



bike to  
create a world  
free of MS

# THE TEAM TIMELINE – KEEPING YOU ON TRACK

## AS SOON AS YOU REGISTER...

### 1. Personalize your Participant Center

- You know you love seeing yourself on the world wide web. Customize your team page and personal page with a photo and reasons why you are riding.

### 2. Dream big

- Set goals. When you reach them you will feel good about yourself. You should set a recruitment, personal fundraising, and team fundraising goal. Sample goals include:
  - i. I will grow my team by 25% this year.
  - ii. I will personally raise \$7,000 and participate in the Tour of Champions (a vacation with other top Bike MS fundraisers with the MS Society).
  - iii. My team will increase fundraising by 30% and win a Top Fundraising Team Award in my division.
- Need help setting goals? Fill out a goal setting worksheet
- Secrets, secrets are no fun. Share your goals with everyone. Use email, team pages, and even internal company intranets and newsletters to communicate goals and how close your team is to attaining them.

### 3. Get the word out

- Announce that you are forming a team at the next staff, club or faculty meeting.
- Place articles in your company/organizational newsletter, local paper, and website. Send emails to potential team members inviting them to join.

## FEBRUARY-APRIL

### 1. Recruit your cycling buddies

- Ask everyone you know to join your team. Even if they cannot ride, ask them to support Bike MS as a volunteer, Super Crew member, or virtual participant.

### 2. Start bringing in the cash money

- If you're into using snail mail, use the sample solicitation letter found on the Download Cyclist Materials page on the web site. Fill in the information concerning you and your team and mail them to everyone you know. Or you can save yourself the postage and use your online Participant Center. Using the email feature, upload your address book and send your solicitation electronically.

## MAY

### 1. Get the word out

- Order Bike MS trading cards, brochures, and posters online from the North Florida Chapter. Post a sticker on the materials with your team's website and your email address and display them at work or in your gym and local grocery store.

### 2. Delegate

- There is no "I" in team. Ask your team members for help. One person can be the team gear chair, another can be the Team Village chair, and someone else the fundraising chair.

### 3. Its time to get on the bike

- a. It's time to shed your winter weight. If Mother Nature gives us a beautiful early spring day, take advantage of it. Wear your team or Bike MS jersey on the road to build awareness of the event.
- b. Schedule team training rides for weekends in April and May. Spice them up by having them end at a restaurant or a team member's house so everyone can get a warm meal and tasty beverage.

## JUNE

1. **Actually get on the bike**
  - Let's be serious. March was cold and your bike probably sat in the corner of your garage gathering dust and cobwebs. This month, actually hop in the saddle and ride. Your butt will thank you.
2. **Order team gear**
  - Here is your chance to look like a pro. Order colorful team jerseys and strut your stuff on the road. Order from VOMax.com and the North Florida Chapter will get 10% back!
3. **Volunteer**
  - Enlist those who prefer not to ride to volunteer for team support or for the Ride itself.
  - Have them register as Super Crew, team members who volunteer for both days and raise the \$200 minimum pledge.

## JULY

1. **Check your goals**
  - Aim to recruit at least half of your cyclists and raise half of your fundraising goal by the end of the month.
  - Keep track of team donations and announce current team totals and top team members in an update email to you team. Create team challenges to motivate your team.
2. **Kick-off Ride**
  - The National MS Society hosts a ride to Kick-off the season! Bring your whole team.
3. **Team Village... heck yes!**
  - This is a party you don't want to miss. Located at the heart of the overnight, the Bike MS Team Village allows teams to set up camp for the entire weekend, relax, and celebrate their day's accomplishments. Contact the National MS Society to reserve your team space today.
4. **Look good in front of the boss**
  - Recruit new team members by placing a team ad in your company newsletter. Host a sign-up day or a lunch n' learn and invited your Teams Manager from the MS Society member to attend.
5. **Be social - host a team fundraising event**
  - Your friends are more likely to give you money after a few drinks. Host a happy hour with an auction and extra donation jar.

## AUGUST

1. **Round up the slackers**
  - Be sure all of your procrastinating friends, family, and co-workers are registered for Bike MS. Volunteers, Crew members, Super Spokes members, and virtual participants are all considered team members as well.
3. **Money, money, money, money!**
  - Host another team fundraising event. Consider inviting friends over for a night of poker or throwing a back yard bar-b-que bash.

## SEPTEMBER

1. **Bike MS is almost here. Have you raised your \$200 yet?** (In order to participate in the ride, the cyclist has to have their pledge minimum by the time of check in)

- How about your team members? Have they all raised their \$200? Use your online Participant Center to track your team members' progress. Persuade them to raise more money by offering a prize to team's top fundraiser.
2. **Host a team kick-off event**
    - Did you really need another excuse to party? Invite the whole team to a local restaurant, bar, or team member's house, enjoy good food, drinks, and company while pumping everyone up for the big weekend.
  3. **Finalize your plans for the weekend**
    - Another great thing about your Participant Center is that you can email your entire team at once! Send out a team e-newsletter with directions to the start location, meeting time and spot, and other team-specific details for the weekend.
  4. **Reward your top team members**
    - Get prizes for your top fundraisers from your company or local places of business (day off, good parking spot, ticket to local sporting or cultural event, gift card to retail store or restaurant).

## ONE WEEK BEFORE BIKE MS:

1. **Communicate**
  - Send a reminder e-mail with the Bike MS start time, team meeting place, time for team photo, directions to the location, and items to bring for the weekend. **(In order to participate in the ride, the cyclist has to have their pledge minimum by the time of check in)**

## BIKE MS WEEKEND

1. **Saturday**
  - Set a meeting time and place for your team for both mornings of the Ride. Have breakfast, warm up, and then get ready to ride to end the devastating effects of MS!
  - Smile pretty for the camera! Gather for your team photo before the ride and proofs will be available online the following week.
  - The miles made you tired and sore. Get a 10 minute massage for just \$10 inside the Hilton Daytona Oceanfront Resort, our host hotel. Party at the Team Tent Village and Pool Party to celebrate your day's accomplishments and get energized for the next day. Friends and family members are welcome too!
2. **Sunday**
  - Day two is just as fun as day one. Be sure to register for next year's ride at the finish line.

## AFTER BIKE MS

1. **Keep the dough coming in**
  - Yes, the ride may be over, but you still have a month left to fundraise. Plus, the more money you raise, the better prizes you can earn.
2. **It's time for the after party**
  - Celebrate a great year in style. Thank all of your team members for riding and fundraising. Remind them to keep raising funds until the pledge deadline and ask for their continued commitment.
3. **Purchase official ride photos**
  - Team and individual photos from the ride can be purchased online. Check the website for photographer information.
4. **Send thank you letters**

- Include photos in the thank you letters you send to all of your friends, family, colleagues, and corporate sponsors who donated money to the National MS Society on your behalf.