



bike to
create a world
free of MS

HOW TO RECRUIT

You're up for the challenge and ready for the ride of your life! Bike MS is an opportunity to share a great experience with friends, family members or co-workers — a community coming together for a shared common goal.

A team consists of four or more people who join the movement together. It's easy to form a team — simply pick a team captain, choose a team name, set a goal and register for your event. It only takes one person to inspire hundreds. Recruitment is the first step.

SPREAD THE WORD

- ASK, ASK, ASK! Ask anyone and everyone to join. Ask your friends, family, neighbors and co-workers to recruit their family members and friends. You never know who else may have a connection to MS.
- Turn a casual conversation into a recruitment opportunity.
- Create a team Web site where prospective participants can learn about your team, MS and the event.
- Send an e-mail to everyone in your address book asking them to join with a link to your team page. Ask them to e-mail everyone in their address book as well...and so on and so forth.
- Wear your team jersey to start conversation about your team.
 - Display Bike MS posters and brochures at your favorite local hot spots and at work. Leave your card or information for people to contact if they want to join.
 - Hand out Bike MS recruitment cards wherever you go with your team name and your contact info written on them.
- On your team web page use the "Join Me" e-mail option to recruit team members and drive people onto your page.
- Build a pyramid. Ask each person who joins to recruit at least 3 other members. If you start with only 3 team members, and they each recruit 3 more team members and so on — you'll soon have a large team!
- Schedule an informational session about MS and Bike MS at a fitness club or organization where you are a member. You will raise awareness about MS and recruit team members at the same time!
- Post news about your involvement on your personal Web site – Facebook, LinkedIn, Twitter, etc.
- Use memberships to certain organizations such as clubs, teams, churches, etc. to get the word out.
- Share your story. Tell people why you are participating in the event. Make it personal, speak about the effects of MS and share why crusading for a cure is so important.
- Even if they say no, odds are they may give you a donation.

CONTACT THE
MID AMERICA
CHAPTER AT
1-800-344-4867 OR
MSMIDAMERICA.ORG

BIKE MS is a fun event for a serious cause. Participants, volunteers and sponsors find these events to be an affirmative, life-changing mission. Share your enthusiasm, excitement and fun with others. People will be drawn to your intensity and passion for the mission.

RECRUIT, RECRUIT, RECRUIT

MSMIDAMERICA.ORG

GAIN COMPANY SUPPORT

- Ask the highest-ranking person in your company to send an endorsement memo announcing that he or she is riding. The memo should also ask others to join your team. A matching gift form should be included if your company has a matching gift policy.
- Remind company officials that participation in an MS event is an excellent way to get the name and brand in front of thousands of receptive customers – as well as media outlets – in a positive, productive light.
- Ask your company to provide financial help, such as paying for team t-shirts/jerseys, hosting a fundraising lunch day, a training ride, etc.
- Talk to departments such as human resources, wellness and community relations for assistance in recruiting efforts.
- Keep your company informed. Ask to speak at company departmental meetings about your team. Encourage them to identify someone in their department to be a team leader for their department's recruitment and fundraising activities.
- Look beyond your workplace. Team members don't just have to be your coworkers. Encourage your team members to recruit their spouses, children, neighbors and friends to ride on your company team. You can also ask your branch offices, clients, customers and vendors to join too!

GET CREATIVE

- Devise your own early bird and top fundraising incentives for your own team: Lunch with the boss, prize drawings, day off of work, etc.
- Create a team t-shirt or cycling jersey. Hold a company wide "design the team t-shirt or jersey" contest. Offer a prize to the person whose design ends up being picked. You can even hold a "vote" to pick the winning design. This will spark interest in your team and get the whole company or organization involved!
- Create "Ask Me About Bike MS" buttons for yourself and your team. People will ask—and you'll be able to tell them about the event and your team.
- Use newsletters and/or e-mails to keep team members motivated and inspire them to recruit others.
- Make your team fun! Have parties; have team training rides; and organize team fundraisers...People will join if they see others having fun.
- Volunteers count as team members too! Ask people who are not interested in cycling to become a volunteer. Volunteers can raise money, just like participants, and are eligible for prizes too.
- BE BOLD! If you see someone in biking gear, ask them to join your team!

USE THE MS SOCIETY

- Schedule a visit with the Mid America Chapter to have a representative speak with potential team members at your company or meeting place.
- Request additional supplies, such as brochures, posters or donation forms.
- If team members understand why they're raising money and where the money goes, they'll be more likely to let others know what they're doing and recruit more people to join.