Team Captain Manual

National MS Society
Mid South Chapter
214 Overlook Circle
Suite 153
Brentwood,, TN
37027

Questions?
Contact:
Lauren Looser
615-690-5349

"Bike to Jack & Back"

Bike MS Ride

October 6-7, 2012

National Multiple Sclerosis Society

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Welcome Team Captain!

We are delighted that you are joining us as a Team Captain for the 2012 Jack Daniel's "Bike to Jack & Back!" Thank you for taking the first step towards making this year's Bike MS Ride a great success. This kit is designed to provide you with the tools you need to make your team's experience fun, successful, and rewarding.

As a Team Captain, you are a powerful force in the fight to end the devastating effects of MS. A Team Captain's job is to motivate and encourage others to join your team and promote the ride, whether it is with co-workers, friends or family. Once the team is in place, the Team Captain also acts as the key liaison between their team and the National MS Society.

Primary Responsibilities of a Team Captain:

- Recruit friends, family members and business associates to participate as members of your team.
- Register online and take advantage of easy-to-use online fundraising tools. You can create your own team Website, send personal e-mails to fundraise online, track online and off-line donations and share your story. Ask each of your team members to join online.
- Encourage team members to set and surpass their fundraising goals. Remember that every cyclist who raises $700 will be eligible to receive prizes and awards for their efforts.
- Plan a team-building kickoff and invite new and veteran cyclists. Gather potential team members together for food and fun and watch interest soar!
- Share your enthusiasm and excitement with your team as you strive together to reach your fund raising goal. Be sure your team members are well prepared to reach their goal.
- Have fun and build team spirit. Create a team jersey, banner, t-shirt or hat to help identify and encourage your team.
- Encourage team members to submit pledges collected offline to the National MS Society before the event.
- Ask for help! The National MS Society is here to help you through your journey as a Team Captain!

Contact Lauren Looser

Development Coordinator

Lauren.looser@nmss.org

615-690-5349

Goal Setting Worksheet

Captain:_____

Team Name:_____

2011 Accomplishment:

# of Riders: _____ Amount Raised: $_____

2012 Overall Goals:

# of Riders: _____ Amount Raised: $_____

Strategic Plan:

1. Set up team web page through the National MS Society website.
   Due Date _____ Date *Accomplished* _____

2. Announce involvement through e-mail, company newsletter, or intranet
   Due Date _____ *Date Accomplished* _____

3. Check with company's HR Dept. to learn if a matching gifts program is provided. If Friends & Family Team, ask team members if their company has a matching gifts program.

   Due Date _____*Date Accomplished* _____

4. Obtain brochures & posters from the National MS Society to pass out and display. Post a progress chart with your fundraising & recruitment goals in a visible area.

   Due Date _____ *Date Accomplished* _____

5. Memo to all team members announcing team goals and activities

   Due Date _____*Date Accomplished* _____

6. Send thank you to all team members

   *Due Date*_____*Date Accomplished* _____

Team Fundraising Activities:

Activity	*Date*	*Goal*
_____	_____	_____
_____	_____	_____
_____	_____	_____

Please send us a copy of your completed Goal Setting Worksheet via *fax: 615-269-9470* or *mail: 214 Overlook Circle, Ste. 153 Brentwood, TN 37027*

Frequently Asked Questions

What are the fees and pledges required to ride?

All riders must raise a minimum of $300 (must be paid by October 6th at 7:29 am to take part in the ride.) However, the average Bike MS cyclist raises more than $700. All pledges must be turned in by November 2, 2012 in order to be eligible for post-ride prizes.

Are children allowed to ride in the " Bike to Jack & Back"?

Cyclists must be **21 years or older** to ride in Jack Daniel's "Bike to Jack & Back".

Can I turn in donations before the event?

You may turn in donations any time leading up to the ride. **In fact, we highly encourage it!** Please mail donations to the address below. Please make sure to specify the name of the cyclist.

National MS Society, Mid South Chapter
Attn: Jack & Back
214 Overlook Circle, Ste. 153
Brentwood, TN 37027

What should I do if I receive donations made out to my name?

If you receive donation checks made out in your name, please endorse the back and include with any other donations you receive.

How will registration volunteers know how much money I have raised on the day of the Bike Ride?

The evening before the event, we will run a report which has each registered cyclist's total up to that point. This information will be at registration so we know the total amount raised for each person.

DONATIONS:

How can I see who has donated to me?

Go to the Log-in section of the website. Use the Username and Password you received when you registered for the ride. You can then view your donors and the amount that has been donated.

I forgot my Username and Password. How can I find out what they are?

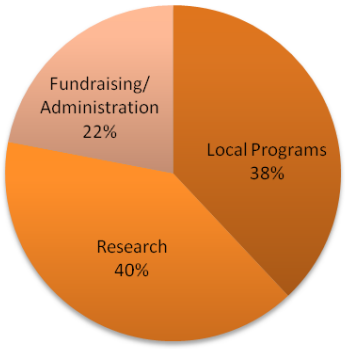
Click on Main Log-in. At the bottom of the page where you enter your Username and Password, there is a link that says "Forgot Username". To obtain both your Username and Password by email, enter the email address you initially used to register. To obtain just your Password, enter your Username. You will be prompted with your hint you created when you registered.

About the National MS Society

WHERE DOES THE MONEY GO?

Money raised goes toward research for treatment and cure for the 400,000 Americans living with the devastating effects of MS, as well as local client programs and services for people with MS. There are more than 8,800 people living with MS in the Mid South Chapter.

Where Your Dollar Goes



Multiple Sclerosis stops people from moving. We exist to make sure it doesn't.

The National MS Society believes that moving is not just something you can or can't do, but rather is who you are. This is why we need you to participate in events like Bike MS – to raise funds for research, as well as comprehensive programs and services for people with MS – moving closer to a world free of MS.

WHAT IS MS?

Multiple Sclerosis interrupts the flow of information between brain and body and stops people from moving. MS is 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. Most people with MS are diagnosed between the ages of 20 and 50, with more than twice as many women as men contracting the disease. MS is the #1 disabling disease among young adults in the United States.

WHO IS THE MID SOUTH CHAPTER?

The Mid South Chapter staff is passionate in our commitment to people affected by MS. Through creativity and hard work, we promote quality healthcare, simulate community service, advocate for favorable government policies, and are the regions' best source of information about multiple sclerosis. In 2010 we raised over $2.4 million dollars, serving more than 8,800 MS clients in 107 counties across the state of Tennessee, northern Georgia, northern Mississippi and eastern Arkansas.

Fundraising Tips and Ideas

THE MOST IMPORTANT THING TO REMEMBER….

Fundraising can be FUN! Fundraising is never uncomfortable when you really believe in your ask. Remember that in your efforts, you are giving hope to the 200 people who are diagnosed with multiple sclerosis every week. Be BOLD!

Create a Relationship

Many of our cyclists ride because MS has directly affected them in their personal lives. However, there are cyclists who ride because they love to ride and do so in support of a good cause. We applaud both groups of cyclists for all they do to help end the devastating effects of multiple sclerosis. If you're a cyclist who hasn't met MS face to face, we encourage you to participate in our Champions against MS program, where you can meet and ride in honor of someone with MS. We guarantee this will provide you with a drive and energy you haven't possessed before. Please call Lauren at 615-690-5349 to get signed up in the Champions Against MS program.

Social Networking

Create a custom website for your team with information about the ride, reasons you are participating, photographs of your team and how much your team has raised. Another great way to raise money is through Facebook, Twitter, LinkedIn, or MySpace. Update your status often with a link to your team page and ask your friends to donate. Also, Facebook has a great application called *Boundless Fundrasing* that you can download to your personal Facebook page.

- Check out this link for an example of a Bike MS Ride Team's web page: http:/main.nationalmssociety.org/site/TR/Bike/TNSBikeEvents?team_id=290853&pg=team&fr_id=18277
- Use this link to download Boundless Fundraising: **http://apps.facebook.com/bf_bikems/**

Email Signature

You know how people place quotes in the signature of their emails? You can do the same to help fundraise. In the signature of your email, add a blurb about your interest in fundraising to end multiple sclerosis with a link to your web page or your contact information.

Example: *"Ask me how you can help to end the devastating effects of multiple sclerosis. Visit (insert your personal web page here)."* Please feel free to download this email signature badge to use in your signature. Find it at **bikems.org** under the tab digital downloads.

Fundraising Tips and Ideas, Continued

Get Your Office Involved

Send out emails. Send a mass email to your co-workers asking for a contribution (including your supervisor!) telling them a little about your involvement with the Bike MS Ride and include a link to our web site.

Keep a Change Can

Place a can on your desk or meeting place in your office and ask colleagues to drop their change when they can. You won't believe how it adds up!

Start a Letter-writing Campaign

Letter writing is one of the most effective ways to raise money. Send letters to people that you don't see on a regular basis such as business associates, family, college friends or fraternity and sorority members, and members of your place of worship or professional organizations. Draft your own letter to ask people for their support or use the sample letters in the back of this packet. Here are a few helpful hints to remember before beginning your letter writing campaign.

- Always include a self-addressed, **stamped** envelope (your address – not ours) with your letter.
- Include a deadline as a gentle nudge to get those contributions in.
- Follow-up with a note or phone call to those who haven't responded.
- Send a thank you note once you receive a contribution.

Look for Sponsorship

Whether you're on a team looking for a team jersey sponsor or you're an individual rider looking for fundraising dollars, ask your employer or a local business that you frequent to sponsor you for the Bike MS Ride. For teams, consider selling sponsorship advertisement on your team jerseys.

Hold a Raffle at your church, civic group, etc.

Each of us has connections to local businesses, etc. and when we combine our efforts we can come up with some pretty excellent prizes. Raffle off prizes with proceeds going to fundraising for a cure for MS!

Have a Party!

Hold an event in your home or at a local restaurant and charge each party-goer a cover charge with proceeds benefiting the National MS Society. Use event themes such as an open house, chocolate fondue party, poker night or a martini social. In the midst of the party get everyone's attention and make a plea from the heart. If you ask for $10.00 that's what people will donate. But a plea from the heart may earn you $50.00 from more generous friends. If you are riding in honor of someone, be sure they are there!

Don't forget that the National MS Society is more than willing to help with any third party events, so please call us for any support you may need – we are here to help YOU!

Fundraising Tips and Ideas, Continued

How to raise $500 in seven days:
Day 1: Sponsor yourself for $20
Day 2: Ask five family members to sponsor you for $25 each.
Day 3: Ask four friends to contribute $20 each.
Day 4: Ask five co-workers to donate $15 each.
Day 5: Ask five neighbors to contribute $10 each.
Day 6: Ask your boss for a company donation of $50.
Day 7: Ask four businesses you frequent for a donation of $25.

ASK LIST
Most people are pleasantly surprised at just how many people they know and the resources they have. A great way to evaluate your contacts and connections is to make an "Ask List". This list will be invaluable to you once you begin your fundraising efforts. If you like, you can record the address and telephone number of each person on your list now to save time later.

Who…	**Who is/are our…**	**Relatives**
…is on our holiday card list	mail carrier	parents
…do I write checks to	dentist	sisters/brothers
…is on our wedding list	doctor	sister/brother-in-laws
…is in the medical profession	minister	nieces/nephews
…are my neighbors	lawyer	cousins
…is from my fitness club	insurance agent	aunts/uncles
…do I work with	chiropractor	grandparents
…does my spouse work with	children's teacher	grandchildren
…have we done business with	realtor	stepchildren
…attends our church	massage therapist	stepparents
…writes us letters	personal trainer	step grandparents
…is in sales	hair stylist	stepbrothers, sisters
…are parents of our children's friends	veterinarian	former spouse
…is from my old job	landscaper	former in-laws
…is high school, college alumni	banker	extended families

A Few More Ideas to Get You Started…

1. Garage Sale: Get your whole team together to and sell your old stuff for charity.
2. Bake Sale: Become Julia Child or Mrs. Fields and host a bake sale with your friends.
3. Answering Machine Message: This will alert everyone who calls you at home that you're up to something special! Let them know that you need their support!
4. Mow-a-Thon: Get your kids involved in this weekend activity. Check ahead of time with all your neighbors and ask them if you can mow their lawn for $50.
5. EBAY or Craigslist: Gather up goods from you and your friends and auction them off or sell them.
6. Curse Jar: Place a curse jar in your office and whenever someone says a bad word they have to open up their wallet, grab a dollar and put it in the jar.
7. Shop at Wal-Mart: Some Wal-Marts have a Sunshine Fund to support individuals in the community.

MATCHING GIFTS

What is a "Matching Gift"?

Many companies sponsor matching gift programs to encourage employees to support numerous charities and non-profit organizations. Most companies match dollar for dollar and some may even double or triple match a donors' gift. Inquire with the Human Resources Department of your company to see if they participate in a matching gift program.

5 EASY Steps to Receive a Matching Gift:

1. If your company participates in a matching gift program, obtain their Matching Gift Form and complete the first section that is reserved for the "Donor". Be sure to have the company place your name or the name of your team member on the check so we know who receives the credit.
2. Send your completed form to:

   National MS Society – Mid South Chapter

   Attn: Diane Payne

   214 Overlook Circle, Ste. 153

   Brentwood, TN 37027

3. Once received, we will verify the information and complete the section marked "Organization". *Please note: we may contact you for additional information during this verification process*. When completed, we will send the Matching Gift form to your employer.
4. Your company will then process the request and send a check to the National MS Society.
5. When received, we will apply the matching gift to your event contributions. *IT'S THAT SIMPLE!*

Helpful Tips for Matching Gifts:

- Spread the Word about Matching Gifts: Encourage all of your event donors to see if their company participates in a matching gift program.
- Have Matching Gift Forms when you approach your coworkers or friends/family. If your company or your team member's company participates in a matching gift program, have the forms available when you approach them. When they make a contribution, you can hand them a form to complete. Just by informing them of this opportunity, you could double, maybe even triple your contributions. <u>Please remind your donors to include information on whose event campaign they are supporting so the gift will be credited to the correct event participant's account.</u>
- The Earlier the Better: Enclosing the matching gift forms in your pledge envelope on the day of the event or even before will ensure that your matching gift will be included with your current year's prize total.

TEAM VILLAGE at Motlow State!

Welcome to the Team Village!

What better way to celebrate your team's accomplishment than to gather all your friends, family, supporters and team members under one tent at the event to toast your team's victory! This is what the Team Village is all about. If you have questions not answered here, please call: **Lauren Looser at 615-690-5349**

What is the Team Village?

The Team Village is a group of tents placed at Motlow State Community College on Saturday, October 1st for teams and their members. Each team that chooses to participate will have their own tent in the Village for their team members, family members, co-workers and friends to enjoy.

How it Works

Teams rent or bring their own tent, tables, and chairs that are set up by coworkers or family members in the Team Village. Teams can get donations of food, solicit massage therapists only for their team, have volunteers set up decorations and much more. Read below to find out more about the advantages of the Team Village!

Advantages

Be centrally located – The Team Village will be the centerpiece of the "Bike to Jack & Back" event this year, so your team will have easy access to all the amenities.

Generate excitement around your team, your supporters, your company and the Bike MS event.

Provide a leadership role to a team volunteer as the "Tent Captain" who is responsible for:

- Organizing a group of volunteers who will choose the theme and decor
- Planning special perks like great snacks & drinks, comfy chairs, your very own massage therapists and more!!
- Involve families of team members and co-workers by having them volunteer to operate the tent.
- Allow team sponsors to be present in the tent to hand out their products, coupon or flyers for their business.

Building Your Team Village

In order to ensure a successful Team Village tent, the first thing you need to do is get some help! As a team captain, you are very busy recruiting riders, training, and building your team, so building the tent is a job to be shared with others! Do you have co-workers, friends or family that would like to be involved, but don't ride?

Things to Bring:

- A tent, chairs, tables, etc.—Have a friend or coworker set these up for you while your team is on the route
- Arrange for your own team massage therapist.
- Disposable cameras and/or video cameras
- Frisbee, Corn hole, Bocce ball, card games, board games, etc.
- Noisemakers & Cheering Volunteers!
- FOOD!!!!!!

TO RESERVE YOUR SPACE AT THE MOTLOW TEAM VILLAGE, PLEASE EMAIL LAUREN BY SEPTEMBER 9th at lauren.looser@nmss.org

2011 Bike MS: "Jack & Back"

Top Fundraiser Clubs

V.I.B.E. CLUB

Raise $1,000 and you become a member of this prestigious club! You will receive all kinds of exclusive perks and bonuses such as:

- An incredible V.I.B.E. appreciation package including a commemorative VIBE jersey, a customized multi-sport tech tee, custom arm warmers, VIBE bag, and more special goodies!
- A massage at the finish line both Saturday & Sunday
- Unique rest stop areas for V.I.B.E.S. with additional snack choices
- A VIBE lounge at Motlow State with great food, drinks and jersey laundry service
- A VIBE parking pass for easy parking at Page High School
- A special VIBE reserved area at the Saturday night party at Jack Daniel's Distillery

To be a member of this club your donation of $1,000 or more MUST be turned in by September 14 to ensure your V.I.B.E. package and sizes are available! (If you raise $1,000 after the deadline of September 14, you will not be guaranteed any VIBE goodies.)

TOUR of CHAMPIONS

Raising $7,000 or more will make you eligible to join other Champions across the country on a 4-day, 3-night fun-filled vacation! **(Location TBD)**

Prize Package Includes:

- Airfare
- Accommodations
- Welcome Reception
- Transportation to & from airport
- Group Dinner on Saturday

Attendees are responsible for all other amenities like breakfast, dinner on Friday, tips, hotel amenities, alcohol, and any other extras. There is also a guest package for family members!

JACK on the ROCKS CLUB

Ride in both the FedEx "Rock-N-Roll" and Jack Daniel's "Bike to Jack & Back" and become a member of the Jack on the Rocks Club! Receive fabulous incentives including:

- Raise at least $1,500 for both rides combined and be considered a VIBE at BOTH rides!
- FREE registration for both rides
- Gift packages at both rides full of great giveaways
- Access to FREE massages at both rides

2012 Bike MS Prize Structure

These are prizes to be ordered AFTER the Bike MS Ride weekend

Raise $10,000 & up……Tour of Champions trip or $1,000 Bike Shop Gift Card
Raise $7,000……..Tour of Champions trip or $500 Bike Shop Gift Card
Raise $5,000……..$200 Bike Shop Gift Card
Raise $3,500 ……$100 Bike Shop Gift Card
Raise $2,000 ……$50 Bike Shop Gift Card
Raise $1,000……..TBD

The National MS Society created a MS Mission First Club as another way for the Bike MS Ride cyclists to support the MS cause. Each year, many cyclists have asked if they can donate their prizes back to the National MS Society in support of the MS cause. The MS Mission First club is our way of thanking and recognizing these most generous philanthropists for their support.

Want to join the MS Mission First Club? Simply indicate that you are donating your prize back to the National MS Society on your Bike MS prize order form.

Prize Facts & Deadline

In order to be eligible for VIBE jerseys and day-of prizes, you must turn in your money by Sept. 14, 2012 for the "Jack & Back" ride.

In order to be eligible for Bike Shop Gift Cards, you MUST fill out a prize form available on the website and send it the Mid South Office by Nov. 2, 2012.

Gift Cards will only be available through sponsoring bike shops.

2012 Post Bike MS Ride Prize Form

Name _____

Address_____

Email_____Phone _____

How it works

Please indicate below which prize level you qualify for and wish to receive.

You MUST complete this form and return to the NMSS Office no later than November 42 2012.

You may also choose to donate your prize back to the National MS Society by marking here _____. Become a member of the **MISSION FIRST CLUB**. By donating your gift certificate back to the Society, you help us reduce our bike MS expenses and provide more funding to local service programs and medical research. Also, you will be recognized on our website for being a member of the Mission First Club.

Your $50 gift certificate supports a monthly meeting of a Mid South Chapter Self-Help Group.

Your $100 gift certificate provides a month of Aqua Therapy to one client.

Your $200 gift certificate will pay for one winter utility bill for a shut-in client.

___**Raised $1,000**……..TBD.

Size:_____

___**Raised $2,000** ……$50 Bike Shop Gift Card

___**Raised $3,500** ……$100 Bike Shop Gift Card

___**Raised $5,000**……..$200 Bike Shop Gift Card

___**Raised $7,000**……..Tour of Champions trip or $500 Bike Shop Gift Card

___**Raised $10,000**……..Tour of Champions trip or $1,000 Bike Shop Gift Card

Return the above prize selection form with any additional pledges to the National MS Society by November 2, 2012 (This is the prize deadline). Prizes will be unable to be ordered after November 5th.

Prizes will not be ordered without a selection form.

You must send in your prize form in order to receive your prize.

NMSS Jack & Back

214 Overlook Circle, Ste. 153

Brentwood, TN 37027

(Fax): 615-269-9470

NMSS Rock-N-Roll

5341 Estate Office Park Drive, Ste. 2

Memphis, TN 38119

(Fax): 901-755-4944

Sample Team Recruitment Letter

Dear _____,

I am writing to tell you about an important event in which I am participating. This October, I will be riding in the 2012 Jack Daniel's "*Bike to Jack & Back"* Bike MS Ride to help raise money for the fight against MS, and I have decided to form a team.

Will you join me? I know it will be a lot of fun, and together we can make a difference.

Here are the details:

When:

Where:

How: Let me know if you are interested and I will send you all of the materials and information you need to start raising dollars today! My goal is for each team member to raise $___!

Everyone is welcome, so please invite a friend or two. Proceeds from the Bike MS Ride are used to support a wide range of programs for the thousands of area families and caregivers affected by the disease. For more information, visit www.msmidsouth.org or contact me at <insert number>.

Thank you for joining my team!

Best regards,

Name

Sample Fundraising Letter

Dear _____,

I find it hard asking someone to make a donation. I guess we all do. But, today I'm writing to you about a cause that's important to me and a cause that I know you will want to support. I have decided to take steps in the fight against multiple sclerosis (MS) by joining the ***Jack Daniel's "Bike to Jack & Back" Bike MS Ride ,*** a bike ride taking place October 6-7, 2012, and I'm asking you to join me in this important fight by sponsoring me.

What if every day you woke up, not knowing if you'd be able to get out of bed or hold your child? For many people with multiple sclerosis, this is their reality.

Multiple sclerosis (MS) usually strikes adults in the prime of life, between the ages of 20 and 50. It is a chronic disease of the central nervous system affecting the brain and spinal cord. One new case of MS is diagnosed every hour. It comes and goes unpredictably, leaving people to wonder, "Will I become paralyzed, blind or have trouble walking? Will I be able to raise my family and continue my career?"

I have a goal of raising $ _____ to support the National MS Society.

I am asking for your help in reaching my goal. To sponsor me, please make checks payable to the National MS Society and mail them to me at
_____.

Thank you!

Name

Team Roster

Name		
Address		
City		Zip Code
Phone (H)	(W)	
E-mail Address		
Personal Fundraising Goal		

Name		
Address		
City		Zip Code
Phone (H)	(W)	
E-mail Address		
Personal Fundraising Goal		

Name		
Address		
City		Zip Code
Phone (H)	(W)	
E-mail Address		
Personal Fundraising Goal		

Name		
Address		
City		Zip Code
Phone (H)	(W)	
E-mail Address		
Personal Fundraising Goal		

Please make copies of this roster so you can keep up with who is on your team!