

# *Don't just ride, Bike MS*

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



## RIDER GUIDE

» JULY 23–28, 2015

**bike**  
**MS**®

**TRAM 2015**  
The Ride Across Minnesota

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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](http://nationalMSSociety.org).

## TRAM introduces new three-day option

In an effort to grow participant numbers for the 2015 TRAM, the Bike MS team has designed a three-day route option for riders who prefer a shorter jaunt or simply can't get away for the full five days. As any veteran Bike MS rider knows, TRAM is Minnesota's best cycling vacation — it's an experience we think more people should know about!

Spread the word, and help promote the three-day option by sharing the news with people who enjoy taking the scenic route, small town hospitality, Midwest cookin' and everything else that makes TRAM a one-of-a-kind cycling get-a-way.

Your participation in Bike MS helps change the world for people living with multiple sclerosis. With your help, the National MS Society funds more research and provides more programs and services than any other MS organization in the world. Every donation you secure fuels progress toward our ultimate goal: a world free of MS.

*Thanks again for signing up.  
We'll see you soon!*



### TABLE OF CONTENTS

Ride details	4-12
Where the money goes	13
Team up	14
Volunteers	14
Fundraising clubs and prizes	15-16
2014 top fundraisers	17
Fundraising 101	18-19

# CHECK-IN

## CHECK-IN OPTIONS

Thursday, July 23, 1–8 p.m.

### SOUTH ST. LOUIS COUNTY FAIRGROUNDS

800 N. Boundary Ave., Proctor, MN 55810

From the Twin Cities: Take I-35 N for approximately 150 miles to Proctor, MN. Take exit 249 for Boundary Ave/Skyline Pkwy. Turn left onto S. Boundary Ave/W Skyline Pkwy. Continue to follow S. Boundary Ave. The South St. Louis County Fairgrounds will be on your left.

## 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.
- Proceed to the check-in building.
- Settle in and enjoy the festivities in Proctor!

## HERE'S WHAT WILL HAPPEN AT CHECK-IN

- Turn in any money or matching gift forms you've collected that haven't already been submitted. (See page 19 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 will not be able to participate without confirmed donations totaling your required minimum of \$300.**
- Collect your rider packet. The packet includes a wristband, which must be worn all week long, a bike tag and three luggage tags.
- Receive your event T-shirt.
- Riders under age 18 must have a minor waiver notarized before or at check-in. Learn about our underage rider policy at [bikeMS.org](http://bikeMS.org).

## AFTER CHECK-IN

- If you raised \$1,000 or more, head to the Hoopla Tent for some special perks.
- Put your tags on your bike and luggage.
- Put your bike in the bike corral.



## 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.

## SHOWERS

Shower trucks will be available in each host town free of charge. Some towns may offer alternative showers for a fee.

## TRAILERS

Trailers or carriers are NOT allowed on the route.

## WEATHER



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 Schneider Electric. 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 [bikeMS.org](http://bikeMS.org) and click "Ride Details" for more information.

## RIDE DETAILS

### ROUTE AND REST STOP INFORMATION

Bike MS: TRAM Ride is a three- or five-day bicycling adventure that covers approximately 200 miles (three-day option) or 300 miles (five-day option).

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.** Based on daily mileage, the route closes at 5 p.m. on days one and three, and 2 p.m. on days two, four and five. Participants riding outside the designated hours are not guaranteed full route support. Riders unable to finish the day's mileage by route close will be asked to take a support van to the end of the route.

### ROUTE MARKINGS AND SUPPORT

While you ride, you should only be concerned about two things: having fun and riding safely. While on the route, follow the orange arrows every pedal of the way. You'll see our route signs at each turn and even on straightaways.

Several volunteer groups will support you during your adventure. These groups help provide intersection safety, first aid, communications support and more. Other important people to keep a look-out for are listed on the next page!

Contact Will at [will.ziegenhagen@nmss.org](mailto:will.ziegenhagen@nmss.org) or 612-335-7992 if you or someone you know is interested in volunteering for a route support group.

### 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.

### RIDE HELPLINE APP

To get additional route information, download our Rider Helpline App at [riderhelpline.info](http://riderhelpline.info).



## 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.



## SAG VAN DRIVERS

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.

## PERSONAL SUPPORT VEHICLES

Personal support vehicles are not permitted on the route. Please understand the need to reduce 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.

## TEAM AWARDS AND PHOTOS

Best team T-shirt will be judged Thursday; best team poem will be judged Friday; and best team song will be judged Saturday. Sign up at the information booth during check-in at Proctor.

*\*Note: team competition schedule subject to change*

## ROUTE PHOTOS

Remember the fun and challenge of Bike MS TRAM Ride 2015! Route and team photos will be available at [kimmorris.com](http://kimmorris.com). A portion of each sale is donated to the Upper Midwest Chapter. Photos are professionally produced, reasonably priced and available in a variety of sizes.

## LOST AND FOUND

Check the information booth in each town or call 855-372-1331 after the ride. Items not claimed by Aug. 31 will be discarded.

## TIPS FOR ROOKIE RIDERS

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 23.

### 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!
- 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 [FundraisingSupport@nmss.org](mailto:FundraisingSupport@nmss.org) or 855-372-1331.

# 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?

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- 
-

# HOST CITIES

## THURSDAY, JULY 23 ■ PROCTOR



Rich in railroad history, Proctor offers the perfect blend of small town amenities while being only minutes away from Spirit Mountain, the Twin Ports and the North Shore. With breathtaking views of Lake Superior, this vibrant community invites you to come enjoy the So. St. Louis County Fair, Proctor

Speedway, ALS Blizzard Tour, Amsoil Snocross and Hoghead Festival celebrating their railroad heritage. Proctor welcomes bikers, snowmobilers and equestrians on their beautiful trails. For more information about Proctor, visit [ci.proctor.mn.us](http://ci.proctor.mn.us) or call 218-628-6297.

## FRIDAY, JULY 24 ■ BIWABIK



**BIWABIK**  
THE HOME OF GIANTS RIDGE *Minnesota*

“Biwabik,” meaning “valuable” in Ojibway, is the gateway to Giants Ridge Golf & Ski Resort.

Long valued for its iron ore, today, Biwabik is a travel destination. The community, a trailhead of the historic Mesabi Trail<sup>SM</sup>, is the home of the “Honk the Moose” statue and boasts a well-lit paved walking trail and a sledding hill. True to the ethnic diversity of Iron Range communities, Biwabik treats visitors to its unique Bavarian style. It has become the area’s year-round center of attraction, hosting thousands of Alpine & Nordic skiers, snowmobilers and golfers. Learn more about Biwabik by calling 218-865-6421 or visiting [ironrange.org/explore/biwabik](http://ironrange.org/explore/biwabik).

## SATURDAY, JULY 25 ■ HIBBING



“The City that Moved,” is steeped in mining traditions that span more than 100 years and continue to this day. Learn how iron mining,

an industry that helped build America, influenced the town’s development and shaped history. The mining culture even served as a backdrop for one of the world’s greatest singer/songwriters, Bob Dylan, who grew up in Hibbing. The Hibbing Historical Society, Hibbing High School and Hull Rust Mineview are great places to begin your fascinating trip into Iron Range heritage. Learn more about Hibbing by calling 218-262-3895 or visiting [Hibbing.org](http://Hibbing.org).

## SUNDAY, JULY 26 ■ SPIRIT MOUNTAIN



WE ARE ADVENTURE! In 2014, Outside Magazine voted Duluth the “Best Outdoor City in America” and at Spirit Mountain you can enjoy all this outdoor

city has to offer! The view of Lake Superior, the St. Louis River and the city of Duluth are absolutely magical. The Spirit Mountain Bike Park was named one of the “Top 5 Best Bike Parks of 2014” for our region. The Grand Avenue Chalet is your access point to disc golf, chairlift, trails, bike rentals, bike repairs, awesome eats and yummy drinks at the Riverside Bar & Grill. The Spirit Mountain Adventure Park offers a little something for everyone! Take a spin down the hill on the Midwest’s only Alpine Coaster, the Timber Twister or fly through the trees on the Zip Line! Soak in the views of Lake Superior and Duluth on our Scenic Chair Lift Rides or play a round of Mini Golf. During the colder months, we are your ideal location for a winter getaway! With 22 downhill runs, the Midwest’s largest Terrain Park, and 22 km of Nordic Ski Trails, there is definitely something for everyone. When you plan your summer or winter family vacation at Spirit Mountain, you also get all that Duluth has to offer, just minutes from the hill! For more information, visit [spiritmt.com](http://spiritmt.com).

## MONDAY, JULY 27 ■ TWO HARBORS



Two Harbors is excited to host Bike MS: TRAM Ride. 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! Learn more about your Two Harbors stay by calling 218-834-2600 or visiting [twoharborschamber.com](http://twoharborschamber.com).



## OVERNIGHT ACCOMMODATIONS

Outdoor camping is provided in each community. Shuttle buses will be provided to and from the hotels listed below. If you choose to stay at a different hotel, you must arrange your own transportation. Hotel accommodations are the riders' responsibility.

Host cities provide an RV parking area without hook-ups.

Shuttle service is provided to local restaurants and hot spots. Riders will be charged \$5 for shuttle passes, which will be available at the information booth in each host city.

### PROCTOR ■ THURSDAY, JULY 23

**AmericInn Hotel & Suites**, 218-624-1026

**Best Western Plus Spirit Mountain Duluth**, 218-628-0668

**America's Best Value Inn**, 218-628-3691

### BIWABIK ■ FRIDAY, JULY 24

\***The Lodge at Giants Ridge**, 218-865-7170

\***Villas at Giants Ridge**, 218-865-4155

**AmericInn Lodge & Suites**, 218-741-7839

**Super 8**, 218-744-1661

**Budget Host 1 Midway Drive**, 218-741-6145

### HIBBING ■ SATURDAY, JULY 25

**Hibbing Park Hotel and Suites**, 218-262-3481

**America's Best Value Inn**, 218-263-8982

**Mitchell-Tappan House**, 218-262-3862

**Hampton Inn and Suites**, 218-262-0000

### DULUTH, SPIRIT MOUNTAIN ■ SUNDAY, JULY 26

\***Canal Park Lodge**, 218-279-6000

\***Hampton Inn**, 218-720-3000

\***The Inn On Lake Superior**, 218-726-1111

\***The Suites Hotel at Waterfront Plaza**, 218-727-4663

**Mountain Villas at Spirit Mountain**, 218-624-5784

### TWO HARBORS ■ MONDAY, JULY 27

**AmericInn Lodge & Suites Two Harbors**, 218-834-3000

**Country Inn of Two Harbors**, 218-834-5557

**Superior Shores Resort**, 218-834-5671

**Voyageur Motel**, 218-834-3644

**Viking Motel**, 218-834-2645

**Lighthouse B & B**, 888-832-5606

**Larsmont Cottages**, 866-687-5634

*\*These hotels have room blocks under the MS Society Bike MS: TRAM Ride. Please mention the room block when making reservations.*

# WHERE THE MONEY GOES

## 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. MS affects more than 17,000 people in the Upper Midwest Chapter area and 2.3 million worldwide.

With the help of people like you, the Society addresses the challenges of each person whose lives with MS and provides vital resources to families affected by the disease, including:

- Emergency financial assistance to help steer families out of a crisis;
- Independent living grants to help people with MS purchase products and services 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;
- Social opportunities for people with MS and care partners, friends and families; and
- Advocacy efforts on critical issues that affect quality of life.

## HOW DONOR DOLLARS ARE PUT TO USE

- \$50 could provide round-trip transportation to a medical appointment or MS education program
- \$100 could help purchase a walker or shower chair
- \$250 could fund a transport chair, portable ramp or other accessible home modification
- \$500 could help fund a college scholarship for a high school senior who is living with MS or whose parent is living with MS
- \$1,000 could pay for a hospital bed, half of a standard chair lift, or utility or rental assistance to two people living with MS

## 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. 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

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 855-372-1331. Or, if you don't have anyone to ride with you, we can help match you with a team.

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## VOLUNTEER

Each year, thousands of people help move us closer to a world free of MS by volunteering at National MS Society events. 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. There is a volunteer position for everyone. For more information or to sign up, visit [bikeMS.org](http://bikeMS.org), or contact Will at 612-335-7992 or [will.ziegenhagen@nmss.org](mailto:will.ziegenhagen@nmss.org).



### VOLUNTEER OPPORTUNITIES INCLUDE:

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

# FUNDRAISING PRIZES

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

Prize selections will be made following the event and are based on money turned in on or before Aug. 21, 2015.

The National MS Society, offers prizes to reward you for your amazing fundraising efforts. Prize selections include bike shop gift certificates or a Bike MS jersey. Riders who qualify for prizes will receive a letter in the mail four to six weeks after the event.

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## **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 advance MS research 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.

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## **PRIZE LEVELS**

Visit [bikeMS.org](http://bikeMS.org) to view the different prize options available at the following levels:

- \$500            ■ \$2,000            ■ \$5,000
- \$1,000        ■ \$3,000            ■ \$10,000

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## **HOOPLA TENT**

Anyone who raises \$1,000 or more by event day gains access to the Hoopla Tent at check-in Thursday and located at the South St. Louis County Fairgrounds in Proctor. 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.

## 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 at the South St. Louis County Fairgrounds in Proctor
- 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

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### **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
- Dedicated Society staff to help you through the Bike MS season

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### **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



**TOP FUNDRAISER**  
**John Schenk,**  
**\$26,300**

John has participated in TRAM for 16 years, raising a lifetime total of \$224,620 to help create a world free of MS.



**2014 TOP FUNDRAISING TEAM**  
**Team Krebs Cyclers, \$60,297.65**  
**Team captain: Dudley Parsons**

**MISSION STARS CLUB** *Participants who raised \$10,000 or more.*

John Schenk	\$26,300	Jim Christopherson	\$15,738
Thomas Emison	\$18,840	Dudley Parsons	\$11,317
Joann Johnson	\$17,496	Steve Schmitt	\$11,265
Cliff Tower	\$17,187		

**VIP CLUB** *Participants who raised \$3,000 or more.*

Josh Jacobson	\$9,585	James McGree	\$3,700
Jim Steiner	\$8,045	Tom Shore	\$3,462
Dave Britz	\$7,584	James Kucera	\$3,448
Kevin Filter	\$6,150	Karin Tellekson	\$3,301
Jacqueline Leavitt Stafford	\$5,640	Dale Tennison	\$3,230
Rusel Jagim	\$5,005	Mike Krein	\$3,200
Craig Hanson	\$4,985	Bruce Cudly	\$3,196
Susie Erickson	\$4,745	Thomas Caron	\$3,185
Wayne Tellekson	\$4,365	Alice Miesbauer	\$3,145
Josh Lyons	\$3,870	Tess Hohman	\$3,135
Maureen Lyons	\$3,865	Glenn Schulz	\$3,055
Daryl Arzdorf	\$3,800	Toria Kucera	\$3,050
Henry Gerth	\$3,790	James Hainlen	\$3,020
Lisa Hartke	\$3,730	Diane Pittman	\$3,000

# 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!



If you haven't installed the Facebook application yet, just visit your Participant Center. 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, visit [bikeMS.org](http://bikeMS.org) and log in at the top right corner.

### 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 content 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.

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 855-372-1331 or [FundraisingSupport@nmss.org](mailto:FundraisingSupport@nmss.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 [bikeMS.org](http://bikeMS.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.
- 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.
- 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 are available to download online. Visit [bikeMS.org](http://bikeMS.org) and click "Fundraising Tools."

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. Do not send cash. Checks should be made out to the National MS Society. Be sure your full name and ID number (found on the envelope this newsletter came in) is written on the check's memo line, which helps ensure the money is credited to the correct person.



*Don't just ride, Bike MS*

RIDE TOWARD A WORLD FREE OF MS