

# *Don't just ride, Bike MS*

BIKE MS: BREAKAWAY TO THE BEACH  
TEAM CAPTAIN GUIDE



Breakaway  
to the Beach  
2014



*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**.*



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For more information and team resources, please go to: [bikeMSbreakawaytothebeach.org](http://bikeMSbreakawaytothebeach.org)



# *Welcome to Bike MS: 2014 Breakaway to the 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

October 18-19, 2014

For more information, visit [bikeMSbreakawaytothebeach.org](http://bikeMSbreakawaytothebeach.org) or call 1.800.344.4867.



*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 800.344.4867.

# Where does the money go?

## CHAPTER PROGRAM & RESEARCH HIGHLIGHTS

Funds raised at the 2014 event will support the programs and services of the Greater Carolinas Chapter that help improve the quality of life for those with MS. Living with a chronic illness such as MS introduces layers of challenges that the National MS Society seeks to remove. We break down the barriers so that those with MS have greater access to care, emergency financial assistance, care management programs and more.

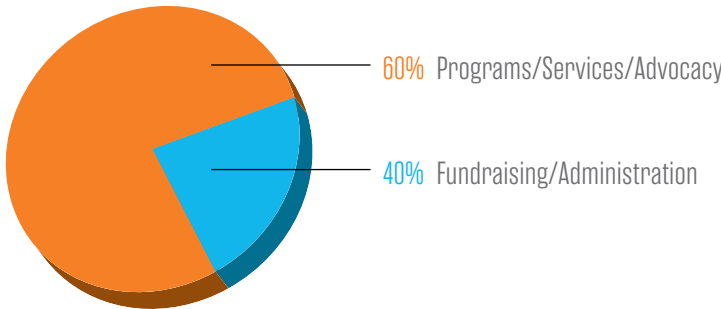
In the current economic climate, the charitable generosity of our donors is more appreciated and more needed than ever. The demand for local programs and services such as our Care Management Program is higher in times like these, and the National MS Society relies on the support of people like you to help fund our vital efforts.

The Greater Carolinas Chapter is committed to providing the best programs and services available to meet the growing needs of people who depend on us - families and individuals living with the unpredictable and challenging impacts of MS. In our Chapter area, this represents more than 17,400 people living with MS, along with their families, caregivers, and healthcare providers. We need to do more in the areas of emergency financial assistance, customized client care, and enhanced family support to ensure that local people living with MS have as high a quality of life as possible.

We hope that you will support our individual and collective efforts to improve the quality of life for those living with MS and their families. Thank you in advance for your support.

## CHAPTER FINANCIAL INFORMATION

Eighty-three percent of all funds raised through the Greater Carolinas Chapter are used to further our mission. Sixty percent of all the funds raised go toward local programs, services, and advocacy for the 17,400 people living with MS right here in the Carolinas. Forty percent of all funds raised supports national research to find the cause and cure of MS!



# 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 [bikeMSbreakawaytothebeach.org](http://bikeMSbreakawaytothebeach.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!





# *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 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.

Follow the National MS Society:



## 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 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 Elizabeth Hopwood, Bike MS: Breakaway to the Beach Coordinator, at (704) 731-1428 or [elizabeth.hopwood@nmss.org](mailto:elizabeth.hopwood@nmss.org).

# Top Bike MS: 2013 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: Breakaway to the Beach Ride. Once again, we'd like to show our appreciation to the Bike MS 2013 teams who made a difference — together.

### BIKE MS 2013 TEAMS

1. Bank of America — \$91,582.00
2. Hall of Foam Heroes — \$68,892.64
3. Y Xtreme Team — \$62,723.00
4. Left Hand Brewing — \$39,226.51
5. Rank Riders — \$23,562.00
6. Bikeaneers — \$23,302.02
7. Phyllis' Flyers — \$22,203.00
8. Carolina to Atlantic — \$14,302.00
9. SCANA Cycling — \$13,733.50
10. Team Hobnobbers — \$12,414.00



# 1 Fundrasing Team

Bank of America

\$91,582.00

Thanks for joining the Movement







# 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.)
- 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.
- 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.
- Talk with us! We have more ideas!



# 2013 Team 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?

## GREATER CAROLINAS HONORS & PRIZES

1. Big Wheel --- Bank of America
2. Above & Beyond --- Bank of America
3. New Kids on the Block (Rookie Award) --- Left Hand Brewing Company
4. Join the Movement Award --- Bikeaneers
5. Do What You Love, Love What You Do --- Rank Riders
6. Rolling on Sunshine (Spirit Award) --- Phyllis' Flyers
7. Pump and Wrench Pros (Bike Support) --- Mojo Cycles
8. Best Rest Stop Volunteer Team --- Steve & Gloria Dubay - The RV Palace

# 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.



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