Topics for Bike MS FAQ Vignettes

- **Fully Supported Rides**
  - Everything is provided. Just hop on your bike and go.
  - *Rest Stops:* Fully stocked rest stops every 10-15 miles, featuring free food and water to keep you going, mechanical support from partner bike shops, and first aid stations providing sunblock and other amenities.
  - *Communication:* If you encounter an accident or other emergency, let the communications volunteer know. They are easy to spot: just look for a car with a really big antenna!
  - *SAGs:* Just can't push another pedal? Signal if you need a ride and a Support And Gear vehicle will transport you and your bike to the next rest stop or finish line.
  - *Motor Support:* Monitors and guides cyclist traffic, but are not permitted to stop vehicular traffic. When you see a route marshal, ride with caution. They'll be wearing orange vests and waving orange flags so you can't miss them.
  - *Medical Support:* Emergency medical support travels the entire route to support injured cyclist. First aid stations will also be available at all rest stops.
  - *Mechanical Support:* Bike MS partner bike shops will provide minor repairs on the road and at rest stops during the ride.
  - *Route Markings:* You won't get lost with colored arrows and route signs at each turn and even on straightaways. Plus, you'll receive a route map in your rider packet.
  - *Staff:* Monitors the route at all times.
  - *Police, Fire and Communities Who Welcome Us:* Police have been recruited to help you travel through hazardous intersections and along busy roadways.
- **Fundraising**
  - $200 minimum fundraising, majority of cyclists go above and beyond.
  - All donations to the National MS Society are tax-deductible.
  - Online tools and staff coaching always available.
  - Matching Gifts through your employer
  - Participant Center tools
    - Fundraise through social media
  - Prizes rewarded for raising $500 or more
  - Where Your Money Goes: Every dollar funds local programs and services and groundbreaking research focused on stopping the progression of MS, restoring function that's been lost and ending MS forever.
  - Ask EVERYONE
  - Fundraising is EASY!
    - Step #1: Know your networks
    - Step #2: Set your fundraising goal
    - Step #3: Share your commitment & make a plan

- **Training**
    - *TrainingPeaks:* Bike MS has partnered with TrainingPeaks - an interactive, web-based training log and food diary designed to help individuals achieve their health and fitness goals.
    - Subscription to the basic edition is FREE for Bike MS participants
    - Download custom-written cycling training plans, developed exclusively for us.
    - Complete training guide available on Bike.MSmidamerica.org.
    - Train with others for motivation
- **Mileage Options**
    - Mileage options for cyclists of all levels
    - 30 miles – 150+
    - Ride one or two days
    - Support along the route – SAGs, medical, etc.
    - Rest Stops every 10-15 miles
        - It's just 10 miles at a time, no pressure
    - Bike MS is a fun recreational ride, not a race
- **Fun Factor**
    - It's a party at every rest stop with flair and cheering.
    - Invite friends and family to join/cheer
    - Finish line celebration
    - Free Boulevard beer
    - Mini vacation
- **Teams**
    - Focused on camaraderie, sense of pride, and collaborative effort that only comes from being part of a team.
    - Materials, incentives and staff to help you form and motivate a team.
    - Benefits: Team Awards, Team Weeks, Team Village, celebration.
    - Ease of Recruiting
    - Bike MS is more FUN on a team!
    - Corporate Teams
        - Promote health and wellness within your organization
        - Encourage team building and camaraderie among your employees
        - Enhance corporate pride and employee retention
        - Give your company visibility in the community
- **Team Recruitment**
    - Create and customize your online team page.
    - Make a list of potential team members and invite each of them to join you.
    - Lunch & Learns
    - Incentivize members with prizes.
    - Publicize your team by posting Bike MS brochures, flyers, and posters at your office.

    - Encourage those who have never ridden, and have them sign up for our training program; by September they'll be more than prepared.
    - Thank each person who has joined your team and encourage them to invite at least one family member, co-worker, or friend to join your team.
    - Share your story.
- **Essential Equipment**
    - No spandex required
    - Don't know the first thing about bicycle maintenance?
        - Take your bike to a participating Bike MS bike shop at least a couple of weeks before the ride.
        - Tell the mechanic what you're up to (there may even be a discount for MS riders) and ask for a general service. They may even offer to check your riding position.
        - Shop personnel are trained to delve deeply into your needs to make sure you buy a bike that'll make you happy for years to
    - A classic mistake is to buy something brand new and wear it or put it on your bike for Bike MS, never having tested it.
    - Packing Checklist:
        - Helmet
        - Shorts – No spandex required! Jersey, gloves, shoes and socks, sunglasses, sunscreen, repair kit
        - Water – Food and water/Gatorade will be available at each rest stop (every 10-15 miles) for refuel.