

# TEAM CAPTAIN MANUAL



**NATIONAL MS SOCIETY  
PACIFIC SOUTH COAST CHAPTER**  
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San Diego, CA 92121  
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fax (760) 804-9266  
email [teamMS@mspacific.org](mailto:teamMS@mspacific.org)

**Fundraising Minimum: \$400  
Top Fundraiser Goal: \$2,000**

**[biketofinishMS.com](http://biketofinishMS.com)**



**Bay to Bay Tour**

- 1. RECRUIT**
- 2. FUNDRAISE**
- 3. MOTIVATE**
- 4. ORGANIZE**
- 5. CELEBRATE**

I will recruit



teammates!

### KICK OFF YOUR RECRUITMENT IN STYLE

Invite current and potential teammates to join you for an informational meeting at work, a summer barbecue, after work for happy hour or another gathering. This will give you and your teammates a chance to share all of your wonderful experiences and invite potential members to join you. A National MS Society representative can come to your recruitment event to encourage your co-workers, friends and family to participate. We will answer all of their questions and register them right on the spot. Encourage your team members, new and old, to invite potential riders.

### FORM A TEAM COMMITTEE

Delegation is the key to success! Assign a co-captain and recruit a team committee to motivate your team. Committee members are great for mentoring new team members, planning fundraising events, leading training rides, following up with fundraising goals, as well as being a great support to you!

### PUBLICIZE YOUR TEAM

Personalize and post Bike MS Bay to Bay Tour posters throughout your company and neighborhood, announce your team in a company or organization newsletter or ask the highest ranking person in your company to send out a memo or email announcing their support. Be sure to include your name and contact information on all team recruitment materials. Some other information you will want to include is: your team name, how to register, your team goals, information about MS and the Bike MS Tour. Also, use our "letter to the editor" template found at [biketofinishMS.com](http://biketofinishMS.com) to let your community know what you're doing.





RECRUITMENT CHECKLIST

**TEAM DIVISIONS**

In order to promote goodwill and fair competition, teams will compete with each other in various team activities based on their sizes.

**Division I:** 100+ members

**Division II:** 51-99 members

**Division III:** 26-50 members

**Division IV:** 11-25 members

**Division V:** 4-10 members

**VOLUNTEERS NEEDED!**

Friends & family don't have to ride to be a part of your team and the Bike MS Tour. Co-workers, friends, & family can support your team by volunteering. For more information about volunteer opportunities, go to [biketofinishMS.com](http://biketofinishMS.com)

- I have registered my team for the event.
- I have set my team recruitment goal (if I am a returning Team Captain, my goal is at least 25% higher than my team size last year).
- I am a returning Team Captain, I have requested last year's team roster from the chapter so that I can recruit past team members.
- I have selected a co-captain and team committee to help me with team management.
- I have made a list of possible team members & personally asked each individual to join my team.
- I understand that there are only 2,500 rider registrations permitted & I have instructed my team to register right away.
- As team members have registered, I have thanked them for registering and welcomed them to the team.
- I have encouraged every team member to recruit at least one new team member & one volunteer to join our team.
- I have set a date for our recruitment event & asked the National MS Society to send a representative to my event.
- If I am a corporate team, I have secured support from my company's top executives.
- I have publicized my team with posters, newsletters & word of mouth.
- I have publicized the 25-mile routes to recruit team members who may be new to cycling.
- I have sent out an email to all my contacts asking them to join me.



My team will raise \$      \$      \$      \$      \$     

## TEAM AWARDS

### CORPORATE ALLIANCE

The Corporate Alliance Award is the “Symbol of Alliance” between the National MS Society and its corporate partners. This award is presented annually to the top fundraising corporate team & since its introduction in 2001, the trophy has been a source of competition for our enthusiastic and highly successful corporate teams.

### FRIENDS & FAMILY

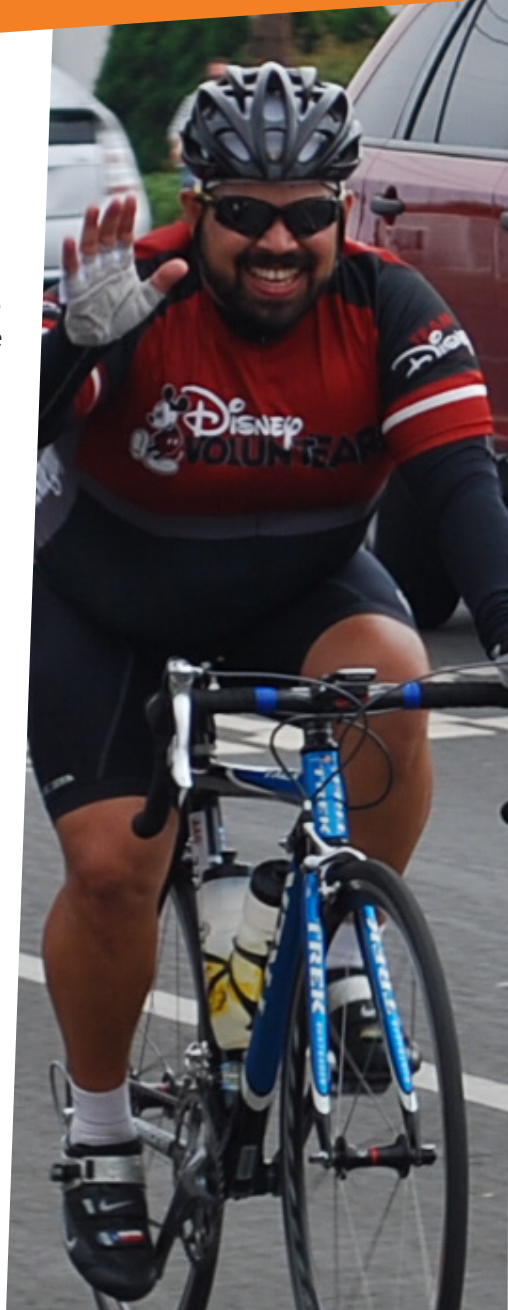
Our top friends & family team will be honored with a special award to commemorate their amazing accomplishments. The competition for this award is very tough, so rally your friends and family and work hard to bring home this wonderful award.

### TOP FUNDRAISING AVERAGE TEAM

You don’t need 100 team members to win an award at this year’s Bike MS Tour. Specially designed for smaller teams, this award goes to the highest per-rider fundraising average.

*The winners of the top fundraising awards will be determined based upon the total amount of money received by the final fundraising deadline.*

*Presentation of these and other awards will be at the Awards Celebration after the Bike MS Tour.*





## DOUBLE YOUR FUNDRAISING WITH MATCHING GIFTS!

What's better than a generous gift to the National MS Society? A gift that is twice as generous thanks to a third party's matching gift program! Many companies offer employees a matching gift benefit that, in effect, doubles (or, in some cases, even triples) your gift to the Society. By participating in these programs you and your donors can double your dollars and significantly increase the impact that your contribution will have.

Companies have various methods by which you can submit your matching gift request: online forms, automated phone systems or a paper form that you submit to the Society when you turn in your pledges. Contact your company's human resources or benefits department (or if your donor's company offers matching gifts, have them do the same) to find out what your options are.

If you are uncertain if your company has a matching gift program, contact Merri Hulet at (714) 689-9606.

## FUNDRAISING CHECKLIST

- I have informed my team of our team fundraising goal.
- I have asked if my company has a matching gifts program.
- I have asked my corporation to make a donation.
- My business has heavy street traffic & I have asked customers to contribute their spare change or to sell bike pin-ups.
- I have contacted my company's vendors and asked them for a donation equal to \_\_\_% of the annual business my company gives them. (This is easier than you may think!)
- I have scheduled my own fundraising event.
- I have set up a team T-shirt or jersey design contest open to all employees for a small entry fee. Post the entries in a public place and let everyone vote on the winner.
- I have promoted my team by stuffing a flyer into each paycheck envelope.
- I have informed the Society of our fundraising event.
- I have sent out emails from my customized web page to ask for donations.
- I have selected household items to sell on eBay, craigslist, etc. to raise money.
- Fundraising just became easier. Log into your participant center to download your fundraising app! All funds raised through this app will link directly to your personal Bike MS page.

## MOTIVATE TO CARE

Are you riding in honor of someone with MS? Personalizing the cause or putting a face to the disease is a great way to motivate people to support your team. Donors are more willing to give to a person rather than a cause. If you don't know someone with MS, contact [teamMS@MSspacific.org](mailto:teamMS@MSspacific.org) to have a Champion assigned to your team. You will receive a biography of a person with MS for whom your team can ride.

## MOTIVATE TO FUNDRAISE

### Be Goal-Oriented

Set a team goal and remind your team members about it all the time. Divide your overall goal into 10 weeks and set weekly goals too.

### Encourage A Little Friendly Competition

Have contests amongst your team members. Who can raise the most money? Who gets the largest donation? Who meets their top fundraising goal first? Host a fundraising week of your own for your team! Reward your team members with prizes donated by local businesses.

### Enlist Your Company's Support

Ask your company to support your team's fundraising goals and ask them to provide company incentives. Some examples include: the team's top fundraiser goes to lunch with the company president, gets a reserved parking spot for a month or team members are entered into a drawing for a day off work.

### Host A Fundraising Clinic

A representative from the National MS Society can come to a location you choose to help your team sharpen their fundraising techniques.





## MOTIVATE TO TRAIN

### Team Bike Rides

Everyone on your team should be riding every weekend. Why not ride together? Set up meeting locations and times for team members to train for the event.

### Have a Team Day at a Safety Clinic

Prior to the ride, the Society will be hosting a series of safety clinics. This is a great resource for your novice teammates and a great refresher for some of your more experienced riders. Visit [biketofinishMS.com](http://biketofinishMS.com) for Safety Clinic dates and locations. If you would like to schedule a specific safety clinic for your team of 20 or more, contact us at [teamMS@MSpacific.org](mailto:teamMS@MSpacific.org).

## MOTIVATE TO WIN

There are more than just fundraising awards that can be won by your team. These awards will be announced and awarded at the Bike MS Bay to Bay Tour Awards Celebration.

### Best Team Jersey

The team with the most innovative and creative bike jersey will be the recipient of this fabulous award. Email [teamMS@MSpacific.com](mailto:teamMS@MSpacific.com) to submit your jersey design for the competition and plan to have a team member be a part of our jersey fashion show at the Saturday night celebration.

### Most Spirited Team

The team who is the loudest and craziest at our start line, overnight party and grand finale will be the proud bearer of our Spirit Award.

## Team Best Promoting the National MS Society's Mission

This is not a race, it is a cause. The team that best shows their commitment to our mission will receive this very special award.

## Team Captain Rookie of the Year

Organizing, managing and recruiting a team of people is never an easy undertaking. This is especially true for our new Team Captains. The Team Captain who shows an incredible fortitude in the first year will be more than worthy to receive this award.

## Safety Award

The team who exhibits the best use of safety before and during the Tour will receive our Safety Award and the honor of special recognition in the event.

## Top Fundraising Team By Division

We will award Top Fundraising honors to teams based on their divisions. Just because your team is smaller, doesn't mean you can't be called a Top Fundraiser!





## ORGANIZE

ORGANIZING IS WHAT YOU DO BEFORE YOU DO SOMETHING, SO WHEN YOU DO IT, IT IS NOT ALL MIXED UP. - A.A. MILNE

### TEAM RIDER CHECK-IN

We will be hosting a series of team rider check-ins for teams with 50 or more members. All you need is each team member's signed waiver and in return, you'll receive their rider packet. Stay tuned for dates and locations.

### FIND US ON FACEBOOK AND TWITTER

Join the Bike MS Bay to Bay Tour Cause through social media by visiting [biketofinishMS.com](http://biketofinishMS.com) and clicking on the Facebook and Twitter buttons. Show your friends and family your dedication to finding a cure for MS!

### RIDE MARSHAL PROGRAM

Ride Marshals act as safety ambassadors by sharing cycling advice and encouraging safe cycling behaviors during the event. Bike Tour Ride Marshals must meet all of the following requirements:

- Are passionate and knowledgeable about safe cycling and be willing to work with all levels of cyclists to promote safe cycling.
- Have a basic knowledge of bicycle repair (classes will be available).
- Have previously participated in at least one Bike MS Bay to Bay Tour.

We encourage each team to have at least one representative participate in the Ride Marshal Program.

For more information, please contact Eric Beck at (760) 448-8437 or [eric.beck@nmss.org](mailto:eric.beck@nmss.org).





## SHARING MONEY

If you have money that is to be divided among two or more individuals, a Donation Distribution form must be completed and submitted with all donations that are to be distributed.

All individuals listed on the form will be credited the amount indicated on the Donation Distribution form, which can be downloaded at [biketofinishMS.com](http://biketofinishMS.com).

### Donations made online cannot be split.

If someone would like to make a credit card donation to be divided amongst two or more individuals, please contact your Team Coach at (800) 486-6762.



## ORGANIZATION CHECKLIST

- I have let my team members know about the Safety Clinics and Ride Marshal program.
- I have selected a host hotel for my team and made sure all of my team members have made their reservations.
- Three weeks prior to the event, I have confirmed that all of my team members will be riding in the event.
- I have made sure all of my team members know they may check only one piece of luggage and they must carry their ID at all times during the event.
- I have designated a team picture time and made sure all of my team members know the time and location.
- I have selected a meeting location for my team members to gather at the overnight and after they finish the ride.
- I have invited my team members' friends and family to meet our team at the overnight location and finish line!

## TEAM PERKS & INCENTIVES

Ask your team coach for more details or visit the Teams Page at [biketofinishMS.com](http://biketofinishMS.com):

- Free team photos!
- On-site team check-ins for teams of 50 or more!
- Reserved team areas and tents for stellar fundraising!
- Special team starts for division leaders - with your own team theme song!
- Fun competitions with other teams!

## SPECIAL TEAM MEETING AREA AT THE FINISH LINE

Teams that raise a minimum of \$50,000 by the team tent deadline (see [biketofinishMS.com](http://biketofinishMS.com) for date) will receive their very own exclusive team area at each Finish Line. In the designated area, teams will have tables, chairs, shade and at the Day 2 Finish, a team banner provided by the Society. You don't want to miss out on this great opportunity, so set your goals high and work extra hard to reach them!

## CELEBRATE YOUR TEAM

Special team gear such as jerseys, T-shirts, hats, sweatshirts, etc. are a great way to show off your team spirit and to make your team stand out from all the rest.





## BEING A TEAM CAPTAIN HAS ITS ADVANTAGES

### RECRUITMENT WEEK

Get your recruiting plans in place! Team Week for the Bike MS Bay to Bay Tour will take place in June to kick off summer! Show the world who can recruit the most team members! More information will be provided via email.

### FUNDRAISING MONTH

In August, teams will compete within their divisions in a fundraising contest that will give Team Captains opportunities to win prizes for money their team raises. All money received during this month will be counted toward a separate fundraising total and the team with the most money raised in August wins! More details will come via email as the month approaches.

### AWARDS CELEBRATION

The fun doesn't end after the ride is over! Join us at the exclusive party for Team Captains whose teams raise more than \$5,000. The date and location for this special party will be announced at a later date. This party is our way of saying thank you for all of the time and effort you invest in your team and the Bike MS Tour. We will provide food, fun and more! Special team awards, including the highly coveted Corporate Alliance Award will be presented at this party.







**National  
Multiple Sclerosis  
Society**

**WE ARE  
PEOPLE  
WHO WANT  
TO DO  
SOMETHING  
ABOUT MS  
NOW.**

## ABOUT MULTIPLE SCLEROSIS

Multiple sclerosis interrupts the flow of information within the brain and between 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 at least two to three times more women than men being diagnosed with the disease. MS affects more than 2.1 million worldwide.

## ABOUT THE NATIONAL MS SOCIETY

MS stops people from moving. The National MS Society exists to make sure it doesn't. We help each person address the challenges of living with MS. Last year alone, through our national office and 50-state network of chapters, we devoted over \$136 million to programs that enhanced more than one million lives. Locally, the Pacific South Coast

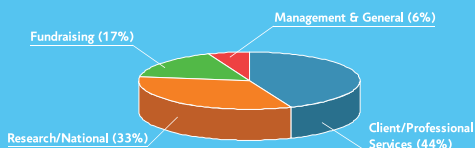
Chapter provides programs and services designed to help the 51,000 people and families affected by MS in San Diego, Orange and Imperial counties, and the Hawaiian Islands move their lives forward. To move us closer to a world free of MS, the Society also invested approximately \$50 million to support 440 research projects around the world. Over \$3 million is spent on MS research in our area annually. We are people who want to do something about MS NOW. Join the movement at [MSpacific.org](http://MSpacific.org).

## CHAPTER PROGRAMS AND SERVICES INCLUDE:

- Emotional Support: self-help groups, counseling, visitation and information for the newly-diagnosed.
- Wellness: clinics, education and exercise such as aqua, yoga and strength training.
- Direct Assistance: equipment loan & provision, financial grants, transportation and scholarships.
- Family & Social Support: children's programming, recreation, respite care and caregiver retreats.
- Education: information & referral, professional outreach and research updates.
- Independence Support: employment consultation and resources, financial planning and care management.

## FOR MORE INFORMATION

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- (344-4867).



**WHERE THE  
MONEY GOES**