

# Bike MS: Pedal to the Point Ride

bike

MS

## 2009 Fundraising Guide

**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.**

**Did you know that approximately 75% of all Bike MS Fundraising comes from our Bike MS teams?**

**Did you know our average Bike MS cyclist raises over \$650 for the event?**

**Did you know that fundraising for Bike MS provides direct services and support for over 10,000 Ohioans living with MS in the Ohio Buckeye Chapter area?**

**Use this guide to aid in your fundraising efforts while preparing for the Bike MS event.**



# Online Fundraising

Your personal fundraising website is your portal to quick, simple, and easy fundraising.

## Easy Steps to Help Make Your Bike MS Website a successful part of your fundraising plan!

1. Login to your "Participant Center" at [www.MSohiobike.org](http://www.MSohiobike.org).
2. Click the "Personal Page" button to upload photos, edit text and setup a simple URL to send to friends and family.
3. Click the "Address Book" button to import contacts from Outlook, Yahoo, Hotmail, etc.
4. Click the "Email" button to send out fundraising emails to your contacts. Create your own or use one of ours. Your website link will automatically be included.
5. Click the "Follow-Up" and "My Progress" buttons to track your emails, send reminder emails, thank donors, input offline donations and track your progress.

## Using Social Networks

*Facebook, Twitter, Flickr and Online Blogs are great tools to self-promote your fundraising efforts to social network.*

**Stay connected with Bike MS and the National MS Society through:**



[www.twitter.com/nmssohiobuckeye](http://www.twitter.com/nmssohiobuckeye)



Search-  
Bike MS Pedal to  
the Point



[bikemsp2p.blogspot.com](http://bikemsp2p.blogspot.com)

# Fundraising Tactics

## **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.

## **Malley's Candy Bars**

Order Pretzel, Almond or Crunch and sell them for \$1 each. Contact Carol Southwood for details.

## **Corporate Challenge**

Challenge your co-workers in a fundraising contest. Offer incentives like extra vacation days or pizza parties!

## **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 dish to share. Require a small donation (\$3-\$5) to eat at potluck/pitch-in.

## **Baby Picture Contest**

Have your team submit baby pictures and post them on a wall. Charge \$1 to guess which picture belongs to whom. Offer a prize for the winner of the contest.

## **Restaurant Benefit Nights**

Many restaurants such as Applebee's, Max & Ermas, and California Pizza kitchen allow fundraising teams to host a benefit night with proceeds benefiting the team. Ask a restaurant manager for more information.

# National MS Society Fundraising Contacts

For Team Questions, Fundraising Assistance,  
Bike MS Presentations,  
Sponsorship Inquiries,  
please contact

**Matt Faulkner**

**614-515-4629/800-667-7131 ext 4**  
**[matt.faulkner@nmssoha.org](mailto:matt.faulkner@nmssoha.org)**

For Malley's Candy Bars and Fundraising  
Information, In-Kind Donations,  
please contact

**Carol Southwood**

**216-503-4160/800-667-7131**  
**[carol.southwood@nmssoha.org](mailto:carol.southwood@nmssoha.org)**

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](http://www.MSohiobuckeye.org) or 1-800-667-7131 to learn about ways to help manage multiple sclerosis and about current research that may one day reveal a cure.