



# THANK YOU

## FOR REGISTERING AS A TEAM CAPTAIN!

### LET'S GET STARTED

Now that you are registered, get your team set up. Follow these next steps to get your team moving:

**1. Manage your team through your Fundraising Center.**

The Bike MS® Fundraising Center is where you will set your fundraising goal, recruit new team members, make a donation, manage your fundraising efforts and send donation requests.

**2. Set up your Team Page.** Log in to your Fundraising Center at **bikeMS.org** using the username and password you created when you registered. Once logged in, you'll be able to create your own customized Team Page. Update this page with your team story and photos that capture the spirit of your team.

**3. Review all team resources.** Visit **bikeMS.org** and find your local ride. Once logged in to your local ride page, click on the Clubs and Benefits section for guides, tips, pictures for social media and more!

- **Read the Team Captain Guide.** This is your go-to guide for leading a successful team, including proven recruitment and fundraising tips from veteran captains.
- **Set team goals.** Establishing goals is an easy way to maintain motivation as well as give you and your team a benchmark for success. Use the Team Goal Setting worksheet to set recruitment and fundraising goals for you AND your team.

### START RECRUITING AND FUNDRAISING!

Call Fundraising Support at 1-855-372-1331 for more information about becoming a Team Captain.

**WE BELIEVE.  
WE RIDE.**

Primal is a proud sponsor of the **I Ride with MS** program, and strives to make your **Bike MS<sup>®</sup>** experience even more successful.

[primalwear.com/bikems](http://primalwear.com/bikems)

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**TRY OUR ONLINE DESIGNER  
PRIMAL IDEA MACHINE**

**NEW!**  
**5 PIECE  
MINIMUMS**

# RIDING WITH MS?

## LET US KNOW. WE'VE GOT A SPECIAL BENEFITS PROGRAM FOR YOU!

Our **I Ride with MS** program recognizes cyclists who are living with multiple sclerosis. Participants enjoy special day-of-event benefits and receive a complimentary **I Ride with MS** jersey. Primal is a proud supporter of the **I Ride with MS** program.



1-855-372-1331  
BIKEMS.ORG

*Don't just ride, Bike MS*

Bike\_Bro1\_19

# FUNDRAISING

Every dollar your team raises helps fund critical research and services for people affected by MS — **YOU** can be a fundraising powerhouse.

- **Use your Fundraising Center** to fuel your fundraising at bikeMS.org, where you can manage your account information, edit your personal fundraising page, email donors and track personal and team fundraising progress.
- **Knock your fundraising efforts out of the park with Facebook Fundraisers.** Log in to your Fundraising Center and choose “connect Fundraiser to Facebook” to get started.
- **Increase your fundraising total with matching gifts.** Ask your team members and donors to visit [nationalMSsociety.org/EmployerMatch](http://nationalMSsociety.org/EmployerMatch) or contact their company’s human resources department to learn about their company’s matching gift policies and procedures.
- **Fundraising in high gear.** Download the Bike MS app for the iPhone or Android to fundraise on the go! Visit the iOS App Store or Google Play.
- **Let us reward you!** You work hard to fundraise for a world free of MS. Set your goal high and then let us reward your efforts with prizes and incentives. Visit the Clubs and Benefits page of your Bike MS event website to learn more (prizes and incentives may vary by event).



PEOPLE WHO FUNDRAISE ONLINE RAISE THREE TIMES AS MUCH AS THOSE WHO DON'T.

If you itemize on your tax return, cash contributions to the National MS Society (where no goods or services were received) are deductible to the fullest extent of the law, as provided by Section 170 of the Internal Revenue Code. Visit your Participant Center at bikeMS.org for your downloadable copy of donation receipts for gifts made online. For donations greater than \$250, a tax receipt will be provided to the donor. Tax ID: 13-5661935

# KNOW YOUR NETWORKS

## THINK OUTSIDE THE BOX

Write down your ideas of who to contact and how (phone, email, Facebook fundraising, letter writing, fundraising events, etc.)

PERSONAL	
<b>FAMILY</b>	<input type="checkbox"/> Go beyond your immediate family <ul style="list-style-type: none"> <li>• Who did you see at your last holiday party or reunion?</li> </ul>
<b>FRIENDS</b>	<input type="checkbox"/> Include friends from other periods of your life <ul style="list-style-type: none"> <li>• Grade school, high school, college, graduate programs</li> </ul> <input type="checkbox"/> Informal groups or clubs <ul style="list-style-type: none"> <li>• Book clubs, poker night, MS Connections groups, intramural sports groups</li> </ul>
<b>DISTANT CONTACTS</b>	<input type="checkbox"/> Wedding or shower guest lists <input type="checkbox"/> Holiday card list <input type="checkbox"/> Sorority/fraternity sisters/brothers <input type="checkbox"/> Ask your MS event coordinator for past campaigns, donor lists, or team rosters <input type="checkbox"/> Anyone who you recently supported in a charity event of their own
<b>COMMUNITY</b>	<input type="checkbox"/> How are you involved in your community? <ul style="list-style-type: none"> <li>• Volunteer activities/organizations</li> <li>• Your children’s activities</li> <li>• Civic or religious organizations</li> <li>• Facebook groups</li> <li>• Connections on social media</li> </ul>
<b>DAY TO DAY</b>	<input type="checkbox"/> What does your average day or weekend look like? <input type="checkbox"/> What businesses do you frequent? <ul style="list-style-type: none"> <li>• Grocery stores, dry cleaners, gyms, salons, doctors</li> </ul>
PROFESSIONAL	
<b>CO-WORKERS</b>	<input type="checkbox"/> Ask outside your department or direct contacts <ul style="list-style-type: none"> <li>• Outlook contacts, office directory</li> </ul> <input type="checkbox"/> Former co-workers from previous jobs or positions
<b>BUSINESS CONTACTS</b>	<input type="checkbox"/> Who do you regularly interact with? <ul style="list-style-type: none"> <li>• Clients, partners, vendors</li> </ul> <input type="checkbox"/> Where does your business regularly spend money?
<b>PROFESSIONAL GROUPS</b>	<input type="checkbox"/> LinkedIn network <input type="checkbox"/> Organizations whose meetings you attend regularly <ul style="list-style-type: none"> <li>• Chamber of Commerce, municipal meetings</li> </ul> <input type="checkbox"/> Networking groups <ul style="list-style-type: none"> <li>• Industry groups, professional development</li> </ul>

Visit your Fundraising Center at [bikeMS.org](http://bikeMS.org) for the **Bike MS Goal Setting Sheet** and other helpful resources in getting your fundraising off to a great start.

# YOUR GUIDE TO THE RIDE OF YOUR LIFE



*It's more than a ride*

# THANK YOU FOR REGISTERING

**Bike MS® is more than a ride.** It's an extraordinary experience driven by camaraderie and marked by passion, inspiration, determination and fun. In addition, you'll find the support we provide to be nothing short of remarkable. From food and drink to fuel everyone's journey, to mechanical and medical assistance whenever needed, we're all in it together. With spectators, friends and volunteers cheering for you along the way, the atmosphere is truly electric.

Together, we build lifelong connections, achieve individual and collective milestones, and help people living with MS move their lives forward. Every mile we ride, every dollar we raise makes a difference for everyone affected by MS.

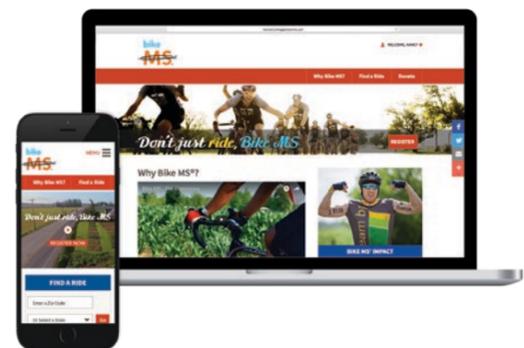
*Don't just ride, Bike MS*



# GETTING READY

The Bike MS series of rides features more than 75 unique destinations across the country, including the sunny rolling hills of Sonoma County and bridges of New York City. Whatever your journey, everything you need to ensure the ride of your life is provided at [bikeMS.org](http://bikeMS.org). Once logged in, find your ride to get the most up-to-date information about your ride including:

- Day-of-the-ride information
- Routes and maps
- Lodging and transportation
- Important deadlines
- Training
- What to wear
- First-time rider information
- Safety
- Volunteer opportunities
- Fundraising materials and support
- Team resources



**BIKEMS.ORG** — EVERYTHING YOU  
NEED TO KNOW ABOUT YOUR RIDE!

If you have opted out of email, call 1-855-372-1331 to begin receiving important updates and information.



# TRAINING FOR THE RIDE

The adventure of the Bike MS experience begins the moment you begin training for it. The training process is a journey unto itself that will reward you with better health and fitness, greater calmness and energy in your daily life, more self-confidence, and more fun in the ride itself.

## TIPS TO PREPARE FOR BIKE MS:

- **Visit an official Bike MS shop:** Talk to the experts while you get your bike tuned, and check out the latest cycling gear! Also ask about training rides you can attend in the area.
- **Keep track of your mileage:** Track your start and stop times to help you determine your optimal overall speed.
- **Start with short rides:** Don't worry about speed or distance; get comfortable and gain basic cardiovascular fitness.
- **Add in longer rides:** Gradually work up to weekly rides of two hours or longer. Try to maintain the pace established during your shorter rides.
- **Challenge yourself with a climb:** Find a hill you can climb in 10–20 minutes without exhausting yourself. Recover on the way down, and then climb again. Don't forget to do a 20-minute warm-up first!

Visit [bikeMS.org](http://bikeMS.org) to download your free **Bike MS** training plan through **TrainingPeaks.com**. With the training plan, you can log your daily progress and analyze ride data that you upload from your cycling computer, GPS watch or TrainingPeaks iPhone GPS app.

## BE SAFE *and have a great ride!*

### KNOW THE RULES OF THE ROAD

The safety of our cyclists is the number one priority at Bike MS. To help ensure that everyone has a great ride and arrives safely at the finish line, we work hard to create a proactive approach to safety. Help us by knowing the rules of the road and following safe riding practices.



**KNOW AND OBEY ALL TRAFFIC LAWS**  
The golden rule of bicycling in a group is to be predictable!



**OBEY ALL TRAFFIC SIGNS & SIGNALS**  
Avoid "following the leader" through traffic signs and signals.



**STAY RIGHT!**  
Ride in the right portion of the rightmost lane in the direction you are traveling. Leave at least 4 feet between your handlebars and parked cars, other hazards or riders.



**LOOK & SIGNAL**  
Avoid "following the leader" through traffic signs and signals.



**UNPLUG**  
Headphones or earbuds are **NOT permitted**. This is so you can hear traffic and safety warnings.

**2 AT A TIME**

Ride no more than two abreast and do not impede traffic.



### BE VERBAL!

Communicate during the ride to let others know about hazards or your movements.



**"ON YOUR LEFT"**  
Call this out before you pass someone. If you hear it, a rider is approaching your left side. Allow them room to pass.



**"SLOWING"**  
The cyclist in front of you is slowing down. Use caution and prepare to stop. Use the palm of your hand toward riders behind you to indicate slowing and stopping.



**"STOPPING"**  
This indicates that a rider ahead is stopping. Do not forget to unclip from your pedals.



**"CAR BACK"**  
This means a car is approaching from the rear. All riders make an effort to move to the right of the road in a single file until the car passes.



**"GRAVEL / POTHOLE / SAND / TRACKS"**  
Each of these messages is to alert the rider behind you to hazardous road conditions. The words are combined with the gesture of pointing to the hazard well in advance.

**RIDE SAFELY AND HAVE FUN**, because there's nothing like crossing the finish line and celebrating with your team!