

bike ms: 2012

PARTICIPANT GUIDE





**National
Multiple Sclerosis
Society**

CONTACT US

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All Offices**

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For more information and team resources, please go to:
bike.MSmidamerica.org



WELCOME TO BIKE MS 2012

Welcome to the Mid America Chapter's Bike MS 2012 Ride Guide

The National MS Society is a collective group of passionate individuals who want to do something about MS now. Together, we can change the future and bring an end to multiple sclerosis. Each year, participants accept the challenge to push themselves in raising much-needed funds that support research to one day create a world free of MS. Annually, cyclists go above and beyond the minimum required fundraising amount because they witness first-hand how their work is helping people with MS.

By registering for Bike MS you are now part of a two-day cycling tradition benefiting the Mid America Chapter of the National Multiple Sclerosis Society. We are excited to have your participation and support this year. With each rotation of the pedal, we find ourselves closer to a cure for MS.

Thanks to thousands of cyclists, volunteers, donors and sponsors, we are gaining momentum in research and treatment. Of the funds raised through this event, 82 cents of each dollar spent goes to programs and research. This has paved the way for development of breakthrough drugs and treatment for symptoms of MS.

Bike MS is not a race, except in one sense: the race to find a cure. Every donation, sponsorship and dollar raised brings us all closer to a world free of multiple sclerosis.. MS robs people of the ability to move easily, whether from one place to another or from one thought to another, or to move ahead with their lives as they are expected to do. While the Society works to end MS, we also work to help people move ahead again. The rallying cry says this in a simple and powerful way: **MS stops people from moving. We exist to make sure it doesn't.**

We look forward to hosting you in September at one of our four Bike MS Events. Please visit our website at bike.MSmidamerica.org for updated information and specifics about the ride you're participating in. Feel free to call our office at 800-344-4867 (press option 2) with any questions.

Here's to a great ride!

Bike MS Headquarters and Planning Committee

ABOUT MS

About Multiple Sclerosis

Multiple sclerosis interrupts the flow of information from the brain to the body and stops people from moving. Every hour in the United States, someone is newly diagnosed with MS, an unpredictable, often disabling disease of the central nervous system. Symptoms range from numbness and tingling to blindness and paralysis. The progress, severity and specific symptoms of MS in any one person cannot yet be predicted, but advances in research and treatment are moving us closer to a world free of MS. Most people with MS are diagnosed between the ages of 20 and 50, with more than twice as many women as men contracting the disease. MS affects more than 400,000 people in the United States, and 2.5 million worldwide.

About The National Multiple Sclerosis Society

MS stops people from moving. The National MS Society exists to make sure it doesn't. We do this through our home office and 50-state network of chapters by funding more MS research, providing more services to people with MS, offering more professional education and furthering more advocacy efforts than any other MS organization in the world. The Society is dedicated to achieving a world free of MS now. Join the movement at www.nationalMSSociety.org.

Studies show that early and ongoing treatment with an FDA-approved therapy can reduce further disease activity and improve quality of life for people with multiple sclerosis. Talk to your healthcare professional and contact the National MS Society at www.nationalMSSociety.org or 1-800-344-4867 to learn about ways to help people with multiple sclerosis and about current research that one day will reveal a cure.

WHERE THE MONEY GOES

DID YOU KNOW?

82 cents of each dollar raised in the Mid America Chapter is spent to create a world free of multiple sclerosis.

16.09% - Fundraising

47.35% - Local Programs



3.99% - Administration and Operations

32.57% - Research and National Programs

FUNDRAISING 101

Bike MS is more than just a bike ride—it’s a bike ride with a mission. We mobilize people and resources to drive research for a cure and to address the challenges of everyone affected by MS. As a rider in Bike MS, you will help us reach this goal. While there is a minimum pledge amount of \$200 due by rider check-in, the average participant goes above and beyond. In 2011, the pledge average was approximately \$635. In this section of the Guide, learn new ways to meet your fundraising goals.

Focus On Your Commitment

Don’t undersell what you are doing on behalf of the 500,000 people with MS in the United States. People will give money based on how moved they are by your story. You are asking for help and hope for 11,000 friends and neighbors in our Chapter area who are affected by MS.

You are asking on behalf of the 200 women and men who will get the diagnosis of multiple sclerosis next week. You want them to have access to up-to-date and accurate information. You want them to be able to join a support group of people who know what they are going through. You want to help get us closer to a cure for MS.

Discover your real reason for asking. Then incorporate that into the **act** of asking. People respond to a genuine, heartfelt appeal that puts a human face onto this disease. And the mere act of asking - even if you get a "no" - has helped build awareness about multiple sclerosis and the National MS Society.

How You Will Help Those With MS...

With the funds raised in 2011, a tremendous amount of people living with the devastating effects of MS were helped by the National MS Society in a variety of ways. Throughout the Mid America Chapter area, we provided vital programs and services through care management, equipment loans, financial assistance, educational programs, self-help groups, referral to community resources and much more. Here is an idea of the services that you help to provide via your fundraising efforts to a local resident who lives with MS.

Raised Services Provided

\$200	Support for self-help groups for an annual stipend and materials
\$350	A month of physical therapy OR 15 new books on MS for the Society’s client library
\$500	Rent and utility assistance to help a person with MS waiting for Social Security to come through OR one week of home care for a person with MS
\$1,000	A weekend getaway program joining together families dealing with MS OR a mailing to healthcare professionals with information about improving the quality of life of people with MS
\$2,500	A research grant supporting myelin repair and nervous system protection which will hopefully lead to a cure OR funding of the NMSS Scholarship Program for high school seniors
\$5,000	Accessibility improvements, such as power entry doors, to the Chapter’s supportive housing developments
\$10,000	Support for the Chapter’s Loan Closet to fund ten wheelchairs, ten walkers with wheels and a variety of assisted living devices
\$20,000	Support for a year of the Chapter’s newsletter, <i>MS Connection</i> , for people with MS, their families

You can start turning in donations as soon as you sign up. Have your donors make pledges online quickly and easily. Or mail donations to our office and we’ll process them for you. **All cyclists must have the \$200 minimum turned in by rider check-in to take part in the event.** Keep fundraising and qualify for cool stuff by our October 31 prize deadline.

FUNDRAISING 101

ACE Your Fundraising Campaign

Become a fundraising ACE by focusing on Awareness, Creativity and Education

AWARENESS

Tell others of your involvement in Bike MS 2012

<ul style="list-style-type: none"> •Change the message on your cell phone or answering machine to mention your fundraising campaign and participation in Bike MS. •Change the signature line of your outgoing e-mails to mention your involvement. •Create return mailing address labels that read “I’m raising donations to create a world free of MS. Join the Movement in in Bike MS 2012. •Make business cards with Bike MS information, your name and address. Hand them out to everyone. Cards can be printed inexpensively. 	<ul style="list-style-type: none"> •Delegate. Give ten donation sheets to ten friends and ask them to get pledges for you. •In lieu of a gift on your birthday or other occasion, ask family and friends to make a pledge to your fundraising goal. •Make a list of pledge donors. List the amount you’re counting on them to pledge. •Bring a potential donor on a training ride and ask for a pledge. •Contact the national chapter of your fraternity or social organization and ask for a donation. If you did not belong to a fraternity or sorority, ask someone that did. 	<ul style="list-style-type: none"> •Place a Bike MS poster—available from the MS Society office—in your company’s break room. Write your name and phone number on the poster. •Create a rolling screen saver on your work computer. •Create a personal newsletter to inform friends, neighbors and co-workers about your role in Bike MS 2012, as well as your fundraising goal. •Post an item in your weekly church bulletin announcing your involvement. •Send fundraising letters to the parents of kids on your child’s sports teams.
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CREATIVITY

Let your creative side shine when developing ways to raise donations.

<ul style="list-style-type: none"> •Hold a garage sale. Ask friends and family to donate items. Ask area artists or creative friends to donate art or jewelry that you can sell. •Create your own web page with background on Bike MS, your involvement and your fund-raising goal. Share the link to your website with everyone. Many participants have used this method to raise thousands of dollars from people across the United States. 	<ul style="list-style-type: none"> •Perform a service for donations, such as raking leaves, mowing lawns, washing cars, house-sitting or watching a neighbor’s pet, for instance. •Bag groceries. Ask a local store if you can bag people’s groceries for donations. Let everyone know that donations benefit the National MS Society. •Stage a book sale. Ask family, friends and neighbors to donate used books and magazines. 	<ul style="list-style-type: none"> •Hold a themed car wash and ask businesses to donate items. Get family and friends involved. •Raffle donated tickets to an upcoming event, such as a play or concert. •Host a bingo night at a local hall or school. •Organize a plant sale with plants donated by local nurseries. •Walk your neighbor’s dog each day for a donation. Add in a doggie wash for an extra donation!
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EDUCATION

Learn more about multiple sclerosis and share the knowledge with donors.

<ul style="list-style-type: none"> •Visit the National MS Society’s website for information on multiple sclerosis, including symptoms, treatment and more at www.nationalMSSociety.org. 	<ul style="list-style-type: none"> •Contact the MS Society’s local office for brochures, booklets and videos about MS. Take pamphlets to your sponsors to educate them on MS. 	<ul style="list-style-type: none"> •If riding to honor a loved one with MS, include a picture of you with your loved one in your pledge letters, posters and flyers.
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FUNDRAISING 101

- **Show Commitment!** Make the first pledge yourself. When your friends and family members see your name and a contribution, they will see how serious you are.
- **Share Why You Ride!** If you are riding in honor of a loved one with MS, include their story and a picture in any letters or emails that you send out. If you don't have a personal connection to MS, contact the National MS Society to find out more information about the Bike MS Champions program.
- **Don't Be Afraid To Ask!** Ask family and friends first. Once you've tackled the "easy ones," branching out is simple. Next, ask clients, co-workers, clubs, anyone & everyone.
- **Don't Apologize!** You are doing something good for the community, so don't apologize for asking for support. People will respect you for the commitment you've made.
- **Request A Specific Amount!** Consider keeping a separate donation sheet for small and large donors. Tell donors what your average pledge is and ask them to beat it!
- **Make A List of Places That You Spend Money!** Donations to the National MS Society are tax deductible, and we will be glad to provide receipts. Do not forget doctors, dry cleaners, dentists, hairdressers, mechanics and your favorite restaurants!
- **Double Your Pledges!** Contact your HR department to find out if your company has a matching gift program. Most companies match dollar for dollar, and some may even double a donor's gift. Encourage your donors to see if their company participates in a matching gift program. **See the Matching Gifts form on Page 13.**
- **Ask Your Place Of Worship!** See if you can make a short presentation at the next service. Be sure to prepare your presentation ahead of time.
- **Host An Event At Work!** The office is a great place to go and get people to support your efforts.
 - **Dress Down Day**-Employees pay a fee to dress down on any given day.
 - **Bike Sale**-Sell paper cutouts to fellow employees & post them in a central location so everyone can see who's supporting you.
 - **Office Competition**-Create a challenge between offices or departments.
 - **Day Off or Parking Spot Raffle**-With permission, raffle off tickets for either a day off or a parking space close to the door.
- **Have A Sale!** Join forces with other cyclists to host an auction, garage sale, bake sale, etc.
 - **Auction**-Solicit local businesses for items and hold an auction. This can also be done online.
 - **Garage Sale**-Get your friends and neighbors involved. They can donate items to sell or they can buy items.
 - **Bake Sale**-This is great to do after a worship service or even to coincide at a fundraising garage sale.
- **Have A Party!** For a donation, throw a party.
 - **Dinner Party**-Throw a dinner party and treat your guests to a home-cooked meal in exchange for a donation to MS.
 - **MS Night Out**-Organize a night out at a local restaurant where a portion of the proceeds go to your efforts for Bike MS. Get a band that is willing to donate their services and charge a cover at the door.
 - **Birthday Party**-Throw a birthday party for someone, but instruct guests to give donations to the ride, in lieu of gifts.

FUNDRAISING 101

Online Fundraising

If fast, free and easy is how you like to fundraise, then this is the way to go. Here's how to get started!

Simple Steps to Online Success

1. Go to bike.msmidamerica.org
2. Log into your **Participant Center** in the gray box at the top of the page. This requires the user name and password that you used when you registered.
3. Select the event you're participating in. That will open your Participant Center.
4. Click **Personal Page** (the hand icon).
5. Set up your personal page. Your page is your invitation to the world to become involved in the movement. By setting up your page, you are setting up yourself for success.
6. From this page, you can change the way your personal site is laid out. That's option #1 – you may choose to have two photos, move where your status bar appears, change color schemes and more.
7. You can also choose **#2 Click here to open this page for editing**. This is how you change the actual words that appear on the page.
8. There are many changes to make to the content of your page. They include the title that appears on Fundraising Honor Roll, the headline and text of each paragraph, and uploading a photo with caption (must be in .jpeg form and under 200 kb).
9. You can preview your page while you make changes. However, we suggest clicking **Save my changes** first. Then you won't lose any work. After you click Save my changes, they are final on your personal page.
10. Finally, click **Email** to send our suggested messages to your friends and family. Links will appear on the bottom of your email to take donors to your webpage to make giving easy!
11. **Fundraise online**—Now for the fun part! After you send your personalized e-mail to all your friends, family and colleagues you can watch your up-to-the-minute fundraising tracker. Our online tools make it simple for your supporters to donate online to keep you moving toward your fundraising goals and a world free of MS.



Here are a few hints to help make your page one to remember:

- **Make it personal**—Include a picture of you or your team. Write the story of how you are moving toward a world free of MS. Nothing is more compelling than your own words.
- **Change it often**—Keep your page current. Provide updates on how close you are to your goal.
- **Create your page URL shortcut**—You will be able to easily direct people to your page. Put a link to your fundraising page in the signature of your email account.
- **Blog about your journey**—Use the built-in blogging feature on your personal site.

FUNDRAISING 101

Conduct a Letter Writing Campaign

This is the easiest and most efficient way to fundraise. Whether you use an email letter or an actual paper letter, this is the method our top fundraisers swear by. For best results, personalize your fundraising letter.

Your goal is to make the letter heartfelt, informative and compelling. Explain what you are doing, why you are doing it, what your goal is and how the donor can help you reach that goal. Send the letter to as many people as possible.

Round out your mailing list:

Co-workers, Church directory, Holiday card list, High school reunion directory, Club membership list, Spouse's place of business, College fraternity/sorority list.

Update your status

Use your Twitter, Facebook and MySpace accounts to keep your network updated on your progress. Include a link to your personal page in your status to drive fundraising.

When writing your letter, remember these tips:

We highly recommend that you **include a self-addressed, stamped envelope** with your letter. Make it easy for your friends and family to respond. If writing electronically, include a link to your participant section of the MS Society's website or your personal page.

Personalize your appeal. Use familiar details about yourself and your commitment to a world free of MS. Thank your business associates for their help in the past year and catch up with old friends and family.

Include a deadline as a gentle nudge to get those donations in. Let them know you want to be at X dollars by X date.

Keeping Track Of Your Donations

Credit Card: For those donors who want to make their donation via credit card, please direct them to our website. Your donors can visit our secure website www.msmidamerica.org and click Donate. Credit Card Forms are also available at the MS Society office if needed.

How To Turn In Your Donations

Drop off your donations at of our office locations during regular business hours:
8:30 am - 4:30 pm; Monday - Friday

You can also **mail your donations** into our chapter office. *Do not send cash through the mail.*

Our chapter office address is:

National MS Society
7611 State Line Road, Suite 100
Kansas City, MO 64114

Once you turn in your donations, you can track your fundraising progress from our website at bike.MSmidamerica.org. You have access to online fundraising tools and account management from your Participant Center.



SAMPLE LETTER

Name
Address
City, State Zip



Dear XXX,

Imagine this: one day you're feeling pretty good, the next day you can't walk, or see, or even get out of bed. Like some bizarre nightmare, you never know when it will strike or how long it will last.

Moving is so much of who we are, it's easy to take for granted. Multiple sclerosis stops people from moving. The National Multiple Sclerosis Society exists to make sure it doesn't.

The National MS Society is a collective of passionate individuals who want to do something about MS now. Together, we are changing the future and bringing an end to multiple sclerosis. You can join the movement, in whatever way you choose, and help us toward a world free of MS.

In September, I will join the movement by participating in Bike MS to create a world free of MS. I will be riding many miles over two days to get us closer to a cure for MS. By making a donation on my behalf, you help the Mid America Chapter provide local programs and services to more than 40,000 of our friends and neighbors who live with the daily effects of MS. While the MS Society works to end MS, I will be helping people with MS move ahead.

My goal is to raise \$(insert your goal). Will you Join the Movement by providing a donation for me for the ride?

- \$500.00 \$350.00 \$200.00 \$100.00 \$50.00 other: \$_____

**Please make checks payable to the National MS Society with my name in the memo portion of the check.*

We need the wider world to understand what it means to live with MS. MS robs people of the ability to move easily, whether from one place to another, or from one thought to another, or to move ahead with their lives as they expected to do.

I sincerely hope you partner with me in joining the movement.

Respectfully,

(Insert your name)

You can find an electronic copy of this letter on our website at www.msmidamerica.org.
This sample is also available via email. Simply contact us at 800-344-4867, press 2; OR e-mail midamericachapter@nmss.org.

MATCHING GIFTS

What Is A Matching Gift?

Many companies sponsor matching gift programs to encourage employees to support numerous charities and non-profit organizations.

Most companies match dollar for dollar and some may even double or triple match a donor's gift.

Inquire with the Human Resources Department of your company to see if they participate in a matching gift program. If your company doesn't have a formal matching gift program, use the form on Page 16.

Five Easy Steps To Receive A Matching Gift

1. If your company participates in a matching gift program, obtain their Matching Gift Form and complete the section that is reserved for the "Donor."
2. Send your completed form to the MS Society office.
3. Once received, we will verify the information and complete the section marked "Organization." Please note: we may contact you for additional information during this verification. When completed, we will send the Matching Gift form to your employer.
4. Your company will then process the request and send a check to the National MS Society.
5. When received, we will apply the matching gift to your event contributions.

IT'S THAT SIMPLE!

Tips For Matching Gifts

Spread the word about Matching Gifts:

Encourage all of your event donors to see if their company participates in a matching gift program.

Have Matching Gift Forms when you approach your co-workers: If your company participates in a matching gift program, have the forms available when you approach your co-workers. When they make a contribution, you can hand them a form to complete.

Just by informing them of this opportunity, you could double, maybe even triple your contributions. Please remind your donors to include information on whose event campaign they are supporting so the gift will be credited to your fundraising efforts.



The Earlier, the Better: Enclosing the matching gift forms in your contribution envelope on the day of the event or even before will ensure that your matching gift will be included with your current year's pledge total. To assist us in the process, please include a copy of your donation sheet for the National MS Society to reference. Matching gift paperwork must be received before October 31 to be included in fundraising total for prize qualification.

For more information, please contact us at 1-800-344-4867 (press 2).



Matching Gifts Form

ATTENTION: This form does not replace an official matching gifts confirmation letter from your company.

Participant Information

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number (daytime): _____

E-mail Address: _____

Bike MS Event: Kansas City Nebraska Ozark Wichita

Please circle the event you are participating in for these matching gifts.

Team Name: _____ Name: _____

Company Information

Company: _____

Matching Gift Company Contact Person: _____

E-mail Address: _____

Phone Number: _____

Have you contacted your company about participating in matching gifts? Yes or No

Date employer was contacted: _____

****This form must be submitted to Bonnie Jameson by the event money and prize deadline to have your matching gift included in your fundraising total to qualify for event incentives and prizes.**

Company Match Amount: *Please let us know what type of matching gift your company provides. (I.e. 1 for 1, up to a certain amount, etc.)*

NOTE: Please be aware that some companies will only match personal fundraising. Please contact your company's matching gifts contact to see the types of fundraising they will match.

What if my company doesn't have a formal matching gifts program? Please have your employer send a letter, on company letterhead, stating your name, the matching gift amount they are contributing and the date the MS Society will be receiving the matching gift.

If you have questions or need more information, please contact our Finance Coordinator, Bonnie Jameson at 800-344-4867, press 2 or at bonnie.jameson@nmss.org.

RECEIPT CARDS—Copy front to back to use as receipts for cash donations.

THANK YOU

Multiple sclerosis interrupts the flow of information between the brain and body and stops people from moving. We believe that moving is not just something you can or can't do, but that moving forward is who we are.

Just by being here, you are connected to the potential, the hope, the momentum of it all. With the help of people like you, the National MS Society addresses the challenges of each person whose life is affected by MS and helps them stay connected to the great big moving world.

Join the Movement at www.nationalMSSociety.org.



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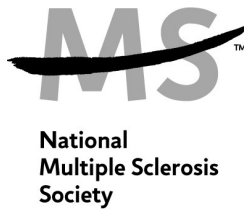


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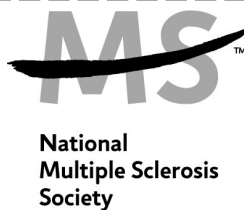


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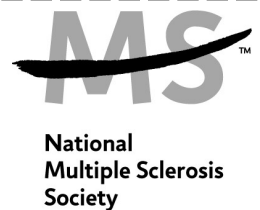


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Join the Movement at www.nationalMSSociety.org.



RECEIPT CARDS—Copy front to back to use as receipts for cash donations.

Received From:

\$ _____

Date: _____

Authorized Volunteer for the Mid America Chapter of the
NATIONAL MULTIPLE SCLEROSIS SOCIETY

Not to be used if donation is \$75 or more and benefits are given to the donor or for donations of \$250 or more.

Received From:

\$ _____

Date: _____

Authorized Volunteer for the Mid America Chapter of the
NATIONAL MULTIPLE SCLEROSIS SOCIETY

Not to be used if donation is \$75 or more and benefits are given to the donor or for donations of \$250 or more.

Received From:

\$ _____

Date: _____

Authorized Volunteer for the Mid America Chapter of the
NATIONAL MULTIPLE SCLEROSIS SOCIETY

Not to be used if donation is \$75 or more and benefits are given to the donor or for donations of \$250 or more.

Received From:

\$ _____

Date: _____

Authorized Volunteer for the Mid America Chapter of the
NATIONAL MULTIPLE SCLEROSIS SOCIETY

Not to be used if donations is \$75 or more and benefits are given to the donor or for donations of \$250 or more.

Received From:

\$ _____

Date: _____

Authorized Volunteer for the Mid America Chapter of the
NATIONAL MULTIPLE SCLEROSIS SOCIETY

Not to be used if donation is \$75 or more and benefits are given to the donor or for donations of \$250 or more.

Received From:

\$ _____

Date: _____

Authorized Volunteer for the Mid America Chapter of the
NATIONAL MULTIPLE SCLEROSIS SOCIETY

Not to be used if donation is \$75 or more and benefits are given to the donor or for donations of \$250 or more.

Received From:

\$ _____

Date: _____

Authorized Volunteer for the Mid America Chapter of the
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Received From:

\$ _____

Date: _____

Authorized Volunteer for the Mid America Chapter of the
NATIONAL MULTIPLE SCLEROSIS SOCIETY

Not to be used if donation is \$75 or more and benefits are given to the donor or for donations of \$250 or more.

PRIZES

You can earn great prizes while helping people living with multiple sclerosis! Once you have turned in \$500 or more **by October 31**, you are eligible for a prize. To claim your prize you will need to fill out a prize selection sheet. These will be distributed after Bike MS. Once you receive your prize selection sheet, you must fill it out and **return it to us by December 31** to receive a prize. If you qualify for a prize jersey and did not pick it up at one of the rider check-ins, you can pick it up from one of our offices any time Monday through Friday from 8:30 a.m. until 4:30 p.m. **starting October 1.**

If you also qualify for a different or additional prize, other than a prize jersey, we'll e-mail you a prize redemption certificate **only after receiving your prize selection form.** Certificates should reach e-mailboxes during November. Then you can order your prize online and have it shipped directly to you.

Tread Setters Club

The Tread Setters Club is an elite group of cyclists made up of the top fundraisers from the previous ride. Collectively in 2011, the Tread Setters Club across the chapter raised over \$1 million to create a world free of MS. To reward these special individuals, each member of the Club receives benefits before, during and after the ride that are exclusive to members of the Tread Setters Club.

Some benefits members receive include:

- Yellow Rider Number - number corresponds with your previous year's fundraising rank.
- VIP Parking Pass
- Free massages at the Overnight
- Unique MS Logo items exclusive to Tread Setters Club members at each ride

To be a member in 2013, you must rank in the top fundraisers in 2012. Start fundraising now to secure your membership in the Tread Setters Club next year.

Kansas City: Tread Setters 150 Club
Nebraska: Tread Setters 25 Club
Ozarks: Tread Setters 40 Club
Wichita: Tread Setter 25 Club

Exclusive Mission Possible Club memberships available now

Join the best of the best in the elite Mission Possible Club. Our Mission Possible members go above and beyond the call by raising \$8,000 or more. Why is \$8,000 the magic number? That amount means you are raising one dollar for each person with MS in the Mid America Chapter. *(Please note—Mission Possible Club was set prior to the addition of the Nebraska area to the Mid America Chapter—this number may increase in 2013.)* We like to recognize members for reaching this incredible goal by providing them with special incentives. Here are some of the fun things available if you raise \$8,000 or more in 2012:

- **Earn a Passport to the Nation:** Want to ride in a new and exciting city? Our Passport Program can get you there! Individuals that raise \$8,000 or more for Bike MS 2012 can be a guest cyclist at any participating MS Chapter's Bike MS events until November 2012. No additional fundraising necessary. Just pay a \$50 registration fee and ride! You coordinate and cover your travel, accommodations, and incidental expenses. Visit www.msmidamerica.org for a complete list of participating chapters.
- **A free trip!** Enjoy a fun getaway with friends from around the country through the Tour of Champions program. This is limited to top National MS Society fundraisers. The Tour of Champions package includes hotel, airfare, conference fees and some meals. This exclusive trip is the National MS Society's way of recognizing those who go above and beyond in helping the MS cause. The tour also provides an opportunity for top fundraisers to share information and ideas with others from around the country.



EVENT INFORMATION

Route Safety

For your safety, the route on Saturday will close at dusk (5:00 pm). All riders who haven't finished will ride a SAG vehicle to the overnight. On Sunday, all cyclists need to be at the finish by 5:00 pm. Cyclists not finished will be sagged within one mile of the finish line.

We want to make sure you have an enjoyable and safe weekend at Bike MS. Mechanics from our Official Bike Stores, and medical & safety personnel will be stationed along the route. Ride support crews include medical and communications personnel. Paramedic and ambulance services are also provided along the way. Each rest stop also has first aid and other volunteers to help you.

Amateur Radio Operators provide full communications. If for mechanical or personal reasons you are not able to continue, a SAG (support and gear) vehicle will take you and your bike to the next rest stop or end point as determined by MS staff. No rider will be transported back to the start point except for medical reasons. We will have motorcycle escorts throughout the ride.

Rider Safety And Care

Our first priority at Bike MS is the safety of each participant, but we can't make the event entirely safe without your help. We need safety to be your number one priority, too. As a cyclist, you must take responsibility for your safety and for advocating safety for other participants. **YOU MUST WEAR A HELMET** when riding on any MS Society-sponsored ride. There are no exceptions!

AGE RESTRICTIONS — POLICY REMINDER

To minimize risk on behalf of parents, children and the MS Society, all participants must be at least 12 years of age on or by the day of the event. No trailers, tag-alongs or carriers are allowed on the route.

All riders under 18 must have a signed & notarized waiver from parent or legal guardian on file with the MS Society.

All minor riders must complete the following steps with parent or legal guardian prior to checking in and picking up registration packets:

- Review of safety brochure
- Review of special flyer for youth riders and parents.

During the event all minors must ride directly as part of a group that has no greater than a 1:3 adult-to-child ratio.

Weather

Nothing dampens our spirits in our journey toward a world free of MS. The ride will take place rain or shine, so be prepared. Pack appropriate clothing for all types of weather: rain, shine, cold, warm, tail or head winds. We may delay a start time, or ask you to pull to the side if torrential rain occurs. Please use extra caution at all times when bicycling in wet weather. Avoid potholes and puddles! Be cautious around railroad tracks. Be on guard for slippery surfaces. Watch for and listen to officials for instructions in the event of bad weather. The MS Society reserves the right to close the course or change the riding schedule for the day due to inclement weather.



EVENT INFORMATION

Medical Emergencies

If you have a medical condition that requires special care, please let us know prior to the ride. Immediately report any medical emergencies to staff at the rest stops, in support vehicles, or at the overnight. Medical support personnel will be available at the start sites, on the route at rest stops and at the overnight location. In addition, we will have comprehensive information on local hospitals, emergency facilities, police and other services along the route. As with any emergency, 9-1-1 is also recommended, should the situation call for it. You are responsible for transporting any medication you need on the route. Basic supplies (i.e. band-aids, sunscreen) are available in the first aid kits at each rest stop.

Showers

There are plenty of showers available at the overnight on Saturday. On Sunday, showers are available at finish. Please limit your shower length at the overnight and finish to leave time for others. Bring your own towel. (We suggest a quick drying sports towel, available at any sporting goods store.)

Meals

The MS Society provides some meals during the weekend, including lunch on Saturday, breakfast & dinner on Sunday. Meals are for registered riders and volunteers only. You will receive an ID wristband that will allow you to eat. Dinner tickets can be purchased for friends and family at the finish for \$5 a person per meal.

Bicycle Lockup at the overnight

Your bike is stored in a secured area at the overnight. For your own safety, be sure to remove anything of value from your bike on Saturday evening. You can reclaim your bike on Sunday prior to the start.

Finish Line

Riders will cross the festive finish line no matter which route you choose. You will receive your finish medallion, claim your luggage, grab some food, listen to music and get changed before heading home. Don't forget to take your bicycle home with you!

Friends And Family

We encourage friends and family members to send you off enthusiastically on Saturday at the start line, as well as welcome you upon your return on Sunday at the final finish line. Your friends and family are also encouraged to join you at the overnight. Unless friends or family members are volunteering, they should avoid the bicycle route. It is important that we keep the roads accessible for our official "on-route" safety crew and reduce any necessary traffic.



EVENT INFORMATION

What To Bring

All of your belongings must fit into two bags, including your camping gear. Try not to pack anything that is breakable and keep your bags as light as possible (for you and the volunteers). Below is a list of items you won't want to forget:

Riding gear/stuff to carry with you on your bike

- Personal ID and Bike MS wristband
- Emergency cash or credit card
- Car keys
- Rider and bike number (receive at rider check-in)
- Comfortable cycling shoes and socks
- Cycling jersey/t-shirt and padded bike shorts
- Helmet (**REQUIRED TO RIDE**)
- Sunglasses & sunscreen
- Lip balm
- Water bottle(s) or Camelbak
- Tire pump, patch kit, spare tube
- Rain poncho and/or wind-breaker (weather permitting)
- Medications you need

Overnight gear for campers

- Towel and wash cloth in a baggie
- Tent (if sleeping outside)
- Sleeping bag, pillow, pad or air mattress

Other overnight gear

- Change of street clothes for both days
- Comfortable shoes or sandals
- Toiletries
- Riding clothes for Sunday

Other miscellaneous items

- Ben Gay or other sports cream
- Insect repellent
- Over the counter pain medication

What To Wear

You must wear an approved bicycling helmet at all times while riding the route. In addition to a helmet, we also suggest that riders wear cycling clothing for their own comfort. In picking items to wear, look for clothing that:

- Lacks buckles or ties that might catch in bike tires or chains
- Is close-fitting to reduce chafing and wind interference
- Wicks perspiration away from the body

Most important are the places where the rider's body meets the bike:

- Cycling gloves: Designed to keep hands dry and protect palms from handlebar vibration and the occasional spill.
- Cycling shorts: Padded in the seat and are generally close-fitting to eliminate wind resistance and chafing.
- Cycling shoes: Have stiff soles to reduce foot fatigue and lock into pedals to increase pedaling efficiency.

Other good ideas are cycling jerseys, tights, rain jackets, and hydration systems. Jerseys are close-fitting, wick perspiration and generally have several handy pockets in the lower back.

Luggage

The MS Society will take care of getting your luggage and camping gear from the start to the overnight on Saturday and back to the finish on Sunday. Luggage tags will help you to locate and identify your belongings.

You will be provided with two luggage tags imprinted with your rider number. Attach these tags securely to your luggage. Limit two tags/two bags per cyclist, including bed-roll or tent. **Weight limit per bag is 50 lbs.**

TEAMS

Teams link the National MS Society with corporate America and the community in a partnership to change the future and bring an end to multiple sclerosis. Uniting businesses and friends & family for a common cause through team participation creates positive community visibility. There are many advantages to joining a team.

Community Involvement Builds Strong Corporate Images

By getting into the community and working as a team, your company builds a positive corporate image and develops strong relationships in its area of operations. You will build a stronger reputation with employees, clients, partners and investors. You will also build relationships with new audiences that could become potential employees and customers.

Participation Creates A Health-Conscious Atmosphere

Participating in the ride provides individuals with a challenging, life-changing goal. This event helps everyone get in shape and learn healthy habits, while benefiting people living with MS.

Benefit Through Teamwork And Team Building

You and your friends will learn to work together as you raise funds. Learn to set goals, develop creative ways to achieve them and put your ideas to work. During the ride weekend, you will see your hard work pay off together as you ride to create a world free of MS.

Increase Community Pride

Contributing to the National MS Society and taking an active role in the community instills individuals with pride. Bike MS offers a rewarding, exciting opportunity for people to work together.



Training and Fundraising Are Easier

Host group rides, fundraising events and networking opportunities. Corporate teams demonstrate management's commitment to employees in the ride. Cyclists can also take advantage of the training rides all summer long.

Teamwork: The More, The Merrier

Bike MS is better with a group of teammates to support and encourage each other. Team riders can challenge each other, enjoy the scenery and rest stops, and make plenty of noise as they cross the finish line.

Are You Ready To Be A Team Captain?

Be a leader in your company or among your friends by becoming a Team Captain.

- Get the word out early to recruit cyclists and volunteers.
- It only takes four people to create a team.
- Set team goals for fundraising and recruitment efforts.
- Pass information to cyclists.
- Organize and coordinate a sign-up day or kick-off party.

Success As A Team Captain

We'll provide you with support along the way. Captains will receive tools, including :

- Sample Letters, Memos and Article
- Team Captain E-Newsletters
- Promotional Materials
- MS Information

RIDING SAFELY

Keep Safety On Your Mind At All Times

- Fill out the required medical information on the back of the rider bib number.
- Never ride more than two abreast. THIS IS A STATE LAW!
- Respect fellow riders and their levels of cycling experience. Most participants are recreational riders. This is NOT a competitive race. It is a fundraising event to help people living with multiple sclerosis.
- Faster riders...give slower riders time to react. Do not swerve and “chop in” on their front wheels when passing them.
- Slower riders...stay to the right side of the road at least one foot from the edge and give faster riders the room to pass on the left without crossing over the yellow stripe or mid-line of the road.
- Ride on the right side, a few feet from the edge, in the same direction as traffic.
- Make sure vehicle drivers see you. Make eye contact with drivers before turning.
- Pass on the left only. Before passing, be sure it is clear, then signal and clearly call out “ON YOUR LEFT.”
- Stay aware of road-edge hazards, such as loose gravel, drains, trash, low branches and parked vehicles.
- Watch out for road kills, potholes, cracks in the road, etc. and call them out loudly.
- If slowing for any reason, clearly and loudly call out “SLOWING.”
- If stopping for any reason, clearly and loudly call out “STOPPING” and move safely off the pavement and away from other cyclists.
- Do not block rest stop entrances. Move fully into a rest stop area and safely out of the path of oncoming cyclists.
- Respect the communities along the route. They support the mission to create a world free of MS and they support you.

Common Mistakes To Avoid

- Riding more than two abreast.
- Following too closely behind other cyclists or cars.
- Drafting behind motor vehicles.
- Not moving safely off the pavement when stopping to rest.
- Not moving fully into a rest stop area and out of the path of oncoming cyclists.
- Not keeping clear of road-edge hazards, such as trash, low branches and parked vehicles.
- Not watching out for drains, cattle guards, sand and gravel.

Riding In Wet Weather

- Allow for longer braking distances.
- Dry wheel rims by applying brakes ahead of time. Even if the ground is not slick, wet rims reduce performance.
- Brake more gently on slick surfaces. Use the front brake less.
- Turn and accelerate more gently to prevent sliding on slick surfaces.
- Pay special attention to surfaces such as manhole covers, painted traffic markings, wet leaves and oil slicks.
- Be prepared to put a foot down for balance.
- Avoid riding through puddles, which can often hide deep potholes.
- After riding in the rain, lubricate your bike chain to help prevent rust.

Need more tips on how to get ready for Bike MS 2012? Check out TrainingPeaks.com/bikems/ With every Bike MS 2012 registration you get a free on-line subscription.

GROUP RIDING

Be Predictable

The golden rule for group cycling is: Be predictable. Other riders expect you to continue straight ahead at constant speed unless you indicate differently. This principle underlies all vehicular traffic maneuvers, but cycling in a group requires even more predictability than solo cycling, since by choice we ride close together.

Newcomers may view this closeness as foolhardy and frightening, but with thoughtful practice they soon learn the pleasure and efficiency of riding as part of a skilled group of cyclists. Remember to ride with traffic rather than against it and in the rightmost lane that goes to your destination. Leave at least four feet between your handlebars and parked cars or other hazards.

Use Signals

Cyclists use hand and verbal signals to communicate with members of the group and with other traffic. Here are the hand signals for turning and stopping:

- put your left arm straight out to signal a left turn,
- put your right arm straight out to signal a right turn,
- and put your left arm out and down with your palm to the rear to signal slowing or stopping.

Putting your left arm out and up for a right turn is legal in all states, but not as natural and informative as using your right arm. Some state vehicle codes have not yet officially accepted the use of the right arm signal, but its use among most cyclists is common. Within a close group, it makes more sense to use verbal signals such as “Right turn!” “Slowing!” or “Stopping!” rather than hand signals, but riders at the front and rear of the group should use hand signals for the benefit of other road users.

Look Before You Make a Move

A good cyclist always looks or scans behind before moving laterally to a different position on the roadway or in the group. Use the cues provided by others in the group, but make your own decision. Remember that safety starts with your making good decisions.

Give Warnings

Group riding requires an awareness of others. When riding in close formation, each rider must feel a responsibility toward the riders behind. You must warn of road hazards and of changes in your direction or speed. To notify the group of a change in path, the lead rider will often call “Left turn!” or “Right turn!” in addition to giving a hand signal. It is not necessary or desirable for each member of the group to repeat this voice instruction; a hand signal will do once the front of the group has established the new direction. The lead rider should announce the turn well in advance of the intersection, so that members of the group have time to position themselves properly for the turn.

Change Positions Correctly

Often we change our position within the group to ride and talk with different companions. Generally, slower traffic stays right, and that is what people expect, so we usually pass others in our group on their left. Say “Passing on your left!” or just “On your left!” to warn the cyclist ahead that you are coming by. Don’t shout too loudly or you may misguide other riders. On rare occasions you will need to move past someone on his or her right. To do this, say “Passing on your right!” quite clearly, since this is an unusual maneuver that must be performed with care. Only do this with the agreement of the other cyclist, and when you are not forcing the other cyclist into the path of overtaking traffic.

GROUP RIDING

Ride One or Two Across

We ride single or double file as appropriate to the roadway and traffic conditions. Riding double file is fun, and on group rides we are eager to get out of town and onto quiet roads where we can double up. Most state vehicle codes permit narrow vehicles to travel double file within a lane. Nevertheless, as it is the law and as a courtesy, be quick to single up when this will permit faster traffic to move by more efficiently. “Car back!” is the signal to get into single file.

Riding more than two abreast is illegal. Ride single file on busy paths. When the call comes for cyclists to merge from double to single file, the leftmost cyclist takes charge. The leftmost cyclist is the one most at risk from a passing vehicle, and will usually be quickest to act. Sometimes the leftmost cyclist will elect to drop in behind the cyclist on the right, but usually he or she will pull ahead. Pulling ahead eliminates the problem of negotiating with a cyclist who is traveling in the inside cyclist’s blind spot at the rear, and increases the time available for the maneuver.

Watch Out at Intersections

When approaching intersections requiring vehicles to yield or stop, the lead riders will announce “Slowing!” or “Braking!” or “Stopping!” to alert those behind to the change in speed. When passing through an intersection, some cyclists announce “Clear!” if there is no cross traffic. **This is a dangerous practice** that should be abandoned. It encourages riders to follow the leader through an intersection without determining for themselves that it is safe to do so. Don’t let others do your thinking for you. Each cyclist is responsible for verifying that the way is indeed clear. Remember, it is okay, even recommended, that you call out potentially hazardous situations to other riders, but not okay to guarantee that the way is clear.

Watch for Traffic Coming from the Rear

Riders in front often cannot see traffic approaching from the rear, so it is the responsibility of riders in the back of the group to inform the others by saying “Car back!” Sometimes when the road is narrow, when we are riding double file, or just when we suspect trouble, riders in front will warn of traffic approaching from the front with “Car up!”

At intersections, if it would benefit those behind, you may announce side traffic with “Car left!” or “Car right!” but it is not necessary to do this if there is no danger. These voice signals, using the word “car,” are standard, and they are automatically and immediately recognized by the experienced cyclist. Use these signals even if the vehicle is a truck, bus or motorcycle. When it really matters — when danger threatens — you want to evoke the quickest possible reaction from your companions.

Don’t Pass at an Intersection

Do not pass other cyclists at an intersection. Inexperienced cyclists sometimes come from behind and ride through while other cyclists are taking their proper turn at the intersection. This is highly dangerous and discourteous, and any observers will mark your group as another bunch of crazy bicyclists who should not be allowed on the



GROUP RIDING

Stop for Stop Signs and Signals

The law requires cyclists to obey traffic control devices such as stop signs and traffic signals. Cyclists sometimes get into trouble by developing bad habits and stopping only at stop signs and/or signals where they perceive cross traffic. Stop signs and signals are often inconvenient to cyclists, but they are there for a reason. They have been placed at intersections where coming to a complete stop is regarded as necessary for safety; in other words, places where merely yielding is not sufficient. Therefore, in order to safely and legally operate a bicycle, one must come to a complete stop at all stop signs and red or yellow signals.

On group rides, those at the back must not develop a tendency to follow the leader through intersections, assuming that the intersection is clear for the whole group. Remember, don't follow the herd. Be responsible for yourself when changing lanes and at intersections. Each cyclist must look for, and yield to, any other traffic that has the right of way.

In some cases, a group ride will be escorted by law enforcement officials. In some of these cases, the law enforcement official might direct cyclists through a signed or signalized intersection. Law enforcement officers and other emergency personnel directing traffic supersede stop signs and traffic control devices.

In some cases, traffic signals are actuated by detectors embedded in the pavement. These detectors may not respond to bicyclists. You may wait for a car to trip the signal, press the pedestrian push button to change the light, or if there is no other option, cross carefully once you are sure the detector is not functioning correctly and the intersection is clear.

The Group Riding section of this Guide was provided by the League of American Bicyclists.

Bike Inspection

A bike will work well whenever you take it out with just a little maintenance. We recommend a complete overhaul annually, or every 2,000 miles. **All Official Bike MS Stores give free, professional inspections and estimates on routine maintenance or repairs to your bike.**

More than anything else, listen to your bike. ANY unusual sounds such as squeaks, popping, grinding, creaking or rattling are warning signals of a problem.

Bike MS : Top Ten Safety Tips

- (1) Always wear a helmet
- (2) Obey all traffic laws
- (3) Never ride more than two abreast
- (4) Drink plenty of liquids to avoid dehydration
- (5) Train and prepare properly (through training rides offered by local bike shops) for vigorous bike rides
- (6) Do not deviate from planned and marked bike route
- (7) Never ride while under the influence of alcohol or drugs
- (8) Never ride using headsets/headphones
- (9) Always pass on the left of a cyclist
- (10) When possible, let the rider in front of you know which side you're approaching

During the weekend of Bike MS, don't develop a false sense of security.

While this is an organized ride for the National MS Society, we have to obey all laws and do not own the road. We never have an entire lane of the road!

CYCLING TIPS

Your cycling plan for success:

1. **Check in with your Bike Store**—The Bike Stores provide expert advice and cycling information. Ask Bike Store personnel for training tips based on your fitness level and experience, and look at the latest cycling gear, accessories and apparel. Our Official Bike Store partners can assist you with all cycling needs. They can provide insight to help you reach your goal of finishing Bike MS. A list of Bike Stores appears on the FAQ sheet (separate).
2. **Track your mileage**—An important part of training is assessing your improvement. Keeping track of start and stop times will also help you judge overall speed.
3. **Start with short rides**—Take a week to work up to a moderate day of 15 miles. Do not worry about time or speed on these rides. The purpose is to gain and maintain basic cardiovascular fitness.
4. **Double up miles**—After building up to 15 miles, try an endurance day of 30 miles once a week. Maintain your same pace, but slow down if necessary to make the full mileage. The purpose is to gain distance and confidence.
5. **Master the ups and downs with hills and intervals**—After mastering the basics, challenge yourself with advanced training. After warming up, ride a hill without exhausting yourself. After pedaling uphill, recover on the way down and repeat. As your fitness improves, add more repeats. You will develop more power and stamina with hill work. Interval training works the same way. Pick a distance—such as a city block or the space between two telephone poles—and speed into a sprint. Start with one sprint each ride and add more, longer sprints each time. Sprint for one lap and then slow down for a recovery lap, repeating as needed. Interval training and hill work will improve speed, endurance and recovery.
6. **Participate in training rides**—Take part in several training rides before Bike MS. You will have a much safer and enjoyable ride once you learn the dynamics of group cycling. Our schedule is available at bike.msmidamerica.org.

Six Easy Steps For Tube Replacement

Learn how to fix a flat by practicing these simple steps:

1. **Stop in a safe place.** Open the brake's quick-release to spread the pads. Remove the bad wheel. If it's a rear tire, first shift the chain onto the smallest cog to the derailleur out of the way.
2. **Use tire levers** to remove one side of the tire all the way around. Pull out the bad tube. Using your fingers or a rag, gingerly feel around the inside of the tire to find anything still stuck through the tread. Remove it completely or the new tube will be punctured, too.
3. **Add a little air to the new tube**, put the valve through the rim, and feed the tube into the tire all the way around. Avoid kinks and folds.
4. **Starting at the valve stem, put the tire into the rim.** Work in opposite directions with both hands, using your thumbs to force the edge of the tire up and over.
5. **If the last several inches** of tire are hard to force on, let all air out of the tube. Pinch the tire all the way around the rim so both sides are in the deep center of the rim. Use your palms and thumbs to force the stubborn section into place. Avoid prying with the levers unless there's just no other way, because it's easy to pinch a hole in the tube.
6. **Push the valve stem up into the tire**, then pull down firmly. As you inflate, watch both sides of the tire to be sure it's staying firmly seated in the rim. If a section bulges, the tube is caught under the tire's edge. Deflate and massage that area to help work the tube inside, then pump again.



THANK YOU FOR

Notes
