

Don't just ride, Bike MS

BIKE MS 2013: FUNDRAISING GUIDE



bike

MSSM

Pedal to
the Point
Ride 2013



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For more information and team resources, please go to: MSohiobike.org



Facts and Figures

YOU'VE JOINED THE MOVEMENT TO BIKE TO HELP BUILD MOMENTUM — NOW CONTINUE YOUR JOURNEY TO FUNDRAISE AND HELP MOVE TOWARD A WORLD FREE OF MS.

- » Approximately 75% of all Bike MS Fundraising comes from our Bike MS teams.
- » Our average Bike MS cyclist raises over \$650 for the event.
- » Fundraising for Bike MS provides direct services and support for over 11,000 Ohioans living with MS in the Ohio Buckeye Chapter area.
- » The cost of a cleaning services for an individual living with MS is \$50.
- » The cost of a cooling vest kit which includes vest, wrist wraps, neck wrap and gel packs is \$150.
- » The cost of emergency assistance with critical short-term needs is \$300.
- » The cost of a window air conditioner is \$300.
- » The cost of six sessions of short-term counseling services is \$500.
- » The cost of a portable ramp for home and vehicle accessibility is \$700.
- » The cost of two cases of incontinence products for about six people is \$1,000.
- » The cost of round-trip accessible transportation to medical appointments for about 30 people is \$1,500.
- » The cost of auto or home modification assistance which includes ramp construction, stairway lifts, wheelchair or scooter lifts for vehicles, doorway widening or grab bar installation is \$2,000.



Online Fundraising

QUICK, SIMPLE, EASY

EASY STEPS TO HELP MAKE YOUR BIKE MS WEBSITE A SUCCESSFUL PART OF YOUR FUNDRAISING PLAN

- » Login to your “Participant Center” at MSohiobike.org.
- » Click the “Personal Page” link to upload photos, edit text and set-up a simple URL to send to family and friends.
- » Click the “Contact” link to import contacts from Outlook, Yahoo, Hotmail, etc.
- » Click the “Compose” link to send out fundraising emails to your contacts. Create your own or use one of ours. Your website link will automatically be included.
- » Click the “Progress” link to track your emails, send reminder emails, thank donors, input offline donations and track your progress.

USING SOCIAL NETWORKS

Facebook, Twitter, Flickr, and blogs are great tools to self-promote your fundraising efforts to your social network. Stay connected with Bike MS and the National MS Society through:

- » [Twitter.com/NMSSOhioBuckeye](https://twitter.com/NMSSOhioBuckeye)
- » [Facebook.com/MSoHioBike](https://facebook.com/MSoHioBike)

Fundraising Tactics

TIPS ON HOW TO RAISE MONEY

LEAD THE WAY

- » Be the first person to make a donation towards your goal and others will follow.

TAKE IT TO THE WEB

- » Change your profile picture on your social networks to the Bike MS logo and your status to "Riding to create a world free of MS. Join me by donating to my personal fundraising goal!" Add a link to your Participant Center so people can donate directly to you.

INCREASE YOUR ASKING POWER

- » Give ten friends ten pledge forms and ask them to help you raise money.

EMAIL EXTRAVAGANZA

- » Set up a reminder to send a weekly email to all of your friends, family, and co-workers about your training and fundraising progress.

MATCHING GIFTS

- » Ask your company if they have a matching gifts program. If not, ask if the company will make a team donation.

CANDY BARS

- » Visit ATFundraising.com to order fundraising candy bars from Anthony Thomas or visit your local Sam's Club to pick up Fundraising Candy Bar Kits (in the candy section).

HOST A HAPPY HOUR

- » Ask a local bar if you can collect a cover charge for the National MS Society. Include a 50/50 raffle and watch the money pour in!

POTLUCK / PITCH-IN DAYS

- » Have everyone in your office bring in their own to share. Require a small donation (\$3-\$5) to eat at the potluck / pitch-in.

YANKEE CANDLE FUNDRAISING

- » Sell candles, raise funds! Visit YankeeCandleFundraising.com for information on this opportunity.

RESTAURANT BENEFIT NIGHTS

- » Many restaurants such as Applebee's, Max & Erma's, and California Pizza Kitchen allow fundraising teams to host a benefit night with proceeds benefiting the team. Ask a restaurant manager or visit the restaurant's website for more information.

FOLLOW-UP IS KEY

- » Keep your donors updated with your success by making a phone call or typing a short email. Make sure to thank them for their support!



Sample Fundraising Letter

Dear Friend,

It is with great pride that I inform you that I have recently registered to participate in Bike MS Pedal to the Point 2013. This is a two-day, 150-mile bike ride to benefit the National MS Society, Ohio Buckeye Chapter. I have decided to take action and help create a world free of multiple sclerosis and I am asking you to join me in supporting this worthy cause.

Multiple sclerosis is an unpredictable disease that can attack any of us in the prime of life. Every hour of every day a person is diagnosed with multiple sclerosis. 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 cure. This is why I am riding in Bike MS Pedal to the Point.

(If you're riding for someone with MS, consider adding a paragraph about that person and attaching their picture. Always ask permission first before adding personal information about someone.)

I am asking you to support me with a tax-deductible donation. You can donate safely and securely at MSohiobike.org. Just click "Donate" and search for my name. Or you can make a check payable to the National MS Society and mail it directly to me.

Your support will help individuals living with MS with the services and support they need, as well as, help fund MS research. Can I count on your support this year?

Sincerely,

Your Name



The Bike MS Team

Contact Information

FOR FUNDRAISING INQUIRIES CONTACT:

» The Bike MS Team
216.503.4183
ohabikems@nmss.org

FOR SPONSORSHIP INQUIRIES CONTACT:

» Tony Bernard
614.515.4608
tony.bernard@nmss.org

FOR TEAM QUESTIONS CONTACT:

» Rebecca Bailey
614.515.4609
rebecca.bailey@nmss.org

SEND DONATIONS RECEIVED OFFLINE TO:

» National MS Society, Ohio Buckeye Chapter
Attn: Bike MS
6155 Rockside Road, Suite 202
Independence, Ohio 44131

Studies show that early and ongoing treatment with an FDA-approved therapy can reduce future disease activity and improve quality of life for many people with multiple sclerosis. Talk to your health care professional and contact the National MS Society at www.MSohiobuckeye.org or 1-800-344-4867 to learn about ways to help manage multiple sclerosis and about current research that may one day reveal a cure.