



Bike MS: New York City Team Captain Meeting

July 29, 2021

Microsoft Teams Best Practices:

- Cameras
- Chat
- Raise Hand

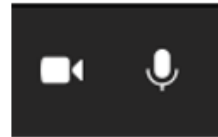
See who's here!

Raise your hand – one of our moderators will keep an eye on this...



Click on the dots to reveal

Join the chat!



Your webcam and mic are ON!

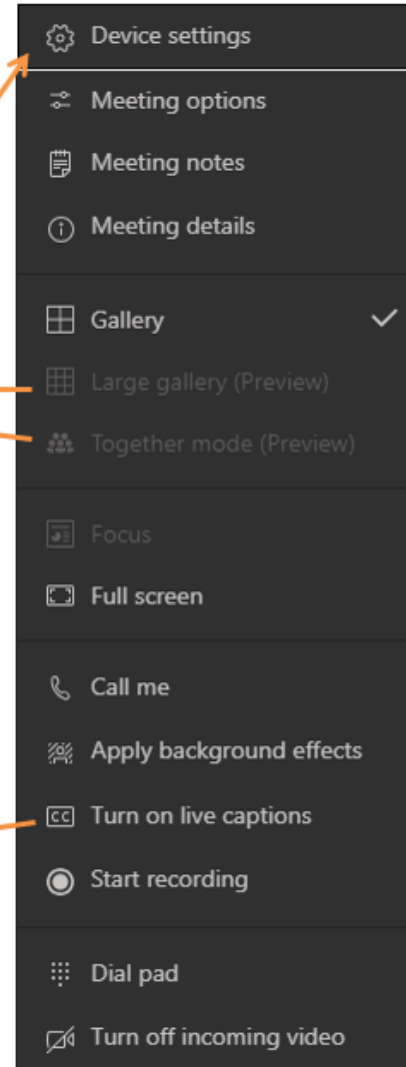
Very Important – pay attention to your status



Your webcam and mic are OFF

When we begin the meeting, we'll mute all attendees. During comment and Q&A session, you turn on your webcam to be recognized, and UNMUTE to be heard

The option to view "Large Gallery" is available with 10+ active cameras and "Together Mode" is available up to 49 cameras



Very cool feature

Generates captions only; cannot save as notes

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Recap & Updates



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SINCE LAST MEETING

- May Team Captain Meeting: Learned How to Maximize Recruitment Efforts
 - We have doubled out registration since the last meeting!
- Zwift Training Rides
- Cycling Challenges Announced
- Safety Protocols & Event Experience Updates
- Progress & Breakthroughs >> Society in the News



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What's Next?



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AUGUST & SEPTEMBER:



- August 9-15: Fundraising Week #1
- August 19: Team Captain Meet Up (7:00 pm)
- August 24: Registration Fee Increase #2 (\$36 to \$51)
- September 6-12: Fundraising Week #2
- September 13: Rider Number Mailing Deadline

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FOCUS TODAY:

- Event Experience & Safety Protocol Updates
 - Team Jersey Contest
- Event Goals & Status Update
- Fundraising Week #1: What & How to Win
 - Guest Speaker: ING Bike Team Captain-Steve Nettler
- Registration Fee Increase & Recruitment Tip Reminders
- Q&A / Let's Hear from You



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Event Experience & Safety Updates



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WHAT TO EXPECT: A GREAT RIDE!

- **Face coverings required for** all riders, volunteers, and staff throughout the event who are **NOT fully vaccinated** for COVID-19.
- **Same great ride experience,** support and perks you are accustomed too!



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TEAM JERSEY CONTEST

- Earn the coveted '**Best Team Jersey**' Award
- **Submit your jersey at the start location**
Saturday morning
- Jerseys will be **displayed and voted on at the Finish Line**
- Winner will be announced at the Awards Ceremony in February



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Event Status & Goals



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FUNDRAISING & RECRUITMENT

Total Campaign Revenue: \$247,639

- 14% to our \$1.75 Million goal

Registrations: 1,005

- 50% to our 2,000-registration goal



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WHO'S IN THE LEAD: RECRUITMENT

- | | |
|----------------------------|-------------------------------|
| 1. Morgan Stanley: 27 | 6. Bank of America-Merrill:18 |
| 2. Team Evernorth: 24 | 7. ING Bike Team:14 |
| 3. Goldman Sacs: 21 | 8. J.P Morgan Chase: 13 |
| 4. You Can't Stop Me: 20 | 9. EY Bike Team: 13 |
| 5. AB/Equitable Riders: 19 | 10. The Maybe Sump'ns: 13 |



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WHO'S IN THE LEAD: FUNDRAISING

1. The Capital Ride: \$15,312
2. Goldman Sacs: \$10,040
3. Team Berkshires: \$10,000
4. AB/Equitable Riders: \$5,695
5. Salesforce & Friends - NYC: \$5,310



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You've Been Challenged

**Raise \$20,000
during the 1st
Fundraising week
from August 9-15**

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Fundraising Week August 9-15



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FUNDRAISING WEEK DETAILS

WHO:

- Individual raises most money online
- Team raises the most money online x2 :: Less than 15 member & 15+ Members

WHAT:

- **Team Prize(s):** VIP Bag check for the whole team
- **Individual Prize:** Bike MS Prize Pack (Bike MS Swag and Gift Card from our partners at Fathead)

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FUNDRAISING WEEK: HOW



- Goals: Set & Share
- Encourage & Equip Members to Take Action
- Apply a general and customized approach
- Maximize Resources:
Bike MS Staff, Rosters, Online Tools/Ideas
- Customize Team Page & URL

TIP: include your team link in your email to fundraise & recruit

The screenshot shows the MS Society fundraising dashboard. The top navigation bar includes links for 'Your Page', 'Team Page', 'Dashboard', 'Donations', 'Messages', 'Resources', and 'Activity Tracking'. The 'Settings' button is circled in red. Below the navigation bar, there are tabs for 'Our Story', 'Donations', 'Rosters', and 'Settings'. The 'Settings' tab is selected. The main content area is titled 'Manage your page settings here. (These settings can only be seen by you.)'. It contains two fields: 'Team Fundraising Goal' with a value of '\$ 1000.00' and 'Page Link' with a value of 'TEAMNAME'. A red oval highlights these two fields. Below the 'Page Link' field, there is a URL: 'https://www.bikeforbikesociety.com/team/TEAMNAME'.



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FUNDRAISING WEEK: HOW INCENTIVIZE/RECOGNIZE

Share and Promote Top Fundraiser Perks



Individual Fundraising Week
Prize Incentive

Bike MS New York City
Commemorative Top
Fundraiser Jersey

Top Fundraiser Credential &
Upgrades at Finish Line

Prizes Post Event

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FUNDRAISING WEEK: HOW ONLINE

Maximize Online Tools & Social Media

- Bike MS App:
 - Connect on Multiple Social Media Platforms
 - Fundraise from the palm of your hand
- **Share, Share, Share**
- Add Bike MS Facebook profile frame or Bike MS badge
- **Visit the website for more ideas!**
- Activate Facebook Fundraiser



Fundraise on Facebook

Facebook Fundraisers are a fast and simple way to expand your fundraising through your Facebook page.

Create a Facebook Fundraiser



FACEBOOK FUNDRAISERS:
\$850 Raised on Avg.

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FUNDRAISING WEEK: **ADDED CHALLENGE**

WHO: Team with highest % of active Facebook fundraisers by Monday, August 16th

WHAT:

- Bareburger gift card & Showerpass hydration kit for you!
- A Vintage Bike MS NYC Jersey for your team members

HOW:

- Review your roster
- Promote this incentive
- It's easy to activate!

Bareburger



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Steve Nettler



Team Captain: *ING Bike
Team-2021 Elite Team*

*Participating in Bike MS
for 13 years*

**2021 Elite 200 Club
Member-#6**

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Registration Fee
Increase
\$36 to \$51 August 24



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RECRUITMENT TIP REMINDERS

- May Team Captain Call
- Promote Fee Increase/Cost Savings
- Share our collective recruitment goal and your team goal!
- Stay Tuned for Rosters!
- Send an email, maximize social media & make personal asks
- Challenge team members to recruit 1 member
- Acquire new Members! No Bike – No Problem



UNLIMITED BIKING

**GIVE YOUR TEAM 15% OFF
FOR USING CODE: TEAMUP**

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VOLUNTEER

- Volunteers **fuel our mission** in helping us create a world free of MS.
- **Everyone Can Volunteer!** Friends, family, employees of all ages and abilities are welcome to volunteer.
- Many **corporations** acknowledge **and reward their employees** for volunteering through Volunteer Grant Programs.



Jessica Rhind
Jessica.rhind@nmss.org

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Q&A

We Want to Hear From You!



**GIVE YOUR TEAM 15% OFF
FOR USING CODE TEAM UP**

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Next Call: Thursday, August 19th 7:00

Information to join the meeting on the New York City Website
under Ride Details > Pre-Ride Events

Dates to Remember

August 9-15: Fundraising Week

August 24: Fee Increase \$36 to \$51

September 13: Packet Mailing Deadline



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