



NATIONAL
MULTIPLE SCLEROSIS
SOCIETY

Long Island Chapter
200 Parkway Drive South
Hauppauge, NY 11788
(631) 864-8337 tel
(631) 864-8342 fax
www.nmssli.org

TeamMS

Captain's Handbook

.....

MS Bike "Tour for a Cure"

Sunday, September 7, 2003
Byron Lake Park
Oakdale, New York



TeamMS

HANDBOOK

TABLE OF CONTENTS

Welcome from your Bike Tour Coordinator	3
2002 Team Wrap-Up	4
About Multiple Sclerosis	5
What is MS?	
Where the Money Goes	
The Facts on the MS Bike Tour	6
Sponsorship Opportunities	7
Volunteers Needed	
Register to Ride	
Get More Information	
What to Expect from the National MS Society	8
Team MS . . . As Easy as 1, 2, 3 and 4	9
Recruiting	
Raising Money	
Communication and Goal Setting	
Making it Fun	
Sample Goal Memo	10
Fundraising Tips	11
Sample Letter Writing Campaign	12
Sample Announcement Flyer	13
Matching Gifts are Where It's At	14
Materials Order Form and Survey	15



Long Island Chapter
200 Parkway Drive South
Hauppauge, NY 11788
(631) 864-8337 tel
(631) 864-8342 fax
www.nmssli.org

Dear Team Captain:

Congratulations on becoming a TeamMS Captain, and thank you for putting your best foot forward to help fight Multiple Sclerosis (MS)!

The National MS Society, Long Island Chapter is proud to present the 2003 MS Bike® Tour for a Cure. Held in approximately 700 cities nationwide, it offers participants the opportunity to enjoy healthy exercise, camaraderie, fun, and entertainment . . . all while raising donations that support research and local programs and services for persons with MS. Celebrate your efforts in the fight against MS at our festive finish line with food, music, and entertainment!

Accepting this leadership role makes you eligible for exciting prizes and incentives. In addition, on the day of the 2003 MS Bike® Tour for a Cure, captains will receive a special gift, along with a team photo commemorating the day.

Please take a few minutes to review your 2003 TeamMS Captain Handbook. We have enclosed a number of items to make your job easier and start you on your way toward building a successful TEAM!

Please contact me at (631) 864-8337 or cstabile@nmssli.org with questions or concerns—or if you just need a little motivation! If you need extra brochures and/or registration forms, call me, or complete the order form on page 15, and fax it to (631) 864-8342.

Best of luck to you and your team! Thank you for your commitment and support. Together, we can make a difference!

Warm regards,



Candace Stabile
Development Manager

2002 Top Teams

1	Spoke-N-Hearts	\$5708
2	Shiloh	\$2628
3	Cychotics	\$2545
4	Jeff Fox	\$1701
5	Team Vision	\$1576
6	ML Bulls	\$1390
7	Blue Crew	\$1093
8	Freeport	\$1066
9	Eschen & Frenkel	\$1003
10	PBA	\$ 835

2002 Millennium Club Members

Jimmy Papadopoulos

Joseph Kennedy

Karen Boyle



What is MS?

Multiple sclerosis (MS) is a chronic, often disabling disease of the central nervous system. Symptoms may include blurred vision, loss of balance, poor coordination, slurred speech, tremors, numbness, extreme fatigue, cognitive difficulty, and even paralysis and blindness. These conditions result when inflammation and breakdown occur in myelin, the protective insulation surrounding the nerve fibers of the central nervous system (brain and spinal cord). Most people with MS are diagnosed between the ages of 20 and 50, but the unpredictable physical and emotional effects can be lifelong. The progress, severity, and specific symptoms of MS in any one person cannot yet be predicted, but advances in research and treatments are giving hope to those affected by this disease.

Where the money goes

Our Continued Commitment to Programs and Research

At the Long Island Chapter, we are continually expanding and refining our programs to meet the changing needs of our members. In fiscal year 2002 we facilitated over 60 programs and events including Yoga, Tai Chi, golf, adapted aquatics classes, educational seminars, teleconferences with medical professionals, counseling workshops, Home-bound Recreation Program, Kid's Fun Day, as well as case management. We have increased our focus on direct services for people with MS and their families and friends, offering such programs as limited respite care, marital counseling, grocery shopping assistance, short term equipment loans, and an innovative new ramp building program. While we have many different programs to choose from, all are geared toward one goal . . . to help people with MS learn to better manage their disease so that they may continue to lead productive and fulfilling lives.

The National Multiple Sclerosis Society funds more MS research, offers more services for people with MS, and provides more professional education programs than any other MS organization in the world. The National MS Society is the only national voluntary MS organization that meets the standards of all major agencies that rate the fiscal responsibility of non-profit groups.

Thanks to significant advances in research, the FDA has approved several treatments that may alter the underlying disease course of multiple sclerosis, and early treatment is critically important. People with MS should consult their doctors about using one of these FDA-approved medications and other effective treatments for symptoms of MS. If you or someone you know has MS, contact the National Multiple Sclerosis Society at 1-800-FIGHT MS or www.nmssli.org.

What:

The National Multiple Sclerosis Society, Long Island Chapter is proud to present The MS Bike® Tour for a Cure. This event offer participants the opportunity to enjoy healthy exercise, camaraderie, fun and entertainment, all while raising money to support research and local programs for people with MS.

When & Where:

Sunday, September 7, 2003

100 mile	7:00 am registration	7:30 am start
50 mile	7:45 am registration	8:30 am start
20 mile	9:30 am registration	10:30 am start
10 mile	9:30 am registration	10:30 am start

All tours begin and end at Byron Lake Park in Oakdale. Wherever your route takes you be, we promise you a great day!

Why:

While there is no known cure for MS, there is hope. Researchers are closer than ever to unlocking the mystery of this disease. YOUR team can make a difference!

The National MS Society does not receive federal funding, therefore, it is imperative to have fundraising events like the MS Bike® Tour for a Cure, MSWalk, and MS Pooch Parade.

TeamMS:

A group of four or more people constitutes a team; simply select a team captain and a team name. Teams can represent corporations, clubs, organizations, religious groups, schools, or can be made up of friends and family members. The more team members the merrier!



Sponsorship Opportunities:

In addition to organizing a team, we encourage you to learn more about how corporate sponsorship can give your company or organization positive exposure in the community.

Call Candace Stabile at (631) 864-8337 to discuss the many sponsorship opportunities available to companies like yours.

Volunteers Needed:

You do not have to ride a bike to be a part of the The MS Bike® Tour for a Cure. Co-workers, friends and family can support your team by volunteering the day of the event. For information about volunteer opportunities, contact Stefanie Taylor at (631) 864-8337.

Register Today:

Brochures complete with registration forms can be obtained by calling The MS Bike® Tour for a Cure Hot Line at 1 800 FIGHT-MS, or sign up at www.nmssli.org. Team riders must also be registered individually. Be sure your teammates add your name as the TeamMS Captain, the exact team name & tour on their registration form.

For More Information:

Contact the National Multiple Sclerosis Society, Long Island Chapter, at (631) 864-8337, or cstabile@nmssli.org.

As a TeamMS Captain you will receive:

- 🚲 An event registration packet complete with sponsor sheets, prize sheets, and brochures when you register. We'll also mail packets to every member of your team when they sign up.
- 🚲 Tools to help you and your team succeed!
- 🚲 Availability to create your own team web page!
- 🚲 Special Gift on Event Day.
- 🚲 Team photo to commemorate the day!
- 🚲 Special event newsletter full of useful information for all participants.
- 🚲 A team roster update prior to the MS Bike® Tour for a Cure to help you track your team registrations.
- 🚲 Company presentations. Call us to schedule a presentation on how the MS Bike® Tour for a Cure helps people with MS in your community.
- 🚲 Public relations support. We want to help spread the word about your team efforts. Please share with us interesting facts about your team such as what motivated you to form a team, unusual human interest stories, etc. We'll send news releases to your local newspaper and provide releases for inclusion in corporate newsletters.
- 🚲 Team recognition. Teams will be recognized during opening ceremonies. Here's your opportunity to display team spirit with special signs, balloons, team T-shirts (jerseys), hats, and more.
- 🚲 Event summary newsletter after The MS Bike® Tour for a Cure, which highlights team contributions, award winners, and success stories.



Although you've just taken on a very important job, your responsibilities as a team captain can be as easy as 1-2-3 (and 4!) by following these simple steps.

Step 1: Recruit, recruit, recruit!

Teams must be comprised of four or more members; includes the Team Captain. Set a recruitment goal and go for it!

Make a list of possible team members. List everyone you know. There's NO limit to how big your team can be! Keeping a list can be helpful for future follow up.

Secure support from top executives at your place of employment. Recruit department supervisors to create friendly challenges and competition at your workplace or in your community.

Use company newsletters, e-mail, bulletin boards, paycheck stuffers, etc. to advertise your recruitment efforts. Get permission first!

Be sure each team member registers individually, and includes the EXACT team name, your name as team captain and the Walk site on all registration forms so that our records will accurately reflect participation by all members of your team.

Step 2: Raising Money

Personalize the cause. Express why your team is riding. For example, because you or someone you know suffers from MS, or simply because you'd like to help the more than 38,000 Long Islanders and their families who live with this devastating disease every day.

Please have your sponsors make checks payable to **NMSS**. All donations are **tax deductible** and receipts are available upon request.

Set a team fundraising goal that translates into individual goals. Last year our pledges averaged \$200.00 per cyclist. Let's try for \$250.00 this year. You can do it!

Be sure each team member collects individual contributions. Contributions should be collected at the time the pledge is offered. This will save time and effort.

Remind team members that they are eligible for individual fundraising and team awards.

Organize fundraisers like bake sales, garage sales, raffles, pay for dress-down days, etc. to supplement individual fundraising efforts. (See Fundraising Tips on page 11.)

Provide team members with sample fundraising letters (Sample Letter, page 12).

Ask your human resources manager if your company has a Matching Gifts Program. Many companies match their employee's donations dollar for dollar (pg 14, Matching Gifts information).

Step 3: Communication and Goal Setting

If possible, set recruitment and fundraising goals with your team (pg 10, Goal Memo Sample).

Share information with your team members on a regular basis, including updates on registered team members and fundraising efforts. How close are you to your Team or individual goal?

Step 4: Make it Fun!

Don't forget to make the experience fun for everyone involved.

Organize a contest to design the best team T-shirt (or jersey). Be sure to prominently display your company logo/team name for maximum exposure on event day!

What else can you do to make it fun and draw attention to your team? Items like special hats, balloons, and banners are encouraged and welcome provided they don't affect the safety of participants, volunteers, or spectators.

Use this memo or your own, once a week in the month preceding MS Bike® Tour for a Cure as a way to encourage fundraising and recruitment efforts. For goal-setting purposes, try to exceed your team total from last year. If you need that information, contact Candace Stabile at (631) 864-8337 or cstabile@nmssli.org. Good luck, and thank you!

Date:

To: (Team member)

From: (Team captain)

Re: (Team name) fundraising and recruitment goals

Thank you for joining the _____ Team in support of MS Bike® Tour for a Cure for Multiple Sclerosis.

This year our team has accepted the challenge to recruit ____ members. If each team member raises an average of \$____, we will be able to reach or exceed our fundraising goal of \$____. (Last year, we had ____ members and raised \$____.) We can do better!

With your help, we will meet this important challenge and make a significant contribution to the fight against multiple sclerosis. Ask your co-workers, friends, and family members to join our team. If they can't participate, ask them to sponsor you.

As a member of _____ Team, you are playing a vital role in helping to end the devastating effects of MS. I promise you will have a great time supporting a great cause!

Check out our recruitment progress chart posted in _____. To date, we have recruited ____ members for our team. Remember, the more the merrier!

Thanks again! If you have any questions, or need extra brochures and registration forms to pass along to friends, please let me know. You can reach me at extension _____ or by e-mail at _____.



Here are some proven methods to increase your fundraising total.

Just Ask!

- 🚲 Ask if your company has a Matching Gifts Program (pg 1X).
- 🚲 Ask your place of employment to make a donation to your team.
- 🚲 Corporate Challenge! Find a large corporation to accept a challenge. You and the company agree on a minimum fundraising goal, then the company is to match your team's total dollar for dollar! Some of our top teams found success this way!
- 🚲 If your business or one you're friendly with has heavy street traffic, ask customers to contribute their spare change (ask about our MS Bike® Tour for a Cure Spoke 'N' Wheel Club to help support your fundraising efforts).
- 🚲 Contact your company's vendors and ask them for a donation equal to one percent of the annual business you give them (this one is easier than you may think).
- 🚲 Conduct your own fundraising events like dress down days, bake sales, car washes, bowl-a-thons, drawings, auctions and more. These events can also raise awareness about MS and your team efforts.
- 🚲 Put out a giant bottle in your company lunchroom to collect change, or ask if the cafeteria will participate in a Round-up program. Change adds up fast!
- 🚲 Have a team T-shirt (jersey) design contest open to all employees for a small entry fee. Post the entries in a public place and let everyone vote on the winner.
- 🚲 Promote your team by having a flyer stuffed into each paycheck envelope, or by publicizing your team's efforts in company newsletters or email. Get permission first!
- 🚲 Suggest letter-writing campaigns to your team members. Write friends and family members and ask them to participate in the event or make a donation.
- 🚲 Request the official MS Bike® Tour for a Cure Spoke 'N' Wheel Club signs and sell them to your customers and/or employees.

Dear _____,

This year I have taken on the challenge of participating in the MS Bike® Tour for a Cure to do my part in the fight against multiple sclerosis (MS). The funds raised through this wonderful event help to provide service programs, and of course, the vital medical research needed to find treatments, and ultimately an end to MS.

I am asking you to join me in a cause that I believe in, by supporting my efforts to reach my fundraising goal of \$_____, and to help end the devastating effects of MS.

Did you know that approximately 400,000 Americans are living with multiple sclerosis? Did you know that 200 individuals are diagnosed with MS each week? In the past five years, great strides have been made and now researchers are on the brink of unlocking the mystery of this unpredictable disease.

The National MS Society is the only national voluntary MS organization that meets the standards of all major agencies that rate the fiscal responsibility of non-profit groups. The National MS Society funds more MS research, offers more services for people with MS, and provides more professional education programs than any other MS organization in the world. However, this is not enough as we are still searching for the cure. Together, we can change lives and make a difference!

Please enclose your donation in the form of a check payable to NMSS in the provided envelope, and mail it back to me. All donations are tax deductible.

Thank you for your generosity and support!

Kind regards,
Your Signature
Your name



A digital version of this flyer is available so you don't have to recreate it. Just ask and we'll email the Adobe PDF file.

MS TOUR FOR A CURE

Sunday, September 7, 2003
Byron Lake Park, Oakdale, New York

Choose from four **scenic** and **challenging** routes:

100 mile	7:00 am registration	7:30 am start
50 mile	7:45 am registration	8:30 am start
20 mile	9:30 am registration	10:30 am start
10 mile	9:30 am registration	10:30 am start

2003 MS Bike® Tour for a Cure

The MS Bike® Tour for a Cure is a fundraising event for the National Multiple Sclerosis Society. Participants make a difference in the fight against multiple sclerosis by encouraging people to sponsor their efforts during the Bike Tour. This year riders depart and finish at Byron Lake Park in Oakdale, located in southeastern Long Island. Food and entertainment are provided to all cyclists. Those individuals raising \$100 or more receive an official MS Bike® Tour for a Cure t-shirt and qualify for other prizes according to the amount of money each person raises.

We are counting on you to help make our team a success!!!

Join your colleagues, friends, and family for a great day of fitness and fun by contacting:

Team Captain:
Phone #



WHAT'S THE SIMPLEST WAY TO INCREASE YOUR TEAM TOTAL?

Ask if your company, or any of your donors companies, has a [Matching Gifts Program](#).

WHAT IS A MATCHING GIFTS PROGRAM?

A Matching Gifts Program matches a charitable donation made by an employee of that company. Some companies match dollar for dollar, others may give two or even three dollars for every one donated by an employee, while others might match a percentage of a donation. Be sure to find out if there's a minimum donation requirement.

HOW DO I FIND OUT IF MY COMPANY HAS A MATCHING GIFTS PROGRAM?

Ask! Start with your boss or ask other people in your department who may have made donations. No luck there, try calling your Human Resources Department.

OK, SO THEY HAVE A MATCHING GIFTS PROGRAM. WHAT DO I DO NOW?

Most companies with a Matching Gifts Program have a special form. Ask for a form for your personal donation, and a

form for each person at your company who sponsored you as well. Fill out the information required and simply put the form in with your donations the day of the event, or mail it to us with the rest of your donations. We do the rest!

MY COMPANY MATCHES, BUT THEY ONLY SEND THE MONEY ONCE A YEAR—LONG AFTER THE PRIZE DEADLINE. DOES THIS MEAN IT WILL NOT COUNT TOWARDS MY PRIZE TOTAL?

Not at all. Matching Gift money is guaranteed, as soon as we receive the forms we include the matching gift in your personal total as well as your team total. That can mean larger prizes for you and your team!

MY COMPANY DOESN'T HAVE A MATCHING GIFTS PROGRAM, BUT SOME OF THE PEOPLE SPONSORING ME WORK AT PLACES THAT DO. WHAT SHOULD I DO?

Make sure the people who sponsor you give you a Matching Gift form from their company at the same time they give you a donation. Again, put it in with your donations or mail it to us and we'll take care of the rest.



Yes! I would like more materials to help my team grow!

Simply complete this form and fax to: Candace Stabile at (631) 864-8342.

Name _____

Team Name _____

Phone _____ E-Mail _____

ITEM

QUANTITY

- TeamMS Registration Forms
- Brochures & Holders
- Cubicle Flags
- MS Bike Tour Posters
- Spoke'n'Wheel Club Signs
- Receipts



Please take a moment and complete this brief survey. Your feedback is very important to us. Thank you!

1. DO YOU FIND THE TeamMS HANDBOOK USEFUL TO YOUR TEAM?

- Yes
 - No
- Explain:

2. WHAT DO YOU FIND MOST HELPFUL?

3. WHAT WOULD YOU LIKE TO SEE INCLUDED IN FUTURE HANDBOOKS?