



bike
~~MS~~[®]

VIRTUAL
PACKET PICKUP

WELCOME

MS 150

Virtual Packet

Pick-up

bike
~~MS~~

MS 150 Ride

presented locally by

 C.H. ROBINSON

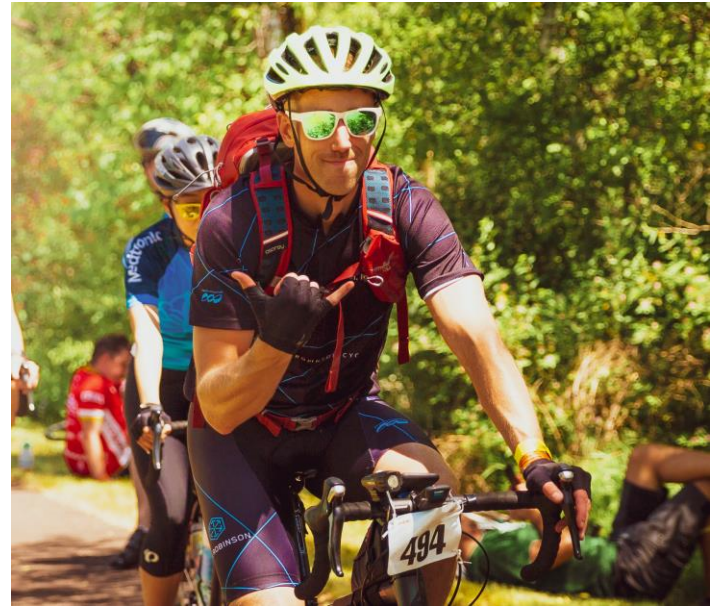


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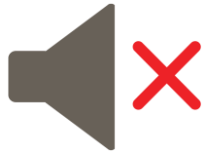
Agenda

- Virtual Bike MS
- Get Prepared for June 13th
- Share, Share, Share!
- Event Day and Weekend
- Rider Bibs
- Selfie Station and Social Media
- Competitions and Prizes
- How to Make an Impact
- Thank You Sponsors



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GoToMeeting Best Practices:



Stay on mute unless talking (mute icon)



Interact in the chat box



Hold questions until the end.



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MEET THE TEAM: SOCIETY STAFF



Kathleen O'Donnell
Market President



Darren Josephson
Bike MS, Sr. Manager



Alissa Groff
Bike MS, Specialist



Andrea Gonzalez
Bike MS, Specialist



Jena Hagen
Bike MS, Walk MS
Sr. Specialist



Jamie Blood
Sr. Manager,
Event Production



Lindsey Bray
Manager,
Event Production

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What is Virtual Bike MS?

Anything you want it to be!

 Scott Eggert
June 5 at 5:48 PM · 🌐
#VirtualMS150 #3MTeam



 Kathryn Freytag
June 6 at 3:03 PM · 🌐

Such a great event and a great cause. I plan to ride next weekend - but I'm challenging myself to a 4 in 4. That's 100 miles per week for 4 weeks. Just got done with this weeks goal



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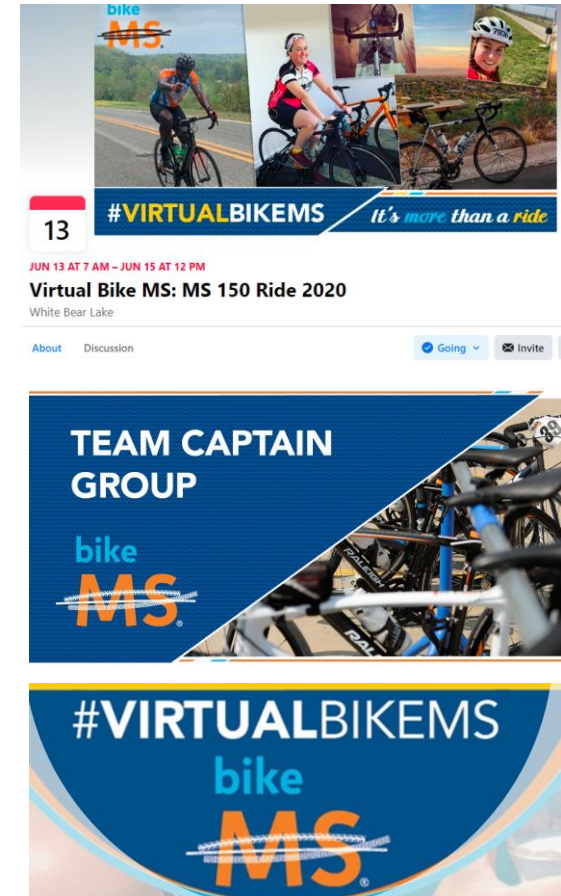
@bike_ms



@bikems

Get Prepared

- RSVP for Virtual Bike MS: MS 150 Event Page on Facebook
 - *Mark yourself as 'Going'*
- Follow us on Social Media
- Join our Facebook Team Captain Group
- Update your Facebook Profile Frame
- Virtual Bike MS Web Page 
- Print your digital bib and photo booth props
- Create Your Plan!



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Bike MS Cyclists



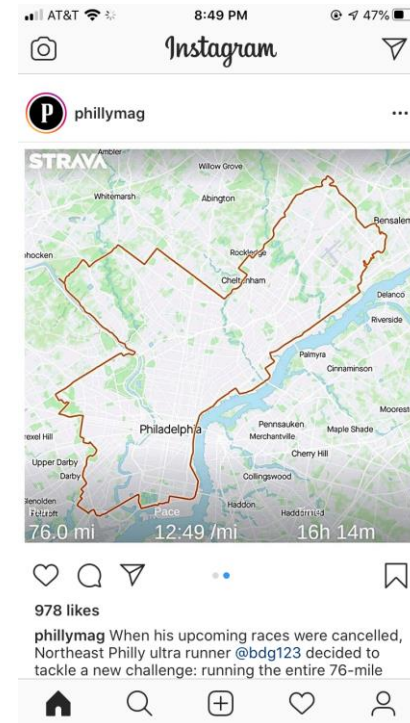
<https://ntlms.org/StravaBikeMS>

Welcome to the official Strava club for Bike MS. Our goal is to connect all of the participants of our 70+ charity rides that take place across the United States. Every single participant in Bike MS sets a personal fundraising goal and then rides and trains to raise awareness for everyone affected by MS. Join our club and connect with amazing cyclists who use their passion for good! #bikeMS

Join Club

Last Week's Leaders

	Distance		Longest Ride		Climbing			
🏆	Richard N.	713.5 km	🏆	Derek S.	211.4 km	🏆	John G.	8,885 m
🥈	John G.	709.9 km	🥈	Ornoth L.	202.0 km	🥈	Richard N.	6,824 m
🥉	smile, youre r.	647.7 km	🥉	Judy F.	201.2 km	🥉	Yusef Ultramar...	6,306 m



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Weekend Fundraising Challenge: Raise \$150,000+

MS 150: Raise at least \$150 and be entered to win a TCL 55" TV 4K



Top Fundraiser: The participant who raises the most will receive a 2009 Limited Edition Schwinn New Belgium Cruiser bike



Rookie Rider: The four Rookie Riders who raise the most funds will also receive a \$25 bike shop gift card



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Event Day Schedule

Throughout the Weekend:

- Updates on the Fundraising Challenge and reaching our weekend goals
- Shout outs to our Top Fundraisers and Team
- A message from our sponsors and supporting bike shops
- Support and encouragement from our volunteers
- Fundraising Tips

Friday, June 12 at 12pm: 'Bus Loading' (Fundraising Challenge Kick Off!)

- Weekend Fundraising Goal: \$150,000
- Series of fundraising challenges!



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Event Day Schedule

Saturday, June 13

- **8:30 am** Kick Off with a message from Upper Midwest President Kathleen O'Donnell = Watch
- **9:00 am** National Bike MS Facebook Live Broadcast = Join
- **10:00 am** 40 Years of Riding = Share
- **12:00 pm:** 'Last Hill before Century College' and 'Willard Munger State Trail Bridge.' = Share
- **1:00 pm:** Mission Stars & Rest Stop Sponsor Showcase = Like

Join & Post Anytime!

Rest Stop Sponsors

Assurant	Mortenson
Cummins	Surescripts
Donaldson	Polaris
Luther Volkswagen	Lube-Tech

Mission Stars

1. Daniel Young - \$26,846
2. Richard Goldberg - \$20,236
3. Bill Cook - \$18,000
4. Andy Klein - \$17,457
5. Greg Lang - \$13,423
6. Andy Johnson - \$12,665
7. Ken Dailey - \$12,460
8. Mark Borin - \$11,250
9. Anthony Wasbotten - \$10,455
10. Thomas Como - \$10,305
11. Derek Cunz - \$10,271

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Event Day Schedule

Saturday, June 13 Continued

- 2:00 pm: 'Team Village' = Share & Watch
 - Mission Speaker
 - Live Entertainment
- 3:00 pm: Bike MS Staff Thank You

Sunday, June 14

- 8:00 am Pancake Breakfast = Share how you're fueling up for the weekend
- 9:00 am 40 Years of Riding = Share
- 10:00 am: I Ride with MS Highlight
- 11:00 am: Mission Stars & Rest Stop Sponsor Showcase = Like
- 1:00 pm: That's a Wrap



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Share Your Experience

Post your and share your miles, weekend photos and why you ride!

- #BikeMS
- #VirtualBikeMS

As Others to Join You – There is Still Time

- *Plan a virtual Team gathering or activity*
- *Keep recruiting - Registration is open!*



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Wear & Share Your Jersey!

How it works:
@krysta3383
@kschill69
@hugs_and_high5s

**"See a jersey,
show a jersey!"**

How it works:

Take a picture of one of your cycling jerseys

Share it on your story and tag
@bike_ms and use #bikeMS

Then tag 3 of your cycling friends
and they will do the same!

Label it "See a jersey,
show a jersey challenge!"

**bike
MS.** *It's more
than a ride*

Thanks @bike_ms !!



**"See a jersey, show a
jersey challenge!"**
#bikeMS



Your turn:
@kschill69
@krysta3383
@hugs_and_high5s

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Create a Selfie Station



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Print Your Digital Bib

bike MS MS 150 2020
TOP 150 CLUB

001

RIDER: Daniel Young
TEAM: Team FINNEGANS

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THANK YOU TO OUR SPONSORS!
PREMIER NATIONAL: PRIMAL NATIONAL: 

bike MS I RIDE FOR:


[Insert Name]

#VIRTUALBIKEMS #BIKEMS Don't just ride, Bike MS

bike MS #VIRTUALBIKEMS

RIDER:
[Insert Name]

TEAM:
[Insert Name]

Don't just ride, Bike MS
THANK YOU TO OUR SPONSORS!
PREMIER NATIONAL: PRIMAL NATIONAL: 



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40 Years of Riding: Saturday @ 10am

SHARE WITH US : # VirtualBikeMS

- Digital Bibs: Add the number of years YOU have been riding
 - Rookie Rider Sticker & Photo Booth Prop!
- Vintage MS 150 Photos or Jerseys – Team or Top Fundraiser
- Most Memorable MS 150 Ride Weekend Experience – and why!



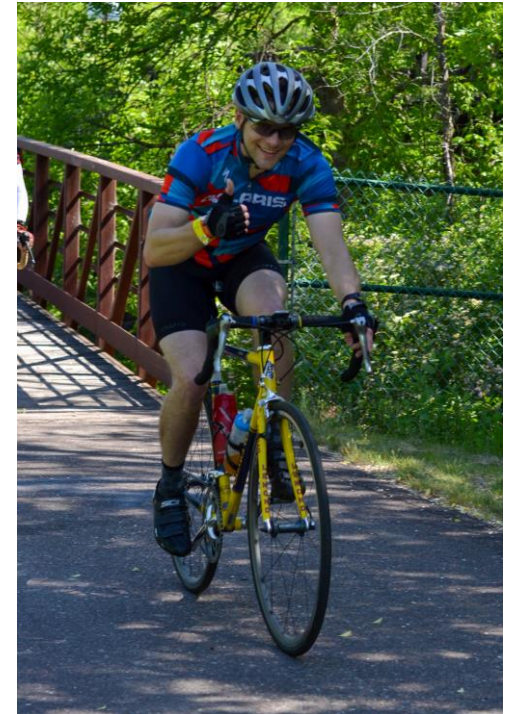
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'Last Hill' & 'Bridge': Saturday @ 12pm

SHARE WITH US : #VirtualBikeMS

- Ride Day Plans, Photos and Videos
- Strava Miles
- Riding 'Selfies' – *remember your digital bibs and photo booth props!*
- Favorite MS 150 photos
- Motorcycle Mike Appearance



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Team Village: Saturday @ 2pm

SHARE WITH US : #VirtualBikeMS

- Hold a virtual team gathering
- Team weekend plans and why you ride
- Team jerseys
- Photos or videos from your 'team tent,' rides or gatherings
- Favorite team photo from years page
- And more!



MISSION SPEAKER: Owen Hawley

LIVE ENTERTAINMENT: The River Hoppers

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40 Years of Riding: Sunday @ 8am

SHARE WITH US : #VirtualBikeMS

- 40 Years Riding Toward a Cure
- 40 for 40 Blog
- Share your stories and pictures



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Completer Certification

Add MS 150

bike
MS
VIRTUAL
Certificate of Completion



Add your name

#VirtualBikeMS

It's more than a ride

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Make an Impact

MS doesn't stop, and neither will we.

- MS Navigator Program
- Webinars and podcasts
- Coronavirus and MS Resources
- Connecting individuals with doctors and resources
- Virtual self-help groups
- Partnering with Conquer MS
- Pathways to Cures Research Roadmap
- Clinicians and healthcare community staff

The COVID-19 pandemic intensifies the challenges of MS and it is taking a toll on our community:

 <p>Does my MS medication or essential job make me vulnerable to COVID-19?</p>	 <p>Will I be able to afford my MS medication or even my rent now that I'm laid off?</p>	 <p>DAMIAN, DIAGNOSED IN 2015</p>
 <p>How will I take care of myself and remain mobile if I'm alone?</p>	 <p>Will MS researchers remain focused on a cure?</p>	

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Reach Your Goals:

- Share your goals
- Share the need
- Share your reason
- Utilize Facebook Fundraising
- Update your Team & Personal Page
- Maximize Matching gifts
- Take advantage of The Cares Act and Tax Deductions
- Reference the Virtual Bike MS page
- Utilize the Bike MS Digital Downloads



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Perks & Prizes

- Fundraising & Top Fundraiser Club Ranking Deadline Extended: [September 11th](#)
- Top Fundraiser Jersey
- T-Shirt & Jersey Pick-up
- Top 150 Club
 - Guaranteed Hotel Room at Grand Casino
 - Free 2021 Registration
 - Exclusive Top 150 Club prize
- 2020 Perks honored in 2021
 - Top 150 Club Perks
 - Passport Program Perks



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Virtual Bike MS Weekend Celebration: **June 25, 2020**

- Weekend \$150k Fundraising Challenge Status
 - Weekend Fundraising Challenge Winners
- Recognition for Virtual Bike MS:
 - Mileage, 'last hill' climb and most 'scenic' photo
 - 40 Year Riding: most memorable moment, reason for riding and best vintage jersey or photo
 - 'Team Village' Experience
 - Most Virtual Bike MS Spirit Award
 - Funniest meme / photo captions
 - And More!

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Thank you to our sponsors!

Premier national sponsor

PRIMAL

National sponsors



We would like to thank our Bike MS: MS 150 local sponsors!

Presenting



C.H. ROBINSON

bike



MS 150 Ride

40 YEARS OF
RIDING FOR A CURE

presented locally by



Don't just ride, Bike MS

Gold

Luther | Westside
Volkswagen

 **PRIME**
THERAPEUTICS®


**Transport
America**

 **Power
Systems**


**GRAND
CASINO**
MILLE LACS
HINCKLEY®

faegre
drinker 

Silver


ASSURANT



POLARIS®


surescripts®


Mortenson®

 **Donaldson.**
FILTRATION SOLUTIONS

SANOFI GENZYME 


LUBE · TECH.
Accelerating Performance
BOYER PETROLEUM - LUBRICATION TECHNOLOGIES, INC. - MOORE OIL

 **General
Mills**

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Q&A



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See you Soon
#VirtualBikeMS
MS 150
June 13, 2020



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