

TEAM CAPTAIN  
GUIDE



bike

Start of Bike to the Bay 2013

MS

PRESENTED BY:

nrg DISCOVER BANK

BIKE TO THE BAY



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FOR MORE INFORMATION AND TEAM RESOURCES, PLEASE GO TO:  
[WWW.BIKETOTHEBAY.ORG](http://WWW.BIKETOTHEBAY.ORG) OR CALL US AT 302.655.5610





Sussex Cyclists, Captain Rick Barros



# WELCOME TO BIKE MS 2014: BIKE TO THE BAY

You're up for the challenge as a Bike MS Team Captain — and ready for the ride of your life! Moving forward, 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 ///

**SATURDAY, SEPTEMBER 20 & SUNDAY, SEPTEMBER 21**

PRESENTED BY NRG & DISCOVER BANK



SATURDAY ROUTE OPTIONS

**DEL TECH TERRY CAMPUS, DOVER: 75 MILES OR 100 MILE CENTURY**

REGISTRATION 6:30 AM; START 8:00 AM

**LAKE FOREST HIGH SCHOOL, FELTON: 50 MILES**

REGISTRATION & RIDER CHECK-IN OPENS AT 10:30 AM; START 11:00 AM

**UNCLE TED'S, MILTON: 17 MILES**

REGISTRATION & RIDER CHECK-IN OPENS AT 12:30 PM; START 1:00 PM

SUNDAY ROUTE OPTION

**DEWEY BEACH: 75 MILES**

ROUTE OPENS AT 7:00 AM

For more information, visit [biketothetbay.org](http://biketothetbay.org) or call 302.655.5610 ext 2.



# 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 2.3 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 1-800-344-4867.



NRG Indian River Generating Station, Captain Bruce Daisey

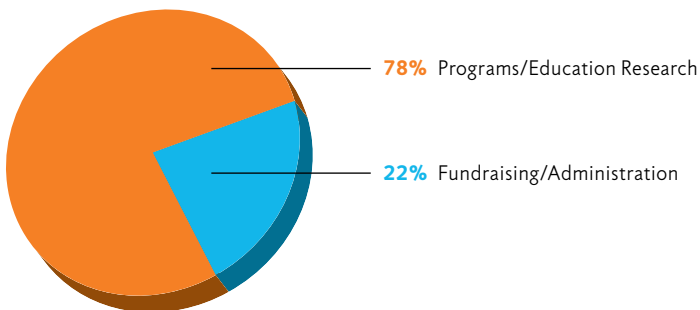


# WHERE DOES THE MONEY GO?

## DELAWARE CHAPTER HIGHLIGHTS ///

**With your help, the Delaware Chapter raises more than \$1.7 million each year to fight MS.**

Besides supporting research into the cause, prevention, and ultimately, the cure, by providing over \$700,000 annually to national research projects and other programs, our chapter supports the more than 1,550 Delawareans living with MS by funding support groups, educational programs, home modifications, emergency assistance, and other specialized programs.





# MOVING TOGETHER: THREE SIMPLE STEPS TO STARTING A TEAM

AS A 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 as cyclists online at [biketothebay.org](http://biketothebay.org). Whether you're a corporate team or a team of family and friends, just 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!  
If they do, your donors can increase their gifts by applying for these funds.**

## REALLY HAVING FUN ///

Being a team captain is an opportunity to share a great experience with friends and 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 to the Bay 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 ///

## 1. SET UP YOUR TEAM PAGE

Your team page is your invitation to the world to become involved in the 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 moving together toward a world free of MS. 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.

## 2. 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 can also help you to track when e-mails have been opened by a recipient).



### 3. FUNDRAISE ONLINE

Now for the fun part! After you send your personalized e-mail to all your friends, family 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.

### 4. ENCOURAGE TEAM MEMBERS TO USE THEIR ONLINE PERSONAL PAGES

Once you see what the tools can do for you, encourage your team members to see what the tools can do for them. 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.

### 5. 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 donors
10. Easily update your page and photo





# GOAL SETTING: 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.

- 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.

- SOCIAL NETWORKING

Fundraise with **Facebook** through the new boundless fundraising tool available on your personal page.

- 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 the Teams Coordinator at 302.655.5610 ext 2.



# TOP BIKE MS: 2013 TEAMS

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 to the Bay. Once again, we'd like to show our appreciation to the Bike MS 2013 teams who made a difference — together.

## BIKE MS 2013 TOP FUNDRAISING TEAMS

# 1	Y's Guys	Captian Tom Harrigan	\$52,988.62
# 2	Hac Pack	Captain Lisa Maguire	\$36,270.00
# 3	Accenture High Performers	Captain Lindsay Czachorowski	\$31,476.77
# 4	M&T Bank	Captain Dick Nenno	\$25,782.00
# 5	Mount Vernon Trail Blazers	Captain Steven Parker	\$25,759.86
# 6	The Cyc-Os	Captain Michael Bonkowski	\$24,326.00
# 7	Sussex Cyclists	Captain Rick Barros	\$21,811.85
# 8	Ansley PhotoFinish	Captain Kevin Ansley	\$18,058.00
# 9	Team DISCOVER	Captain Dave DiGiacoma	\$17,196.00
# 10	Team Cowbell	Captain Michael Carr	\$17,104.00



HAC PACK, CAPTAINED BY LISA MACGUIRE

## FUNDRAISING IDEAS 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 ///

### ■ 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. Give the person who recruits the most additional team members a reserved parking spot for a month.

### ■ 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.

### ■ RESTAURANT DONATIONS

Ask your favorite restaurant or bar to donate a percentage of one evening's income to your team — possibly in return for sponsor privileges. Call 302.655.5610 ext 2 to request a fundraising kit with a list of businesses who support these fundraisers!

### ■ FUNDRAISE THROUGH FACEBOOK

Fundraise through the new boundless fundraising tool available on your personal page or fundraise through our new smart phone app!

### ■ BE SURE TO ASK EVERYONE YOU KNOW!



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# 2014 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? Here are the top team titles up for grabs for Bike to the Bay!

## BIKE TO THE BAY TEAM HONORS ///

### 1. TOP FUNDRAISING TEAM

Set up your personal page, send out emails to everyone you know, hold that bake sale, and you'll be on your way to raising the most money of all Bike to the Bay teams!

### 2. LARGEST TEAM

Recruit! Recruit! Recruit! Talk to your family, friends and coworkers about joining your team. The more the merrier...and the easier it is to reach your team goal!

### 3. BEST TEAM TENT

Need a place to celebrate with your team after the ride? Contact Taylor DeMario at [taylor.demario@nmss.org](mailto:taylor.demario@nmss.org) or call 302.655.5610 to reserve a space for your team's tent in our Team Village!

### 4. BEST TEAM JERSEY/T-SHIRT

Be sure to arrive at check-in early for a team photo to qualify for this honor!

# BIKE MS FUNDRAISING CLUBS

# VIP

## \$1,550 Mission Possible VIPS

Receive all VIP Perks listed below . Plus a BIKE MS VIP JERSEY

## VIP CLUB

Rider Number Mailed

*\*\*\*Participants must reach \$1000 and have a signed paper waiver turned in by August 31 in order to receive their number in the mail. NO EXCEPTIONS! Waivers can be found at [biketothebay.org](http://biketothebay.org)\*\*\**

VIP Parking Pass Mailed

1 Free Massage at the Finish Line

VIP Porta Potty Access

Recognition on Bike to the Bay website

Certificate of Appreciation

Special recognition at the Bike to the Bay Awards Party

## Spokes Club

Top 10 Individual Fundraisers and Top 10 Team Captains

Free Hotel Room at Bike to the Bay 2015

Top 10 Plaque

Recognition on sign at 2015 Bike to the Bay Finish Line

## Top 100 Club

Receive a customized VIP rider number with your name for the 2015 Ride

## Bonus for Early Money Turn In

Turn in at least \$400 by August 1, and receive a free raffle ticket to win a Sole bike

## Veterans

Sign recognition at the finish line for veterans celebrating 5,10,15,20,25, or 30 year anniversaries

\*\*\*In order for name to be included on signage, you must fill out the field on the online or paper registration form, or you must email your years of riding to the MS office staff at [Ainsley.Hertich@nmss.org](mailto:Ainsley.Hertich@nmss.org).\*\*\*

## Genzyme I Ride With MS Program

Celebrates cyclists who also live with Multiple Sclerosis

All participants will automatically achieve Bike to the Bay VIP status.

Gather for a team photo before the ride and receive a framed photo.

All participants will have the opportunity to kick off the ride.

All participants will be congratulated over the PA system after crossing the finish line and interviewed if they wish to share their story.

All participants will receive a complimentary 'I Ride With MS Jersey'.



# 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 to the Bay — **no exceptions.**

## **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 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.

- **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. There is a rest stop located every 8-10 miles along the route.

- **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 to the Bay 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.

- **VISIT BIKETOTHEBAY.ORG OFTEN!**

Get more helpful tips at our website including the downloadable Bike MS Training Guide.





2013 BIKE MS TEAM VILLAGE AT THE FINISH LINE

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# CELEBRATE SUCCESS AT YOUR TEAM TENT

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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 AND HOST  
YOUR VERY OWN TENT AT THE  
BIKE TO THE BAY TEAM VILLAGE!

CONTACT TAYLOR DEMARIO AT 302.655.5610 TO  
RESERVE A SPACE FOR YOUR TEAM!