

Don't just ride, Bike MS

BIKE MS: TRAM RIDE » RIDING TOWARD A WORLD FREE OF MS



RIDER GUIDE

» JULY 14–19, 2013

bike

MS
SM

TRAM 2013
The Ride Across Minnesota

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maplegrovecycling.com

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tonkacycleandski.com



Early and ongoing treatment with an FDA-approved therapy can make a difference for many people with multiple sclerosis. Learn about your options by talking to your health care professional and contacting the National MS Society at nationalMSSociety.org.



You accepted the challenge!

Because you accepted this challenge, you'll be able to say you rode 280 miles in the July heat, that you pushed yourself as you rode up each hill, and that you laughed out loud the entire way down. You'll be able to say you met great people, enjoyed the fresh air and devoured that plate of food afterwards.

You can pretend it wasn't a big deal, but it is, because Bike MS is about meeting your own challenge, while raising critical funds to make a difference in the lives of people with multiple sclerosis.

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CHECK-IN

CHECK-IN LOCATIONS

Sunday, July 14, 11 a.m. – 1 p.m.

UNIVERSITY OF MINNESOTA DULUTH (UMD)

1049 University Drive, Duluth, MN 55812

From the south: Take I-35 north to Duluth to the 21st Ave. E. exit; turn left on 21st Ave. E.; turn right on Woodland Ave; turn left on Saint Marie Street and follow appropriate signs for parking.

Sunday, July 14, 5–6:30 p.m.

SMOKEY BEAR PARK, INTERNATIONAL FALLS

The 600 block of Third (Main) St., International Falls, MN 55649

From the south: Take I-35 north to Cloquet (exit 237). Merge onto Hwy. 33 for 20 miles. Transition to Hwy. 53; stay on Hwy. 53 until you reach International Falls; turn right into the downtown area; turn left (west) at the Hwy. 53 and Main Street intersection; travel three blocks to Smokey Bear Park (on right).

WHEN YOU ARRIVE

- Volunteers will direct riders to the appropriate parking areas. Mission Stars, VIP and Golden Gears members will receive special parking permits in the mail prior to the event.
- Leave your luggage and bike in your car and proceed to the check-in building.

HERE'S WHAT WILL HAPPEN AT CHECK-IN

- You'll be greeted at an initial checkpoint, where a volunteer will direct you to the correct check-in table.
- Turn in any money or matching gift forms you've collected that haven't already been submitted. (See page 21 for information about turning in cash or check donations.) Be prepared with cash, check or credit card to pay your remaining balance at check-in. **You'll not be able to participate without confirmed donations totaling your required minimum of \$300.**
- Verify your contact information.
- Collect your rider packet. The packet includes a wristband, which must be worn all week long, a bike tag and three luggage tags. The wristband and tags each have your rider number printed on them.
- Receive your event T-shirt.
- Riders under age 18 must have a minor waiver notarized before or at check-in. To learn more about our underage rider policy, visit the "Event Details" at myMSbike.org.

AFTER CHECK-IN

- If you raised \$1,000 or more, head to the Hoopla Tent for some special perks (see page 17 for details).
- Put your tags on your bike and luggage.
- Put your bike on the truck.
- If you check in at UMD, get on the bus to International Falls.

LUGGAGE

Each rider is allowed three pieces of luggage for the duration of the event. When you check in, you'll be given three luggage tags with numbers that correspond to your wristband number. Luggage bags have a weight limit of 35 pounds. If you have trouble carrying it, lighten the load. Remember the volunteers who are loading and unloading more than 2,000 bags every day. Before you start riding each morning, pack your bags and drop them off at the designated areas. Volunteers load them on the trucks, drive them to the next host town and unload them. Your bags will be waiting for you when you arrive.

MEALS

Participants are responsible for purchasing their own meals throughout the week. Each host town will provide several options for dinner, including vendors in the parks, shuttles to restaurants or a meal at a church or other local organization. The average rider will spend between \$20 and \$25 a day on food.

While on the route, the Upper Midwest Chapter will provide riders with fruit, water, granola bars and other snacks. Riders will also receive a finish line meal Friday.

SHOWERS

Shower trucks will be available in each host town free of charge. Some towns may offer alternative showers for a fee. There will be showers at the finish site on the UMD campus.

TRAILERS

Trailers or carriers are NOT allowed on the route.

WEATHER

TELVENT

Bike MS events go on rain or shine. We will announce the most up-to-date weather conditions each evening. Official weather reports are provided by Televent dtn. Please seek shelter immediately if you encounter severe weather while riding.

UNDERAGE RIDER POLICY

- All riders must be at least 12 years of age and accompanied by an adult at least 21 years of age or older. Participants must have a waiver and release form completed with a parent or legal guardian's signature.

Visit see myMSbike.org and click "Event Details" for more information.



RIDE DETAILS

ROUTE AND REST STOP INFORMATION

Bike MS: TRAM Ride is a five-day bicycling adventure that covers approximately 280 miles. Safety is a top concern on this event. Paved bike trails and low-traffic roads are selected when possible. However, we may be on some busy roads during the week. Obey all Minnesota traffic laws and be courteous to other riders and motorists. The route is NOT closed to vehicular traffic.

The route is signed and supported for the duration of the event. The Upper Midwest Chapter does its best to provide rest stops every 10–15 miles, where you can get fruit, water, Gatorade and snacks. First aid and bike mechanics are also available at every rest stop. All support along the route is provided by volunteers. Show them the appreciation and respect they deserve!

The ride officially begins at 6:30 a.m. each day. **Riders must be on the route by 8 a.m.** The route closes at 5 p.m. Participants riding outside the designated hours are not guaranteed full route support. Riders unable to finish the day's mileage by 5 p.m. will be asked to take a support van to the end of the route.

ROUTE SUPPORT

While you ride, you should only be concerned about two things: having fun and riding safely. Below are just a few of the volunteer groups who'll support you during your weeklong adventure.

Contact Will at will.ziegenhagen@nmss.org or 612-335-7992 if you or someone you know is interested in volunteering for any of the route support groups.



INTERSECTION SAFETY

Intersection volunteers provide riders with assistance when intersections are encountered along the route. These volunteers are not permitted to stop or direct traffic. All cyclists must take personal responsibility for their own safety when crossing an intersection.

MOTORCYCLE ESCORTS

Motorcycle escort volunteers monitor and guide cyclist traffic but are not permitted to stop or direct traffic. They ride motorcycles and wear safety vests, so you can't miss them.

COMMUNICATIONS SUPPORT

Communications support volunteers are stationed at every rest stop along the route and in each of the support and gear vehicles. If you encounter an accident or other emergency, let a communications support volunteer know.

FIRST AID

All rest stops are well-equipped with first aid supplies and personnel.

BIKE SHOP MECHANICS

Bike mechanics are available at the start of each day, at all rest stops during the day and in the host town at the end of each day. We encourage you to have your bike inspected before the ride so serious problems can be fixed before the event. See page 2 for a list of participating bike shops.

RIDE MARSHALS

Wearing red jerseys, this team of experienced cyclists aims to help you reach the finish line safely. All ride marshals are trained in the rules of the road and the Bike MS ride.

INCIDENT RESPONSE TEAM

Trained professionals who have an EMT license or higher patrol the route in pick-up trucks with amber lights and respond to medical issues as needed.

SAG VANS

Just can't push another pedal? Look for support and gear (SAG) vans and give the thumbs down signal to be picked up. You and your bike will be transported. NOTE: The trip to the finish line is not always direct. Be patient as we pick up other cyclists. If you only want a ride to the next rest stop, let the driver know.

ROUTE MARKINGS

Follow the orange arrows every pedal of the way. You'll see our route signs at each turn and even on straightaways.



NOTE ABOUT PERSONAL SUPPORT VEHICLES

Personal support vehicles are not permitted on the route. Please understand our need to cut down on vehicular traffic for your safety. If you or your team wishes to use a personal support vehicle, notify Bike MS staff. We can provide off-route directions between rest stops and alternate parking locations.

INSIDER TIPS

Bike MS is not a race! This event is geared toward riders age 12 or older who are able to maintain an average speed of 10 miles per hour and understand and obey the rules of the road for safe biking.

It's never too early to start fundraising. Each rider is responsible for a minimum of \$300 in donations, which is due by event day, July 14. Keep in mind people can't say "yes" until you ask them. Last year, TRAM raised nearly \$800,000 toward a world free of MS.

Please take your time reading through this magazine, as you'll find valuable information such as how to check in, what to pack and much, much more.

HELPFUL TIPS FOR FIRST-TIME RIDERS

- The most important thing on your bike is a properly fitted saddle. Spend some time in it to make sure it's the one you want to be sitting on for 25 or more hours throughout the week.
- Most riders start on the route before 7:30 a.m. **Riders must be on the route by 8 a.m.**
- The speed of our riders averages from 10 to 18 mph. Don't feel like you need to go faster than you're comfortable with; there are riders of all speeds on this event.
- The longest lines for showers are usually between 1 and 3 p.m.
- Rest stop snacks and your finish line meal are provided at no extra cost. Vendors and local restaurants will be available. Most riders spend an average of \$20 to \$25 a day on food.
- Bring plastic bags for your wet gear (swimsuits, towels, etc.).
- You may want to bring a credit card and blank checks with you in case the worst happens and you need some major repair on your bike during the event.
- The bike mechanics come prepared with almost everything you could possibly need. If you forget a water bottle or one of your spokes breaks, see the bike mechanics!
- If you're a light sleeper and you're camping, you might want a sleeping mask and ear plugs.
- Your family and friends can join you for the lunch buffet at the finish line for \$10.
- On the trail, have sunscreen, bug spray, lip gloss, tissues and eye drops readily accessible.
- Each host city committee provides information about the host town and evening opportunities. Keep a look-out for fliers, magazines, etc., when you arrive in each city.
- Shuttle bus schedules will vary in each city.
- As always, Upper Midwest Chapter staff are available to answer any questions or concerns you might have at specialevents@MSsociety.org or 800-582-5296 (option 2).



PACKING LIST



CHECK-IN MATERIALS

- Additional donations
- Waiver (if not already completed)
- Matching gift forms (if applicable)

CYCLING GEAR

- Helmet (required)
- Rearview mirror
- Two water bottles
- Spare tubes and patch kits
- Mini air pump
- Tool kit/repair kit
- Cycling shoes
- Padded cycling shorts
- Rain gear
- First aid kit

PERSONAL ITEMS

- Toiletries
- Medications (pain reliever, prescriptions)
- Sunscreen and lip balm
- Insect repellent
- Sunglasses
- Flashlight
- Towel and washcloth
- Identification cards (driver's license, insurance cards)
- Spending money
- Camera
- Garbage bags (use them to line your bag in case of rain)

CAMPING/SLEEPING GEAR *(if desired)*

- Waterproof tent
- Sleeping bag
- Sleeping pad or air mattress
- Small pillow
- Sleeping mask
- Ear plugs

ANYTHING WE MISSED?

-
-
-
-
-

OVERNIGHTS

OVERNIGHT ACCOMMODATIONS

Outdoor camping is provided in each community for all registered riders. There will be designated camping areas for early and late risers. Hotel accommodations may be arranged on your own, and shuttle buses will be provided to and from the hotels listed. If you choose to stay at a different hotel, you must arrange your own transportation.

INTERNATIONAL FALLS ■ SUNDAY, JULY 14

- America's Best Value Inn & Suites**, 218-283-8811
- AmericInn**, 1500 Hwy. 71, 218-283-8000
- Budget Host Inn**, 10 Riverview Blvd., 218-283-2577
- Days Inn**, 2331 Highway 53 S., 218-283-9441
- Falls Motel**, 2101 Second Ave., 218-283-8434
- Hilltop Motel**, 2002 Second Ave., 218-283-2505
- Northern Lights Motel**, 1602 Second Ave., 218-283-2508
- Tee Pee Motel**, Hwy. 53, 218-283-8494
- Voyageur Hotel**, 1210 Third Ave., 218-283-9424

ORR ■ MONDAY, JULY 15

- Oveson's Pelican Lake Resort & Inn**, 4675 Hwy. 53, 218-757-3613
- Norman's Motel**, 4513 Hwy. 53, 218-757-3272
- North Country Inn**, 4483 Hwy. 53, 218-757-3778

CHISHOLM ■ TUESDAY, JULY 16

- Chisholm Inn & Suites**, 501 Iron Drive, 877-255-3156
- Hibbing Park Hotel**, 1402 E. Howard St. (Hibbing), 800-262-3481
- AmericInn Lodge & Suites**, 5480 Mt. Iron Drive (Virginia), 800-634-3444
- Holiday Inn Express & Suites**, 8570 Rock Ridge Drive (Mountain Iron), 800-465-4329



BIWABIK ■ WEDNESDAY, JULY 17

The Lodge at Giants Ridge, 6373 Wynne Creek Drive, 866-409-5299

Villas at Giants Ridge, County Road 138, 866-409-5299

TWO HARBORS ■ THURSDAY, JULY 18

Voyageur Hotel, 1227 Seventh Ave., 218-834-3644

Grand Superior Lodge, 2826 Hwy. 61, 218-834-3796

Country Inn, 1204 Seventh Ave., 218-834-5557

Flood Bay Motel, 1511 Hwy. 61, 218-834-4076

Castle Haven Resort, 3067 E. Castle Danger Road, 218-834-4303

Gooseberry Trailside Suites, 3317 Hwy. 61, 218-226-3905

Gooseberry Park Motel & Cabins, 2778 Hwy. 61, 800-950-0283

Superior Shores Resort, 1521 Superior Shores Drive, 218-834-5671

Breezy Point Resort on Lake Superior, 540 Old North Shore Road,
218-834-4496

Lake Superior Log Home Retreat, LLC, 2826 Hwy. 61, 866-451-3206

AmericInn of Two Harbors, 1088 Hwy. 61, 218-834-3000

Viking Motel, 1429 Seventh Ave., 218-834-2645

Lighthouse B&B, 1 Lighthouse Point, 218-834-4898

Larsmont Cottages, 596 Larsmont Way, 218-834-8250

DULUTH ■ FRIDAY, JULY 19

**If you wish to stay in Duluth before or after the event,
call the tourism office at 800-438-5884 for lodging options.**



HOST CITIES



SUNDAY, JULY 14 ■ INTERNATIONAL FALLS

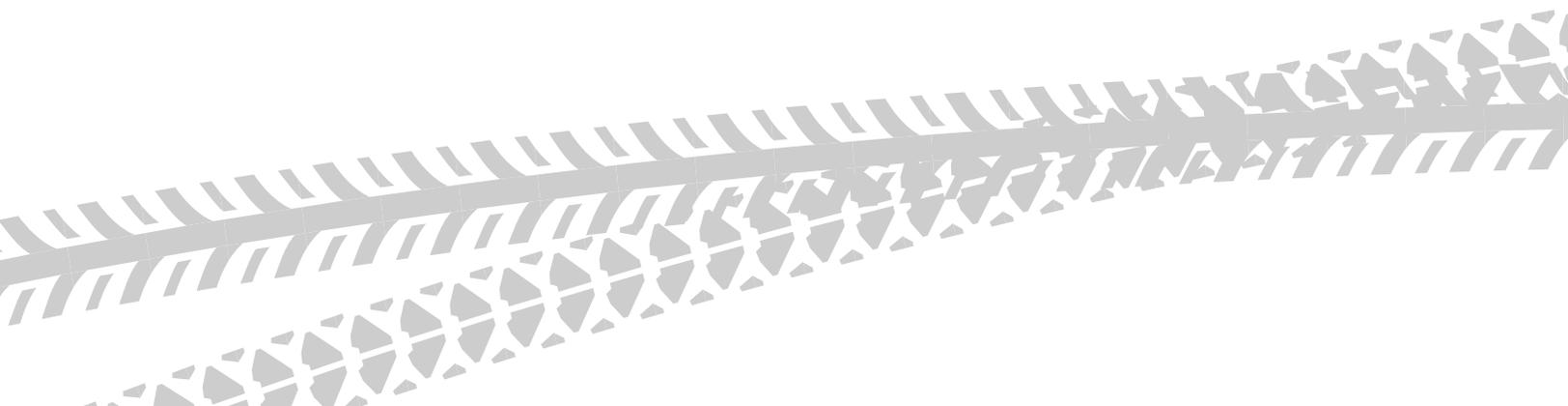
International Falls offers a charming and memorable experience for TRAM participants. Take the rustic bike trail to the Rainy Lake Visitor Center and Voyageurs National Park. Boat tours and canoe treks are popular ways to see more of the park named for the French fur traders who used these waterways to transport furs and trade goods. Local Koochiching Museums feature NFL Hall-of-Famer Bronko Nagurski as well as artifacts dating from recent history to ancient times. You'll find eateries and shops both in International Falls and in the Rainy Lake resort community. For more information, call the Chamber of Commerce/Convention and Visitor Bureau at 800-325-5766 or 218-283-9400.

800-FALLS-MN
rainylake.org

MONDAY, JULY 15 ■ ORR

Located in northeastern Minnesota's Voyageur Country, the Orr-Pelican Lake area offers acres of beautiful Minnesota lakes, unbeatable fishing and a great north woods vacation! The northeastern Minnesota resort community of Orr is a quaint, full-service community. Uniquely situated on the shores of Pelican Lake, it's the southern gateway to Voyageurs National Park, the western entrance to the Boundary Waters Canoe Area. With a variety of activities like fishing, boating, camping, bird watching, hiking, golfing, hunting, snowmobiling and sightseeing, the Orr-Pelican Lake area is the perfect destination for your Minnesota vacation. The community members of Orr and Pelican Lake extend a hearty welcome, take a picture with Billy the Bluegill, and enjoy the wonder. We'll leave the Northern Lights on for you!

218-757-3496
info@OrrPelicanLake.com



TUESDAY, JULY 16 ■ CHISHOLM

Welcome to Chisholm, the heart of the Iron Range! Be sure to check out the exhibits at the Minnesota Museum of Mining and Minnesota Discovery Center, plus visit the Iron Man Statue, Veterans Memorial, and Bridge of Peace, and shop our charming downtown Business District. Chisholm has a lot of recreational attractions as well, including the Mesabi Trail, Longyear Lake and Lake Walk, parks and tennis courts.

218-254-7930

Info@chisholmchamber.com

chisholmchamber.com

ci.chisholm.mn.us

WEDNESDAY – JULY 17 ■ BIWABIK

Biwabik is the second oldest city on the Iron Range, but not the oldest at heart. Biwabik has adopted a Bavarian/Swiss attitude and atmosphere, as well as design. Visitors are welcome year-round to enjoy the Mesabi Trail, Giants Ridge Golf and Ski Resort and fine fishing lakes within a few miles of the beautiful Vermillion Campground.

218-865-6421

1oma-opa@mchsi.com

cityofbiwabik.com

THURSDAY, JULY 18 ■ TWO HARBORS

Two Harbors is excited to host Bike MS: TRAM Ride. Riders and fans will enjoy their stay by Lake Superior as Two Harbors is already in the planning stages for the July 18 visit. Two Harbors is a bike-friendly community with lots of things to do, places to eat and all kinds of shopping opportunities. Get ready for a great time with tons of entertainment!

218-834-2600

donna@twoharborschamber.com

twoharborschamber.com



WHERE THE MONEY GOES



The National Multiple Sclerosis Society, Upper Midwest Chapter is

a nonprofit organization that meets the standards of all major charity review agencies. More than 71 percent of every dollar is spent on programs and support services for people affected by multiple sclerosis and MS-related research.

Your generous contribution moves research closer to a cure and helps people with MS and their families, friends and care partners move their lives forward.

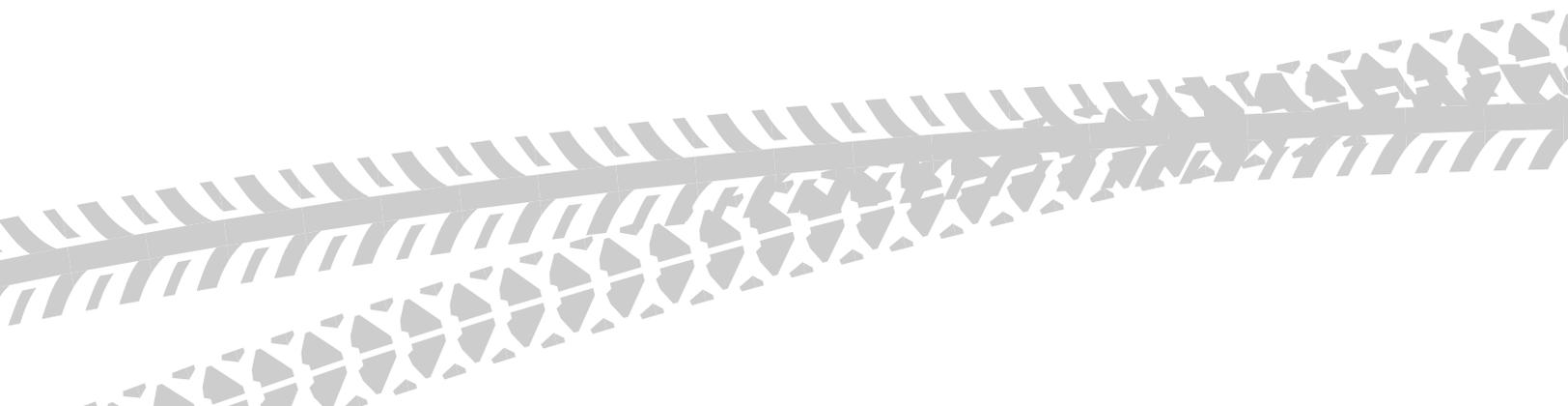
TOGETHER, WE ARE THE MS MOVEMENT.

Multiple sclerosis stops people from moving. The National MS Society exists to make sure it doesn't. MS is an unpredictable, often disabling disease of the central nervous system that interrupts the flow of information within the brain and between the brain and the body. Most people with MS are diagnosed between the ages of 20 and 50, with more than twice as many women as men living with the disease. MS affects more than 17,000 people in the Upper Midwest Chapter area and 2.1 million worldwide.

Your participation connects you to everyone affected by MS. Connections are powerful. We end up with more knowledge, more resources, more understanding, more ideas and more hope. It's how we'll one day end MS.

With the help of people like you, the Society also addresses the challenges of each person whose life is affected by MS. The Upper Midwest Chapter provides vital resources to the families touched by MS in our area, including:

- Emergency financial assistance to help steer families out of a crisis;
- Independent living grants to help people with MS purchase products and services to adapt to the disease, such as respite care for care partners, aids for daily living, chore services and home or vehicle modification;
- MS clubs and groups;
- Information and referral services;
- Educational programs about research, treatments, symptom management and more;
- Exercise and wellness programs;
- Programs for young people who have a parent or relative with MS;
- Social and educational opportunities for people with MS and care partners, friends and families; and
- Advocacy efforts on critical issues that affect the quality of life of people with MS.



HOW DONOR DOLLARS ARE PUT TO USE

- \$25 can provide yoga and exercise instruction or other materials to people with MS through our Lending Library.
- \$50 can provide transportation to an MS education program for someone with no means to get there.
- \$200 can pay for an occupational therapy home assessment for someone who is having difficulties with daily tasks around the house.
- \$300 can maintain the operation of an MS group for an entire year.
- \$400 can pay for a driving assessment for someone who needs vehicle modifications in order to remain independent in their community.
- \$500 can help pay the rent for a family affected by MS that is struggling to pay medical bills and other expenses.
- \$750 can help people with MS pay for chore services to help with tasks they can no longer handle because of the disease — like shoveling the driveway or meal preparation.
- \$2,000 can provide a scholarship to help a young person affected by MS pursue a college education.



FUNDRAISING CLUBS

It's a good feeling knowing every dollar you raise makes a difference in the lives of people with MS. Plus, you can join a prestigious Bike MS club. The more money you raise, the more perks you receive, so get moving — we'll help you get there!

GOLDEN GEARS CLUB, \$1,000

Raise \$1,000 by event day and receive special perks on the ride along with recognition throughout the year. Just imagine if you asked everyone you know for \$50 — only 20 people need to accept, and you've met your goal.

- Free registration for next year's ride
- Special parking
- Access to the Hoopla Tent in Duluth (see page 17)
- Reserved port-o-potties
- Rest stop perks at one designated rest stop per day
- Special gold wristband to recognize you on the ride
- Golden Gears Club jersey in your inaugural year and a star to add to your jersey every year after
- Website recognition

VIP CLUB, \$3,000

Raise \$3,000, and you receive all the perks of the Golden Gears Club along with other perks. Set your fundraising goal high!

- All perks of the Golden Gears Club
- Recognition on route
- VIP jersey in your inaugural year
- Ride two of the other five Upper Midwest Chapter Bike MS events for free; no registration fee or fundraising required (see page 17)
- Dedicated Society staff to help you through the Bike MS season

MISSION STARS CLUB, \$10,000

This is the big ticket. You receive all the perks of the Golden Gears and VIP clubs in addition to recognition throughout the year for your tremendous fundraising efforts.

- All perks of Golden Gears and VIP clubs
- Rest stop named in your honor
- Mission Stars Club fleece vest in your inaugural year
- National Conference invite (see page 17)



Don't just ride, Bike MS

HOOPLA TENT

Anyone who raises \$1,000 or more by event day gains access to the Hoopla Tent at the Duluth check-in Sunday. Stop here after you check in for some extra-special perks. If you haven't received your Golden Gears jersey, we'll have it for you at the Hoopla Tent. Plus, if you're a walk-on Golden Gears member, we'll turn your rider tags gold so everyone knows your incredible commitment to the MS movement.

RIDE THE BIKE MS SERIES FOR FREE

Participants in any of the Upper Midwest Bike MS rides who raise \$3,000 or more become VIP Club members and are eligible to ride two of the other five Upper Midwest Chapter Bike MS events for free — no registration fee or minimum fundraising level required. VIP Club members will be recognized on the website for their hard work and commitment to finding a cure for MS. Visit myMSbike.org to learn more about the other rides. To register for another ride, contact Pete at 612-335-7986 or pete.bonk@nmss.org.

NATIONAL CONFERENCE

The National Conference is a getaway for the National MS Society's top fundraisers. This is an opportunity to spend four days with other top fundraisers and learn how the Society is changing the lives of those living with MS.

For one, raise \$10,000; for two, raise \$15,000

- Airfare from the Minneapolis/St. Paul Airport; ground transportation provided
- Hotel accommodations (double occupancy)

FUNDRAISING PRIZES

GIFT CERTIFICATES

L.L. Bean gift certificates may be used in stores, catalogs or online. Bike shop certificates can only be redeemed at: Bicycle Chain, County Cycle, Jake's Bikes, Tonka Cycle, Hoigaard's and Maple Grove Cycling.

PRIZE DEADLINE

The prize deadline is Aug. 9, 2013.

Turn in at least \$500 in donations by the Aug. 9 prize deadline, and you may receive a gift certificate from either a sponsoring bike shop or L.L. Bean — and/or choose a 2013 Bike MS prize jersey. We'll contact you to find out your prize selection. Please allow 2–3 months for delivery.

The National MS Society thanks L.L. Bean™ and all bike shops for providing a portion of our prizes. The National MS Society purchases a portion of all prizes. Prizes are based on money turned in by Aug. 9, 2013, and the prize selected when you check in. Prizes are not cumulative. Prizes may not be redeemed for cash. Participants are responsible for paying all taxes on prizes. We reserve the right to substitute prizes of equal or greater value. Riders requesting a jersey after the event are not guaranteed to receive one. Each rider is required to collect and submit a \$300 donation minimum. Due to the value of gift certificates, they will be mailed after the event after all donations are processed and entered into the database. Donations received from non-participants are 100-percent deductible. For participants, donations more than \$78 are deductible for federal tax purposes. Sponsorship of Society fundraising events does not connote the National MS Society recognizes superiority in products or services provided by the sponsoring entity over other entities providing like or similar products or services.

EACH RIDER IS REQUIRED TO COLLECT AND SUBMIT A \$300 FUNDRAISING MINIMUM.

Prize selections will be made online following the event and are based on money turned in on or before Aug. 9, 2013.

Raise \$500 and choose a \$45 bike shop OR \$30 L.L. Bean gift certificate OR an official 2013 prize jersey OR become an Extra-miler.

GOLDEN GEARS LEVEL *(see page 16 for the perks!)*

Raise \$1,000 and choose a \$75 bike shop OR \$50 L.L. Bean gift certificate OR a gift certificate AND jersey (gift certificate will be \$50 less) OR become an Extra-miler.

Raise \$2,000 and choose a \$150 bike shop gift certificate OR \$100 L.L. Bean gift certificate OR a gift certificate AND jersey (gift certificate will be \$50 less) OR become an Extra-miler.

VIP LEVEL *(see page 16 for the perks!)*

Raise \$3,000 and choose a \$200 bike shop OR \$250 L.L. Bean gift certificate OR a gift certificate AND jersey (gift certificate will be \$50 less) OR become an Extra-miler.

Raise \$5,000 and choose a \$300 bike shop gift certificate OR \$250 L.L. Bean gift certificate OR a gift certificate AND jersey (gift certificate will be \$50 less) OR become an Extra-miler.

MISSION STARS LEVEL *(see page 16 for the perks!)*

Raise \$10,000 and choose a \$600 bike shop OR \$500 L.L. Bean gift certificate OR a gift certificate AND jersey (gift certificate will be \$50 less) OR receive the National Conference trip for one OR become an Extra-miler.

Raise \$15,000 and receive the National Conference trip for two OR become an Extra-miler.

EXTRA-MILERS

Want to waive or donate your prize back to the National MS Society to further your support? If so, you'll join the Extra-milers Club.

Many participants generously waive or donate their prizes back to the National MS Society to further their support. These funds help find the cause of and cure for MS as well as provide ongoing support to people living with MS in our area. Thank you for your generosity! As part of this dedicated group, you'll receive special recognition on the website.

TEAM UP

WHAT MAKES A TEAM?

A team is made up of four or more people who share a commitment to the MS movement or just a love of cycling, or both! Teams come in all shapes and sizes — anywhere from four to 400 people.

WHY FORM A TEAM?

Riding TRAM is a pretty amazing experience — and doing it with friends, family or co-workers makes it 10 times better. Not only that, you can participate in team competitions and win really great prizes. With teammates at your side, you'll raise more money and have more fun — from the time you register to the moment you cross the finish line.

FORMING A TEAM IS EASY

In order to create a team, team captains must register before any team members. Designate a team captain, make up a fun team name, and when you register online for Bike MS: TRAM Ride, choose the option "Create a new team." If you want to register with a team that's already been created, click "Join an existing team."

If you're already registered as an individual rider and would like to form a new team, call Kris or Pete at 800-582-5296 (option 2). Or, if you don't have anyone to ride with you, they can help match you with a team.



Did you know nearly 60 percent of Bike MS: TRAM Ride cyclists participate as part of a team? That means this year, you'll join nearly 500 team members dedicated to creating a world free of MS.

VOLUNTEER



There is a volunteer position for everyone. For more information or to sign up, visit MSsociety.org and click "Volunteer" on the left-hand side, or contact Will at 612-335-7992 or will.ziegenhagen@nmss.org.

Each year, thousands of people help move us closer to a world free of MS by volunteering at National MS Society events. Whether it's driving a rest stop truck or cheering at the finish line, volunteers are a crucial part of Bike MS: TRAM Ride. If your friends and family members aren't participating in the event, invite them to lend a hand by volunteering. Volunteers receive a meal, a volunteer T-shirt and are invited to stay at the overnight sites free of charge.

VOLUNTEER OPPORTUNITIES INCLUDE:

Intersection safety*	Parking assistants*	Truck drivers*
Loaders/unloaders*	First aid*	Route markers*
Set-up/tear-down	Rest stop assistants	Support and gear drivers
Registration	Food service	HAM radio operators*
Motorcycle escorts*	Ride marshals*	*=greatest need
Photographers	Massage therapists	

FUNDRAISING 101

MAKE THE MOST OF ONLINE TOOLS

Invite friends and family to donate to you online and quickly reach your fundraising goals with minimal effort!



FUNDRAISE WITH FACEBOOK!

Did you know that in 2012, participants who used Facebook raised up to 40 percent more than non-Facebook fundraisers? Plus, 75 percent of those donations came from brand new donors.

If you haven't installed the Boundless Fundraising Facebook application yet, just visit your Participant Center and click on the Facebook icon. Once installed, your Facebook friends can click "Donate" on your profile page, sending them directly to your Bike MS personal page. Whenever you receive donations or recruit a team member, Facebook automatically sends a newsfeed update to your friends, increasing the visibility of your Bike MS fundraising efforts!

YOUR PARTICIPANT CENTER

How it works

Everyone who registers for Bike MS gets a Participant Center, the hub for managing online fundraising efforts. Using your Participant Center, you can edit your personal page, where friends and family can donate directly to you. You can also email donors, manage your campaign and, for team captains, follow your team's progress. To get to your Participant Center, log in to your Bike MS event and click on My Account, where you'll be prompted to:

1. Update your personal page.

Your personal page is the place to share your story — why you're riding and raising money. It's also the page where donors can directly donate money. It's easy to change the layout, colors, story and upload pictures or a video. You can even keep a blog on your personal page.

2. Send emails to friends and family asking for their support.

You can easily import contacts into your address book from other email applications such as Microsoft Outlook, Gmail or Yahoo!, or add them manually. In just a few clicks, select and send an appeal for support or a thank-you. Use a prewritten email or write your own.

3. Fundraise online. No cash, no checks, no hassles.

- Track your individual, ongoing fundraising progress.
- Update your fundraising goal.
- View reports on your team members' contributions.
- Send follow-up messages and thank-you emails to your supporters.

Have questions or need help with online tools? Contact us at 800-582-5296 or specialevents@MSSociety.org.



FUNDRAISING TIPS AND IDEAS

- First and foremost, set a goal. Make it lofty but attainable. This motivates you, your teammates and your donors.
- Visit myMSbike.org for sample fundraising letters and more tips.
- Sell chocolate, calendars, Tupperware™, magazines or other items, with a portion of proceeds going toward your Bike MS campaign.
- On a team? Hold monthly challenges for your teammates. Prizes can be small items like socks, water bottles, special treatment on the ride, etc.
- Sell concessions at a sporting event.
- Host a barbecue or potluck lunch and ask for donations.
- Host a backyard tournament like ladder golf, bean bag toss, bocce ball or badminton.
- Contact a local grocery store and bag groceries for donations.
- Are you a computer whiz, awesome dancer or world-class chef? Offer lessons in your area of expertise in exchange for donations.
- Place a donation jar or event information at your work cubicle or desk. Make the display eye-catching and creative.
- Include a link to your personal page in your email signature.
- If you participate in honor of someone, get their permission to include their photo and story in your “ask” letters, personal page, etc.
- Use Twitter to ask for donations or recruit team members.
- If you’re on a corporate team, get the entire office involved. Ask the company to donate days off or allow casual days for donations.
- Hold spinning contests in your office foyer to recruit donations and teammates.
- Use your company’s matching gifts program.
- Host a “lunch and learn” at your office, and invite National MS Society staff to present information.

COLLECTING CASH OR CHECK DONATIONS

Please turn in cash or check donations as you receive them. Sending donations in before the event or encouraging your donors to contribute online saves us money. Deposit slips or sheets are also available to download online. Visit myMSbike.org and click “Event Details.”

Drop off or mail your donations to the Upper Midwest Chapter, 200 12th Ave. S., Minneapolis, MN 55415. If you don’t include a deposit slip (available online) with your donations, please include your name, address and event name. Checks should be made out to the National MS Society. Be sure your full name and ID number (found in your Participant Center) is written on the check’s memo line, which helps ensure the money is credited to the correct person.

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