

Don't just ride, Bike MS

TOUR DE BEACH
TEAM CAPTAIN GUIDE



bike
MS

bike to
create a world
free of MS

*Celebrate **Success**
at your **Team Tent**.
You had a long day.
You **rode** so many
miles and helped
make incredible
advances toward
a world free of **MS**.
Now celebrate with
your **team**. Join them
at your very own
tent at the **Bike ^{MS}
Team Village**.*



Table of Contents

Welcome to Bike MS.....	2
We are people who want to do something about MS now	3
Where does the Money go?	4
Moving Together: Three simple steps to starting a team	5
Raising Money has never been easier!	6
Goal Setting: Who has the most Team Spirit?	8
Fundraising Ideas Notepad	11
Safety starts with You!	13

For more information and team resources, please go to: bikeMS.org

Welcome to Bike MS: 2013 Jour De Beach

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

You're up for the challenge as a Bike MS Team Captain — and ready to take your team on the ride of your lives! 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

September 21 & 22, 2013

Orange Beach, AL

Hampton Inn Orange Beach (25518 Perdido Beach Blvd Orange Beach, AL 36561)

FUNDRAISING MINIMUM: \$200

Route Options: 25, 45, or 75 miles

For more information, visit bikeMS.org or call 205-879-8546



*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 or 800.344.4867.

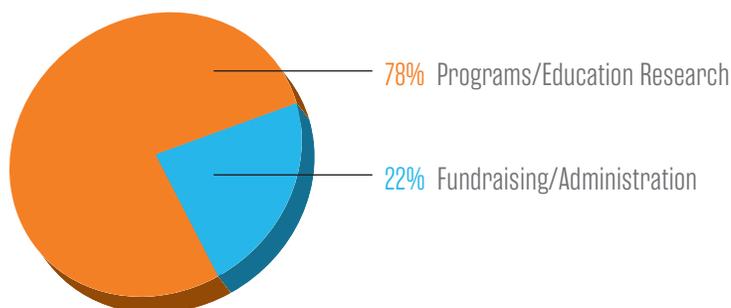
Where does the *money* go?

CHAPTER PROGRAM & RESEARCH HIGHLIGHTS

Funds raised at Bike MS allow our chapter to continue providing essential programs and services to over 6,000 people living with MS in Alabama and Mississippi. Emergency financial assistance, newly diagnosed support, educational programs, support groups, children's camp and programs for couples are just a few examples of these programs. Thanks again for helping move us closer to finding a cure for multiple sclerosis!

CHAPTER FINANCIAL INFORMATION

- Kid's Camps
- Advocacy Day
- \$30 Million in Research at UAB and Mississippi State
- 39 Support Groups in Mississippi and Alabama
- Emergency Financial Assistance
- Couples Retreats
- Scholarship Program
- Teleconference Series
- Newly Diagnosed Support
- Momentum Magazine
- MS Connection newsletter
- Keep S'Myelin program and much, much more!



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 to join you online at bikeMS.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!

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!

2013 *Bike MS: Tour de Beach* Event Details

THE RIDE - YOU HAVE OPTIONS

The first thing that you need to know is that it is not a race; it's a ride. Next, you have options! Choose from 25, 45, or 75 mile options all listed online: bikeMSAlabama.org. We have routes for all cycling abilities!

CHECK-IN

Feel free to bring cash or checks you have collected and check in the night before the ride (September 20th) from 4 to 8 p.m. We will be at the Hampton Inn in Orange Beach (25518 Perdido Beach Blvd Orange Beach, AL 36561) conducting early check-in right off the lobby in the banquet room. Get your bib number, t-shirt, goodie bag, and begin familiarizing yourself with the route! We will also have hors d'oeuvres available so you can mix and mingle with other cyclists. If you can't make Friday night check in, day of check in will begin at 6:00am at the same place in the Hampton Inn.

RIDE TIME

The ride will begin promptly at 7:30 a.m. at the Hampton Inn. There is ample parking in the deck if you are staying at Hampton Inn. If you are not staying at the Hampton please park across the street in the lot next to the Publix. It will be marked. Please DO NOT park in the CVS parking lot. We will have VIP parking for our Top 25 Fundraisers in the deck!

ACCOMMODATIONS

We have established group accommodations for out-of-town cyclists at the Hampton Inn. Please book early as the hotel does fill up quickly. Please check our website for more details.

TEAM PHOTOS

Team photos will be Saturday morning between 6:15am- 7:15am. Please have your team gather on the deck of the Hampton Inn (in the back overlooking the water).

Event Details Continued

MEALS BREAKDOWN

The Hampton Inn will provide breakfast to those staying at the hotel starting at 6 a.m.. There will also be breakfast items at the start/finish line outside at 6:30 a.m. You can count on bananas, oranges, bagels, peanut butter, honey, water, sports drinks, and some breakfast sandwiches (they will go fast!). Additionally, for those who make it to Rest Stop #4 (75 & 100 milers), we will provide lunch. At the finish line we will have our Bike MS lounge complete sandwiches, wraps, fruit, and other great snacks. We will also have football games on and a beautiful view of the gulf.

REST STOPS

There will be one rest stop approximately every 8 to 12 miles. You can count on food and drinks. The drinks will be cupless, so make sure you bring at least one water bottle. They will also have bananas, oranges, pickles, cookies, nuts, and granola bars at some. There will also be porta-potties. It is a good idea to stop at most of the rest stops. Grab a bite to eat and refill your water bottle(s). You aren't required to stop, but we suggest that you do!

SAFETY

We will have bike maintenance along the route in addition to SAG vehicles and HAM operators. Should you need assistance, please signal the nearest SAG vehicle. Also, we will provide you with emergency numbers on our cue sheets. We encourage you to bring a cue sheet and map, as well.

AWARDS CEREMONY

We will have our awards banquet Saturday night at the Hampton Inn. There will be plenty of seafood, local specialties, and a great speaker to thank you all for your hard work. The cocktail hour will begin at 6:00p.m. in the parking deck and dinner will be served at 7:00p.m. also in the parking deck. The banquet is a perfect way to end your first day of cycling and celebrate all the accomplishments of the weekend.

Raising Money has never been easier!

SIMPLE STEPS TO ONLINE SUCCESS

SET UP YOUR TEAM & PARTICIPANT 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 also can 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.



TEN GREAT THINGS ABOUT OUR ONLINE TEAM TOOLS

1. Post your team pictures online
2. Include your company's logo
3. Set up a simple URL for your Team page
4. Set a fundraising goal that everyone can see and support
5. Download your team roster
6. E-mail your entire team at once
7. Track your team members' fundraising progress
8. See your real time team fundraising total
9. Track and thank your team gifts
10. Easily update your page and photo



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 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 Jennifer Ely at 205-879-8546 or jennifer.ely@nmss.org.



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, sing karaoke in a costume of the team's choice, etc.) if your team reaches or exceeds its fundraising goal.
- Set up a drawing for the team: With each \$50 raised netting you another chance to win a prize (For friends: A special home-cooked meal for the winner and their family; For employees: A day off or Jeans day.)
- 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.
- 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. Please contact Jennifer Ely at 204-879-8546 or jennifer.ely@nmss.org for more information about pin-ups.
- 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.
- Donate to yourself. Cyclists who donated to themselves raised 2.5 times more than those who did not.

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
- 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.

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.

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 <http://www.primalwear.com/+-bikems.aspx>.

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 holding your helmet in the air.
- Ride Marshal support: A special team of cyclists called Ride Marshals 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 so as not to block the flow of other users.

