

- Goals should be realistic, but significant: If it requires hard work to attain, it will be a source of more pride for your team.
- Don't arbitrarily set a goal without input from the team: Having them believe in the goal from the word "go" will make your job as team captain that much easier.
- Don't forget to set both personal & team fundraising goals: Lead by example. Share your fundraising goal with your team.
- Set a goal for team size as well as collective fundraising: Recruiting more team members can mean more substantial fundraising!
- Don't keep your goal a secret: Use e-mail, team pages, and even internal company intranets and newsletters to communicate goals – and how close your team is to attaining them.
- Large Corporate Teams: If you are part of a large corporate team, have departments set their own goals to create some fun internal competition.

If you would like more suggestions and guidelines for goal setting, or would like to request goal setting worksheets, please contact **Samantha Flottesmesch** at [samantha.flottesmesch@nmss.org](mailto:samantha.flottesmesch@nmss.org) or 443-641-1207.



# Bike MS: 2013 Top Teams

## BIKE MS TEAMS WHO MAKE A DIFFERENCE TOGETHER

The National Multiple Sclerosis Society would not be able to fund cutting-edge research, provide services, host programs, or educate health care professionals and the public if it were not for the extraordinary fundraising efforts of those who support Bike MS: Chesapeake Challenge. We are grateful for all of our Bike MS 2013 teams. Each of you are making a difference in the lives of those living with multiple sclerosis.

## Fundraising Idea Notepad

LISTED BELOW ARE SOME IDEAS FROM OTHER TEAM CAPTAINS, BUT YOU SHOULD FEEL FREE TO ADD YOUR OWN. SHARE THEM WITH OTHER TEAM CAPTAINS.

### FUNDRAISING IDEAS

- Offer to do something unusual: (i.e., Shave your head, wear a rival team's jersey, sing karaoke in a costume of the team's choice, etc.) if your team reaches or exceeds its fundraising goal.
- Set up a raffle for the team: With each \$50 raised you get another chance to win a prize (For friends: A special home-cooked meal for the winner and their family; For employees: A day off.)
- Lunch with the president or reserved parking spots: For company teams, reward the top fundraiser with lunch with the president or give the person who recruits the most additional team members a reserved parking spot for a month.
- Silent Auction: Hold your own silent auction – with food and entertainment.
- Garage Sale: Clean out the attic and basement with a garage sale – donate the proceeds.
- Fundraise through Facebook: Fundraise through the boundless fundraising tool available on your personal page.

**Pin-up Sales:** If you work somewhere with lots of foot traffic, ask about Bike MS pin-up sales – an easy way to quickly raise money for your team.

### TOP 10 BIKE MS 2013 TEAMS

1. **Team Lamberts** - \$86,442

Captain: David Bethel

2. **Team Geared for Good** - \$31,504

Captain: David Raimist

3. **Fat Crabs** - \$26,340

Captain: Rob Tobin

4. **Team Design Connection** - \$22,789

Captain: Jill Eisenberg

5. **SSATI Cyclopaths** - \$22,713

Captain: Norris Marshall

6. **Team Ballard Spahr** - \$21,585

Captain: Desmond Connall

7. **Team Greykell** - \$20,774

Captain: Jason Meyer

8. **Wells Fargo** - \$13,338

Captain: Benjamin Jordan

9. **Jack's Pack** - \$11,820

Captain: George Pollard

10. **Team Starbucks** - \$11,179

Captain: David Blair

# 2013 Bike MS Awards

A LITTLE FRIENDLY COMPETITION AMONG TEAMS CAN BUILD CAMARADERIE AND INCREASE RESULTS.

In fact, teams are the fastest growing group of fundraisers in the MS movement. The difference they are making in the lives of people with MS is nothing short of amazing. So who has the most team spirit? Who has the biggest team? And, most importantly, who will make the biggest impact to create a world free of MS? Here are the top team titles up for grabs at Bike MS: Chesapeake Challenge 2014.

## MARYLAND CHAPTER HONORS & PRIZES

1. Largest Team
2. Gordon Jayne Top Fundraising Team Award
3. Top Fundraiser
4. Bob Bennett Volunteer Award
5. Best Rest Stop



## Take your team to the top at Bike MS: Chesapeake Challenge 2014

Top fundraising teams receive special prizes and perks at Bike MS 2014



### GOLD LEVEL

- Team Tent at the Team Village. Includes tables, chairs, drinks, snacks and games
- \$250 toward team dinner or extra Team Tent supplies
- Bike MS drawstring bag for each team member
- Commemorative framed Bike MS team photo
- Team name listed on the Team Leaderboard at BikeMSMaryland.org



### SILVER LEVEL

- Team Tent at the Team Village. Includes tables, chairs, drinks, snacks and games
- Bike MS drawstring bag for each team member
- Commemorative framed Bike MS team photo
- Team name listed on the Team Leaderboard at BikeMSMaryland.org



### BRONZE LEVEL

- Bike MS drawstring bag for each team member
- Commemorative framed Bike MS team photo
- Team name listed on the Team Leaderboard at BikeMSMaryland.org



# Safety starts with You!

CYCLISTS NEED TO POSSESS BASIC BIKE-HANDLING SKILLS AND SAFETY KNOWLEDGE IN ORDER TO KEEP THEMSELVES AND OTHERS AROUND THEM SAFE, ESPECIALLY WHILE PARTICIPATING IN GROUP CYCLING ACTIVITIES, LIKE BIKE MS. OUR FOCUS IS TO PROVIDE A HIGH QUALITY, SAFE AND FUN CYCLING EXPERIENCE.

## PLEASE REMEMBER TO ALWAYS CARRY

- Identification
- Emergency contact information
- Insurance Card
- Cell phone
- Any important health information

\* Headphones (including iPods), cell phones, radios and similar devices are **not permitted** while riding.

All cyclists are responsible for keeping their riding equipment in good working order, so get into the habit of checking your equipment before every ride. Small adjustments can make a significant difference in your experience.

## THE BASICS OF RIDING IN A GROUP

Group riding takes practice. Riding with other cyclists all around you may cause you to feel trapped. Relax. It is most important to create your own safety zone. This may vary depending on the speed and ability level of the people you are with, so be flexible. Let others know of your anxiety – they may also be new at this. Make sure to ride in a single-file lane and say “on your left” when you are passing other riders.

## HYDRATION

Knowing how to optimize your fluid intake is critical to successfully completing a Bike MS Ride.

- One bottle per hour: The rule of thumb is to consume a bottle of liquid every hour, and that every second bottle is a sports drink. Also, remember to eat small snacks frequently during the ride. If you find that you experience extreme fatigue, the inability to recover your energy, or frequent muscle cramps, seek assistance from first aid – you may have the early signs of dehydration.
- Seeking medical assistance: If you find that you experience weight gain/bloating with progressive symptoms such as swollen hands and feet, confusion, throbbing headache, dizziness or nausea, please seek assistance from first aid.

## HELMET SMART

Head injuries are of special concern for cyclists. Even falling at a slow rate of speed can cause a serious head injury. Helmets must be on your head and strapped while riding in Bike MS – no exceptions.

## HELPFUL TIPS

On Bike MS Rides, our active route support team works to make the ride safe. Here are a few additional suggestions to help keep everyone safe on the ride:

- Thumbs down for help: SAG vehicles and motorcycle escorts will stop for you if you are off the road, off your bike, and giving a “thumbs down” sign or tapping on your helmet.
- Support & Gear Vehicles: Vehicles driven by staff and volunteers that provide support on the rides. They offer minor mechanical help along the route and monitor cycling safety and etiquette.
- Rest-stop etiquette: All cyclists who enter a rest area must pull over, dismount and move completely away from the road and rest-stop entrance. When exiting, move beyond the rest area and proceed with caution on the right side of the road before merging with faster cyclists.
- Passing: Passing others and being passed occurs continuously during the ride. Call out “passing on your left” and allow time for the cyclist being overtaken to move to the right – then pass safely.
- Mechanical problems: Examine mechanical problems and change flats completely off the road. If you have a problem you cannot fix yourself, flag down a SAG van and seek a mechanic at the next rest-stop.
- Be courteous: Bike MS participants are fortunate to ride on many trails as well as public roads. Be courteous and use no more than half the trail or road so as not to block the flow of other users.

For more safety tips and training information, please visit the **Safety & Training** page on [bikeMSmaryland.org](http://bikeMSmaryland.org).

## TEAM JERSEYS

Another great way to show your team spirit is to wear custom designed team jerseys. We are proud to have Primal Wear as the official jersey of Bike MS. As a part of their commitment to the National MS Society, Primal will donate 15% of your custom apparel order back to your teams’ fundraising account! Visit The Team Experience section on [bikeMSmaryland.org](http://bikeMSmaryland.org) or <http://www.primalcustom.com/givesback.htm> for more information.

