



Fundraising Manual Table of Contents



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Introduction

What is the MS Bike Ride?

With over 100 extraordinary rides, the MS Bike Ride is the premier cycling series in the nation. The event invites all cyclists seeking a personal challenge and a world free of MS. The MS Bike Ride is Florida's largest cycling event. In 2011, the MS Bike Ride Presented raised nearly **\$1.9 million**, helping to move research forward and fund local programs for those affected by MS, including Self-Help Groups, Educational and Physical Therapy Programs, Women's Retreat, Men's Day, Kids' Coping Camp and YAMS (Youths Against MS).

What is MS?

Multiple sclerosis interrupts the flow of information from the brain to the body and stops people from moving. Every hour of every day, someone in the United States 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 being diagnosed with the disease. MS affects more than 500,000 people in the U.S., and 2.5 million worldwide.

Sharing the Vision and the Benefits

Every year thousands of companies join the movement to eradicate multiple sclerosis through corporate teams, sponsorship opportunities and direct contributions. Corporations that invest both human and financial resources to end MS become part of our corporate family. By supporting the National MS Society through cash and in-kind donations, corporate partners enable the Society to raise needed funds cost-effectively, underwrite important research, expand programs and promote community events.

Mission

We mobilize people and resources to drive research for a cure and to address the challenges of everyone affected by MS.

What Your Fundraising Dollars Can Buy

Every Dollar Counts!

The money you raise by participating in the MS Bike Ride can provide the following items for people with MS and their families:

- **\$1 - \$19**
 - Leg Positioner, Handheld Showerhead or Knee Splint
- **\$20 - \$49**
 - Tub Grab Rail, Ankle Orthosis or Walker
- **\$50 - \$99**
 - Bedside Commode, Shower Seat or Tub Transfer Bench
- **\$100 - \$499**
 - 3' - 5' Aluminum Ramp, Forearm Crutches or Air Conditioning Unit
- **\$500 - \$999**
 - Voice Activated Phone System, Hand Controls for Automobile or Manual Wheel Chair
- **\$1000**
 - Electric Wheelchair, Stair Lift or Electric Hospital Bed

How to Submit Funds

- Donations can be made online at www.msbikeflorida.org or mailed to:
 - National MS Society, South Florida Chapter
 - Attn: MS Bike Ride
 - 3201 W Commercial Blvd, Suite 127
 - Fort Lauderdale, FL 33309
- Make all checks payable to "National MS Society"
 - Your name must be in the memo line of the check
- Include either a Pledge Form or Pledge Payment Coupon (Page 15 & 16) with your donations

Helpful Hints

- Do not mail cash.
- Make copies of ALL checks and donations for your records prior to sending.
- Please do not staple checks to donation forms.
- Do not turn in foreign currency. Please convert your donation to US dollars first.
- Online donations upload to your account and Personal Page instantaneously.
- Donations turned in or mailed to our office may take up to 4 weeks to post to your account.
- If you have any questions about your fundraising account, feel free to contact our office for assistance (Page 13).

Fundraising Policies & Planning

Introduction

The goal for every MS Bike Ride participant and team is to increase the funding for the National MS Society, South Florida Chapter by promoting the mission: We mobilize people and resources to drive research for a cure and to address the challenges of everyone affected by MS.

Registration & Fundraising Policies

1. All registered riders are required to fundraise a minimum of **\$400** in order to participate.
2. Riders must register prior to the MS Bike Ride.
 - a. All riders are required to pick up the rider packet at a scheduled Packet Pick Up location.

3. Packet Pick-Ups

Saturday, March 31, 2012

11:00 am - 2:00 pm

Engel's Bike Shop

27310 Old 41 Rd.

Bonita Springs, FL

239-498-9913

Saturday, April 7, 2012

5pm – 7pm

Lee's Locksmith & Bicycle Shop

1101 N Federal Hwy

Hollywood, FL

954-925-5157

Tuesday, April 10, 2012

5:00 pm - 7:00 pm

Velo's Cyclery

3469 W Boynton Beach Blvd #9

Boynton Beach, FL

561-738-7798

Wednesday, April 11, 2012

Thursday, April 12, 2012

Friday, April 13, 2012

10:00 am - 6:00 pm

National MS Society

3201 W Commercial Blvd,

Ste 127

954-731-4224

Saturday, April 14, 2012

10:00 am - 4:00 pm

Mack Cycle and Fitness

5995 Sunset Drive

Miami, FL

305-661-8363

4. If you are unable to ride, please e-mail us at ms150bike@fls.nmss.org.
 - a. Registration fees are non-refundable.
 - b. Donations will not be refunded if you are unable to participate in the MS Bike Ride.

Set a Fundraising Goal

We encourage every participant to set a Fundraising Goal. While the required fundraising minimum is \$400, we ask you to reach for the stars when setting a goal. Fundraising prizes and incentives are awarded to those at the following levels:

- \$500 - \$999 2012 MS Bike Sandal
- \$1,000 - \$2,499 2012 Top Fundraiser Jersey
- \$2,500 - \$4,999 2012 MS Bike Sandal and Top Fundraiser Jersey
- \$5,000 - \$9,999 2012 Top Fundraiser Jersey and Prize TBA
- \$10,000 - \$19,999 2012 MS Bike Bib Shorts and Top Fundraiser Jersey
- \$20,000 - \$39,999 Trip for 1 to a Bike MS Ride (Ride TBA) and Top Fundraiser Jersey
- \$40,000 + Trip for 2 to a Bike MS Ride (Ride TBA) and Top Fundraiser Jersey

Please note: All participants (riders, volunteers and fundraisers) are required to fill out a Prize Form online by **June 8, 2012** in order to receive a prize. PRIZES ARE NOT CUMULATIVE and are subject to availability. Orders will be fulfilled approximately 8-10 weeks after the prize deadline.

Fundraising Plan

This guide provides a fundraising timeline and numerous ideas to help kick start fundraising. Donation solicitation via letters and e-mails are imperative for successful fundraising. The earlier you send out your letters, the faster money will roll in! You may also want to supplement with fundraisers, such as Bake Sales, Garage Sales, Happy Hours, Dress Down for MS, etc. The opportunities are endless!

The biggest thing to remember is the sooner you begin, the sooner you'll begin receiving donations! Be sure to review this Fundraising Manual and get started today!

What to Do Within 48 Hours after Registering

1. Personalize Your Page!

- Download your "Participant Center Guide" online at www.msbikeflorida.org under "Documents & Forms"

2. Make Your List of 100!

- Start a list of 100 people to contact. If you don't have addresses handy, just write down as many names as you can and revisit your list once you have the contact information handy. Do this for a couple days for a full list of potential donors.

3. Write Your Letter!

- Create your own or use one of our pre-made "Sample Letters" found online under the "Fundraising" tab at www.msbikeflorida.org.
- Remember to include:
 - Where to send donations
 - Your Personal Page web address or URL
 - A deadline for donations
 - Your fundraising minimum is **\$400**. Donations can be a) made online to your Personal Page, b) turned in at scheduled Packet Pick Ups, or c) turned in or mailed to our South Florida Chapter office.
 - When mailing donations, please make sure they arrive at our office at least 2 weeks before the Packet Pick Up to be counted towards your minimum.
 - For Prizes: Those donations at or beyond \$500 will be accepted for prizes through **June 8, 2012**. The official fundraising deadline for the 2012 MS Bike Ride is September 30, 2012.

An MS Bike staff member is here to help. Please feel free to contact us at any time for assistance with fundraising, recruitment or for MS Bike Ride general information.

Fundraising Tools

Check out the Fundraising Timeline (Page 23 – 25). You can personalize this timeline so it works for you.

Writing Letters & Emails

Introduction

A combination of letters, emails and online fundraising, i.e. Facebook's *Boundless Fundraising*, is the best way to fundraise! Make it personal by including the event title and where and why you're riding. You can create your own or use one of our pre-made "Sample Letters" found online under the "Fundraising" tab at www.msbikeflorida.org.

It is important to start early. Two major issues with fundraising is either a) not giving yourself enough time to send out solicitation letters or b) not giving your donors enough time to send donations.

Suggestions for Successful Letter Writing

1. **Make a list of EVERYONE YOU KNOW.** Do not leave anyone off the list. They can decide whether or not to donate for themselves.
 - a. Ask your parents for names and addresses of relatives and close friends you may know.
 - b. Send a letter to everyone on your holiday card list.
 - c. Review your checkbook and bank statements to identify places or businesses you frequent. Ask them to donate at least 10% of what you spent with them in the previous year!
 - d. Other Ideas: Neighbors, doctors, dentists, hair stylists, local restaurants, lawn maintenance, mail man, auto dealer, auto maintenance, coworkers of your significant other, children's teachers, dance instructors, coach, personal trainer, hair stylist, manicurist, landlord, etc. The opportunities are endless!
 - e. Don't stop with your list once your letters are sent. Keep your eyes peeled for additional prospects!
 - f. Ask your friends and family to forward you letter to their list of friends or coworkers.
2. **Ask!** Don't just tell people that you're riding; ask them for their help in your mission to fundraise for a cure. Include your personal fundraising goal and suggest donation levels.
3. **Keep it Personal.** Handwrite the name and address on each envelope rather than printing labels. Add a personal note and sign each letter. For example, "John, I hope you're family is doing well after the move..."
4. **Online Donations.** Always include your Personal Page URL. Donors can donate directly to your Personal Page online. Online transactions are quick and secure!
5. **Reminders.** Keep track of everyone you contacted and send reminders to those who haven't responded. It never hurts to ask... again!
6. **Progress Updates.** It's important to let your donors know how you're doing. Send updates on your fundraising and training. You never know who will donate again or even join you on the road!
7. **Always say THANK YOU!** A card or note showing your appreciation makes all the difference in the world. Continuing communication with your donors develops a rapport that could further develop your relationship with that person.
8. **Why You Ride.** Are you riding for someone you know with MS? Let your donors know! If you don't have a personal connection to MS, let them know you're riding for those who can't. 150 miles closer to cure! Your donors will know where your heart is.

Writing Letters & Emails (continued)

Elements of Effective Letter Writing

In addition to the elements listed below for successful fundraising, be sure to include your own personal style. Try to include a photo and limit your letter to one page to avoid your donors "skimming it".

Elements for a Successful Fundraising Letter

Introduction

State your purpose for the letter. Describe the MS Bike Ride and what your personal goals are for the event.

Ask/ Request

Ask your donors for their help and affirm your commitment to the cause and mission. Ask your donors to give as generously as possible; remember, every dollar counts!

Explain Where the Money Goes

Make a copy of Page 2 & 3 of the Fundraising Manual. These documents show how their money will be used for those affected with multiple sclerosis. People like to know how their money will be used. Remind them that ALL donations are 100% tax-deductible.

Link to Personal Page & How to Donate

Include a direct link to your Personal Page URL to make donating fast and easy. Donors can also find you online by searching your first and last name at www.msbikeflorida.org. Checks can be sent to you or to our South Florida Chapter. The participant's name must be written in the memo line of the check.

Mail to:

National MS Society, South Florida Chapter
Attn: MS Bike Ride
3201 W Commercial Blvd, Suite 127
Fort Lauderdale, FL 33309

Choose a Due Date

When choosing a deadline, please keep in mind that the \$400 fundraising minimum must be met in order to pick up your rider numbers at a scheduled Packet Pick Up. When mailing donations, please make sure they arrive at our office at least 2 weeks before the Packet Pick Up to be counted towards the fundraising minimum.

For Prizes: Donations beyond the \$400 minimum will be accepted for prizes through June 17, 2012. The official fundraising deadline for the 2012 MS Bike Ride is September 30, 2012.

Closing

Thank your donors for their consideration in supporting your commitment to the cause. Reaffirm the cause and the mission: We mobilize people and resources to drive research for a cure and to address the challenges of everyone affected by MS.

Donor Form

We recommend including a Pledge Payment Coupon (Page 16) in the envelope. In an effort to go-green and save trees, direct to the www.msbikeflorida.org to donate online.

Writing Letters & Emails *(continued)*

To Whom Do I Send a Letter?

Everyone! Use the worksheet below to help kick start your Ask List!

List 5 Family Members

1. _____
2. _____
3. _____
4. _____
5. _____

List 5 Coworkers (include upper management)

1. _____
2. _____
3. _____
4. _____
5. _____

List 5 of Your Closest Friends

1. _____
2. _____
3. _____
4. _____
5. _____

List 5 Former Coworkers (include upper mgmt)

1. _____
2. _____
3. _____
4. _____
5. _____

Provide Names for the Following:

Doctor _____

Dentist _____

Medical Specialist _____

Insurance Agent _____

Pest Control _____

Landscaper _____

Plumber _____

Contractor _____

Accountant _____

Veterinarian _____

Lawyer _____

Car Dealer _____

Auto Mechanic _____

Hair Stylist/Barber _____

Dry Cleaner _____

Local Restaurants You Frequent _____

Landlord _____

Online Fundraising: How To

Email provides a fast and simple way to direct supporters to your online fundraising Personal Page. Once registered, you will gain access to your Participant Center, which offers a one stop shop for personalizing your page, sending emails, following up, updating your address book & tracking your fundraising progress!

Getting Started

1. Log in to your Participant Center
 - a. Go to www.msbikeflorida.org and click on the "My Account" link on the left navigational panel.
2. Set up your Personal Page & Address Book
 - a. Download your "Participant Center Guide" online at www.msbikeflorida.org under "Documents & Forms"

Sending Emails

Now that your Personal Page and Address Book are set up, you can begin sending your emails. Make sure to track your progress and always send your thank you notes!

1. In your "Participant Center," click the Email link in the navigation toolbar.
2. Click on one of the "Suggested Messages" in the gray box on the right side of the page.
 - a. The emails are pre-written, but can be easily customized to make it more personal.
 - i. Tip: Don't forget to add a Subject
 - b. You have several options for the layout. Choose one that works best for your audience.
3. Click "Save Draft" to save your email.
4. Enter the name(s) of your contact(s) in the "To" box above the email editor.
 - a. Tip: As you enter the name of a person or group, contacts from your Address Book will display above the "To" box.
 - b. Click the contact to place them in the "To" box.
5. Review the pre-written email. If you choose to personalize it, make sure to hit the "Save" button to use it again in the future.
6. Click the "Preview" button below the email text. Depending on your browser settings, the preview page will either open in the current tab or a new tab. If the email is to your liking, click the "Close Preview Window" at the bottom of the preview page.
 - a. Hint: Be sure your pop-up blocker is off
7. Click the "Send" button below the email text.

Follow Up

1. Click the "Email" link from the navigation toolbar. Click the "Contacts" link on the right side of the page.
2. Click the "Need Follow Up" link in the "View by Group" navigation bar. Click the contact you would like to follow up with and "Compose" a new email.

Track Your Progress

1. Click the "Progress" link from the navigation toolbar.
2. This one page shows your goal, your donations achieved, gift history, etc.
3. You have the option to enter offline gifts. Offline gifts are those cash or check donations that you've personally received and will mail or turn in to the National MS Society.

- a. Please note: All donations that are entered as offline donations will not be credited to your total until they are received by the National MS Society, South Florida Chapter office.

Facebook's Boundless Fundraising

1. Refer back to your registration confirmation email or log into your Participant Center.
2. Click on the Facebook Link called "Fundraise with Facebook"
3. Follow the steps listed
 - a. Hint: If you don't see the **Boundless Fundraising** link on your Facebook homepage click on the "Boxes" tab and it will appear.

Fundraising Quick Tips

Get Started Right Away!

- Set up your Participant Center
- Add your Personal Page URL to your email signature
- Check out these helpful pages on Fundraising!
 - "How to Raise \$1,000 in 10 Days" on Page 25.
 - Raising \$1,000+ earns you a 2012 Top Fundraiser Jersey*!
 - "101 Fundraising Ideas" on Pages 17 – 21.

Why & How to Follow Up

- Following up is equally as important as your initial contact. Generally speaking, people get busy and simply forget to donate. Don't miss out; send reminder emails/ letters to those who have not yet donated.
- Remind your donors of the magnitude and importance of this challenge: 150 miles. One destination. Closer to a cure.
- Send updates on your goal. Let them know how much more you need!
- Include new photos and training updates to keep it personal.
- Don't take it personally if some donate and others don't. Thank them anyway and ask them to please support your future fundraising endeavors.
- **Be sure everyone understands that it's not too late to make a donation!**

Updates & Newsletters

Keep in touch periodically to increase your response rate now and in the future. Include photos, training and fundraising updates, fun stories about your experience, new friends, etc. Make it fun!

Send Updates Using the Following Methods:

- Letters and Newsletters
- Postcard
- Emails and E-Newsletters – Save on postage and printing!
- Thank You Letters
- Post Event Follow Up

*Please review "Set a Fundraising Goal" on page 4 for further Prize details.

For further assistance, please contact MS Bike Staff at www.msbikeflorida.org or 954-731-4224

Other Fundraising Ideas

Matching Gifts

Many companies match donations made by employees, an excellent way to get FREE money!

What Your Donors Need To Do

1. Contact the Human Resource Dept for matching gift guidelines and applications.
2. Have the donor make their donation via cash, check, credit card or online.
3. Submit the Matching Gift application directly to the **National MS Society, South Florida Chapter**.
4. If the South Florida is not listed please add it to the list by contacting your company's matching gift department.

What You Need To Do

- Confirm the donation you want matched has been received by us.
- You may confirm your donation by checking your progress in your Participant Center or call us at 954-731-4224.
- If you have the Matching Gift application, you **MUST** mail, fax, or e-mail a copy to our office to complete and make note the funds have been applied for.
 - Email: ms150bike@fls.nmss.org
 - Fax: 954-739-1398
 - Address: National MS Society, South Florida Chapter
 - Attn: MS Bike Ride
 - 3201 W Commercial Blvd, Suite 127
 - Fort Lauderdale, FL 33309.

Matching Gifts – Important Details

- Your first name, last name and event name, i.e. MS Bike Ride, **MUST** be listed on the form.
- Keep contact information handy for your employer's Matching Gift Program so you can follow up on the check process.
- Please be patient as every company has a different payment cycle. We encourage regular follow up.
- Apply early, our fiscal ends September 30th, 2012

Advantages of Matching Gifts

- You can double or triple the amount of money you turn in and qualify for greater prize incentives!
- The National MS Society will be able to fund more research, programs and education with the funds received from Matching Gifts, aiding us in our mission to end MS now!

Organizing Special Events

How do I organize a fundraising event?

You are welcome to host a fundraising party at your home or office, but partnering with a local establishment is just as fun! Many restaurants and bars are willing to work with MS fundraisers and even donate a portion of the night's tips or income! Don't be afraid to ask for a donation of money or perhaps free appetizers for all paid attendees.

To request more information on organizing third-party fundraisers, including a letter verifying our non-profit status, please contact us at 954-731-4224 or ms150bike@fls.nmss.org.

Prizes & Incentives

While the required fundraising minimum is \$400, we ask you to reach for the stars. Fundraising prizes and incentives are awarded to those at the following levels. All prize qualifiers are required to complete and submit the Prize Form which will be posted online after the MS Bike Ride. Prizes will be fulfilled approximately 8 – 10 weeks after the Prize Deadline of **June 8, 2012**.

- \$500 - \$999 2012 MS Bike Sandal
- \$1,000 - \$2,499 2012 Top Fundraiser Jersey
- \$2,500 - \$4,999 2012 MS Bike Sandal and Top Fundraiser Jersey
- \$5,000 - \$9,999 2012 Top Fundraiser Jersey and Prize TBA
- \$10,000 - \$19,999 2012 MS Bike Bib Shorts and Top Fundraiser Jersey
- \$20,000 - \$39,999 Trip for 1 to a Bike MS Ride (Ride TBA) and Top Fundraiser Jersey
- \$40,000 + Trip for 2 to a Bike MS Ride (Ride TBA) and Top Fundraiser Jersey

Top Fundraiser Jersey Promotion

Fundraise at least \$1,000 and submit the Jersey Promo Prize Form (found online) by **January 13, 2012**, to get your Top Fundraiser Jersey at Packet Pick Up to sport during the MS Bike Ride! All prize qualifiers are required to complete and submit the Jersey Promo Prize Form by the promo deadline. If you qualify for a jersey or additional prizes after the promo deadline, you may fill out the Prize Form which will be posted online at www.msbikeflorida.org after the ride.

MS Bike Top Fundraiser Jersey – *sample from 2011*



Your Support Staff

Our MS Bike staff is here for you! Feel free to contact us for event details, fundraising assistance, team building, website support, etc. We are here for you every step, or should we say pedal, along the way!

Ryon Coote

Development Director

954-731-4224 x 3923

Ryon.Coote@fls.nmss.org

Janet Yuen

Development Coordinator

954-731-4224 x 3926

janet.yuen@fls.nmss.org

Richard Brown

Development Coordinator

954-731-4224 x 2032

richard.brown@fls.nmss.org

Chapter Address

National MS Society, South Florida Chapter

3201 W Commercial Blvd, Suite 127

Fort Lauderdale, FL 33309

Chapter Phone Numbers

1-800-FIGHT MS (800-344-4867)

954-731-4224

305-599-0299

Fax: 954-739-1398

Websites

MS Bike Ride: www.msbikeflorida.org

South Florida Chapter: www.nmssfls.org

National: www.nmss.org

Thanking Your Donors

It is important to thank all of your donors, large and small, for every donation. Stick with our quick list of 5 Thank You Tips to ensure all of your donors are appreciated.

Thank You Tip #1: “Always Say Please and Thank You!” Never assume your supporters know you appreciate their donations; be sure to tell them personally!

Thank You Tip #2: Always send out Thank You notes and if possible, handwrite them. Nothing means more than knowing someone took the time to personally write your thank you note. It’s the small things that count and that includes personalizing your Thank You.

Thank You Tip #3: Timeliness. Don’t wait until the event is over to say Thank You. You have from October 1st, 2011 to begin fundraising. Waiting until the event is over could be months before your donors are acknowledged. Check your Personal Page daily or weekly to ensure all donors are thanked promptly.

Thank You Tip #4: Add that personal touch. Whether it’s a photo of you training or a simple personal message, make sure to make your Thank You note warm.

Thank You Tip #5: You can never say Thank You too often. Consider sending a Thank You note after their donation and sending a follow up after the event. Constant communication is the perfect bridge to friendships, networking and can help guarantee support in future events.

101 Fundraising Ideas

1. House Party – This is a sure-fire way to fund raise. The National MS Society is happy to give you some helpful tips on how to make it a hit!
2. Corporate Matching Gift – Ask your company to match the amount of pledges you receive from fellow co-workers.
3. Your own personal friend Matching Gift – Ask a friend to see if they can investigate getting their company to match pledges.
4. Corporate Sponsorship – Identify several large companies and contact them directly. They may be willing to sponsor you completely.
5. Garage Sale - Know all that stuff that's been hanging out in your garage and in your attic? Gather it up and ask your friends to do the same. Put it in your front yard and sell, sell, sell! Put all the money raised toward your pledge minimum!
6. Bake Sale –Host a bake sale. Either at work or in conjunction with your garage sale.
7. "Extra Change in My Pocket" Box - Create these little boxes for your friends and family and have them place it on their dresser. At the end of the day they can drop that spare change in the box.
8. Start your own Extra Change Box – Keep a jar near your door and every day put all your extra coins in it. It adds up. Or put it on your desk at work – others will join you.
9. Office Fundraising Challenge – Speak with everyone in your office and get them to challenge each other to raise the highest amount. Give the "winner" a prize. Maybe some movie passes? Gift certificate to dinner?
10. Answering Machine Message – This will alert everyone who calls you at home that you're up to something special! Let them know that you need their support!
11. Return Address Labels – Print return address labels for your outgoing mail. Print something like, "I'm riding in the MS Bike Ride - Will you sponsor me?" You may want to include a pledge form and a self-addressed envelope to make it really easy for them.
12. Internet Chat Rooms – post a message on an Internet chat room. You'd be amazed at how many people you don't even know who will be willing to help you.
13. Create a Personal Page – Create your own Personal Page about your journey. Send an e-mail to everyone on your contact list and invite them to visit your Personal Page. For step by step direction on how to create your Personal Page please view "How to Create Your Personal Page" online at www.msbikeflorida.org under Documents & Forms.
14. Ask your local server to donate a portion of one day's tips.
15. Ask your local bartender to donate a portion of one day's tips – Same as the server. Ask them to donate tips from one night. You can create a sign for the bartender to place on the bar stating that "All tips collected tonight will go directly to "Judy Walker" who's riding 150 miles to raise money for those people living with multiple sclerosis." If the patrons see that sign they may be willing to dig a little deeper in their pocket!
16. Check with the restaurant manager at your local restaurants to place a money jar at the front of the restaurant. They may be willing to place the jar in a high traffic area so lots of patrons can see it.
17. Fundraising dinner at your local favorite restaurant – Ask your favorite local restaurant to host a Fundraising Dinner for you. They supply the food and you supply the pledge forms!
18. Happy Hour party – Invite all your friends (and their friends!) and get them to sign your past MS Bike Ride T-shirt. Charge \$10 per signature.

101 Fundraising Ideas (continued)

19. Theme Party/Dinner – Hold a theme party for 10 (or more) of your friends. Donation: \$50 per person. Spend no more than \$20 per person on the food and you'll have \$300 (or more) in pledges by the end of the night.
20. Movie ticket donation – Ask your local movie house to donate several movie tickets. Sell them and put the money toward your pledges.
21. Host a movie party at your house – Pick up a new flick at your local movie store, make some popcorn, pick up some soda and invite your friends and family over for movie night. Of course have your pledge forms ready to go!
22. Local theater to donate tickets to a performance – Ask a local theater to donate a couple tickets to one of their plays or musicals and auction them off.
23. Birthday gift pledge – This is a very simple way to raise money and it'll be a lot easier for your friends and family to write you a check instead of spending hours trying to shop for you!
24. Silent Auction – Ask for donations from local companies and host a silent auction. Set a minimum pledge for each item.
25. Delegate – Give 10 of your friends 10 pledge forms each and ask them to help raise money for you.
26. Creative Friends - Find a local artist or ask a creative friend if they would donate a piece of art or some jewelry that you could auction off.
27. House Warming Party – Are you moving anytime soon? If so, ask your friends to make a pledge instead of purchasing a gift for your new place.
28. Color Pledge Forms – These can be very eye-catching. Send them in colored envelopes, too. These will stand out among your friends' bills and other mail.
29. Signing your Correspondence – Get in the habit of signing your note cards and letters with your name and rider number. You'll be surprised at how many people will ask you what that means.
30. Business Cards – Print up some inexpensive business cards (you can even do it on your own computer). Have all the pertinent information on the card including your name, rider number, name of the event and your address (or PO Box #). Hand these out to everyone you meet!
31. Travel Agency – Do you always make your travel plans through the same agency? Ask them to donate a travel voucher. You can auction it off at one of your parties.
32. Doctor/Dentist/Therapist/Veterinarian/Insurance Agent/Massage Therapists – Ask him/her to make a check out for you instead of the other way around!
33. Radio Station – Call your favorite radio station and ask them to make an announcement on the air. They may even interview you. Pledges can be sent directly to the National Multiple Sclerosis Society, South Florida Chapter.
34. Gym – Ask your gym to place a Pledge Jar at the front desk! Leave a stack of pledge forms at the counter, too.
35. Spinning Class – Have a stack of pledge forms with you and ask your spinning instructor to make an announcement in class.
36. Hair Salon – Ask your barber or hairdresser to donate \$2 of every haircut they complete over one weekend.
37. Picnics – National Holiday Picnics are a great place to raise some pledges!
38. Mow-a-thon – Get your kids involved in this weekend activity. Check ahead of time with all your neighbors and ask them if you can mow their lawn for \$50.

101 Fundraising Ideas (continued)

39. Neighbor – Write a “Have you seen me riding?” Letter to all your neighbors on your block (or in your building). Include information on what you're training for and ask them to make a donation.
40. Free Rent! – Ask your landlord to donate one-month's rent to the cause!
41. Good Karma Tipping Jar – Ask local businesses to put one of those jars near the register or on their front counter. Tape of picture of yourself near your bike and short explanation of why you're raising money.
42. Errand boy/girl – Offer to be your friends and coworkers personal assistant for a day (or maybe for just a few hours) in exchange for a large donation. Maybe \$250 or more!
43. Garden Tour – Check with a local historical society to see if they would sponsor a garden tour of one or several homes in your area. Promote the event in local newspapers.
44. Meet the Press – Does your company distribute a newsletter? Does your company have interoffice e-mail? Take advantage of these! It's a perfect way to get the word out.
45. Baby sitting – Offer your services and let your friends have a nice night out of the house!
46. Pet sit – Are your neighbors going away and they don't want to leave "Rex" at the boarding facility? Offer your services & charge them what they would have had to pay at the facility!
47. House sit – Friends going out of town for awhile? Maybe they need a warm body to stay in their place in their absence!
48. Neighborhood Chores – Are you a Mr. or Ms. Fix-it? A lot of your neighbors would probably rather pay you than someone else. Place signs around your neighborhood advertising your services (i.e. watering gardens, cleaning roof gutters, sweeping the driveway, fixing an easy plumbing problem, painting a room, etc.)
49. Karaoke Night – Who cares if you can't carry a tune. Spend a Friday night at a Karaoke Bar and sing your guts out! Have the announcer tell the crowd that you're singing for pledges!
50. Talented Friends – Do you have a little piano bar in your neighborhood and a talented piano playing friend? Ask the owner to let you bring some friends in one night for a cocktail and piano night. Charge anyone who attends and let them know that it's a fundraising event for the National MS Society.
51. Ebay.com – Remember the garage sale idea? How 'bout rounding up the goods from your friends and putting it all in Ebay.com to be auctioned off?
52. Company Vacation Days – Ask your boss or human resources director if they can swap one of your vacation days for a day's pay.
53. Sell Spokes – Sell each spoke of your wheels for \$20 each.
54. In memory of... - If you're riding in memory of a loved one, include a picture of you with your loved one in your pledge letter, on posters, etc.
55. Pledges for each mile you the ride – Ask people to pledge an amount for each mile you Ride. Note: \$.50 x 150 miles = \$75!
56. Pet Birthday Party – I know this may sound a little dorky, BUT, people love their pets. And they love other pets...even yours. Get the word out that if they were thinking about buying "Sparky" a new toy maybe they should think about writing a check out to the National MS Society instead!
57. Television show finale Party – Remember M*A*S*H? Remember when Ross married Rachel? Remember when Jerry, George, Elaine and Kramer ended up in jail? How about when Niles and Daphne sped off in an RV on the "Frasier" finale? It'd be fun to gather a big group and friends to tune in to watch a big season or series finale. Of course, charge 'em at the door and put the \$\$ toward your pledges.

101 Fundraising Ideas (continued)

58. Game night – Get out those board games and start playing! Break into teams and let the fun begin.
59. Host a poker game – call your serious (or not so serious) card-playin' friends invite them over for poker night.
60. Bowling Nights – plan a fun night of bowling at your local lanes. Ask the owner to waive the cost of bowling and you can collect that money and turn it into pledges.
61. Used book sale – Everyone has books that have been sitting on shelves or in the attic in boxes or in the basement collecting dust. Ask your friends, family and neighbors to donate whatever they've got and set up a little weekend book sale in your front yard. Put up some signs so people will know where the money is going. Once they know that they may even give you more money! And in the words of Martha Stewart, "That's a good thing."
62. Local Stores – Ask a local store manager what the hot selling item is these days and THEN ask them if they'd be willing to donate a percentage of the sales from that particular item to you.
63. Curse Jar – C'mon, everyone does it. Now they'll have to pay for it. Place a Curse Jar in your office and whenever someone says a bad word they have to open up their wallet, grab a dollar and put it in the jar.
64. Dress Down Day – Ask your company to allow an official MS Bike Ride Dress Down Day. For the privilege of dressing down, employees pledge \$20 toward the ride.
65. Ribbon of Hope – Wear an MS Ribbon of Hope label pin to initiate conversation with people who see you wearing it.
66. Company Grants – Find out if your company offers grants to employees who volunteer their time for charitable causes. If so, you can volunteer at the Chapter office and get paid grant money (pledges!) for the work. You may need a letter from us stating that you'll be volunteering in the office, and we'd be happy to make that happen.
67. Church/Synagogue Bulletin – place an advertisement in your Church / Synagogue bulletin letting the congregation know what you're up to!
68. Is there a teacher in the house? – Get your students to help you fundraise. Kids are incredibly creative and cute, too!!
69. Other Parents – If your kids play on soccer leagues or any other sports teams distribute your pledge forms to the other parents at the event.
70. Ride Along – Ask a potential donor to ride along on one of your training rides. They may be more willing to donate once they fully understand what you've committed to doing!
71. Remind Them – In case you didn't receive an answer the first time you asked...ask again! Your potential donor may need a little coaxing.
72. Inspirational Book Marks – Create them and sell them to your friends and family.
73. Universities and Colleges – Contact your local schools and ask if you can put an advertisement in their school newsletter asking for donations. Some of the organizations may even invite you to make a short presentation.
74. Bicycle Companies – Contact a couple of the big bike companies. Tell them what you're training for and ask them if they would like to sponsor you for the entire amount! You may even get some cool riding gear, too. Ask big and ye shall receive!
75. Computer Screen Savers – Create a MS Bike screen saver and send it to everyone in your company! A gentle reminder is a good reminder!
76. Mechanic – You've given 'em lots of money to work on your car. Now it's time for them to give a little back to you!

101 Fundraising Ideas (continued)

77. Rock on! – If you know any musicians, ask them to perform a benefit concert. Tell people that their admission ticket is a check made out to National MS Society
78. Share the Ride – Tell your story. The more you talk about your upcoming adventure, the more people will share in that excitement and want to pledge to you.
79. Children’s Party – Throw on that Barney outfit and get out there! The kids will be having fun as their parents are writing you pledge checks!
80. Wine and Cheese Party – Host a party at a local restaurant and ask the owner to donate the wine and cheese.
81. Temporary Tattoos – Swap a temporary tattoo for a pledge.
82. Do you have a favorite magazine? – Call the editor and ask them to sponsor you on the Ride. If you’ve subscribed to a particular magazine for a long time they may be willing to give something back to you.
83. Fraternities and Sororities – Contact the National Chapter of your college Fraternity or Sorority and ask them to make a donation.
84. Alumni Organizations – Call your own college or university and ask them to place an ad in the alumni newsletter asking for donations.
85. Ask for the right amount – Take a good look at who you’re asking for donations and make sure you ask for the right amount. Don’t ask for \$100 if you know they can pledge \$1,000.
86. Beneficiaries – Get to know them well. You’ll be asked where the money is going and it will be very impressive to a potential donor if you’re able to speak eloquently about it.
87. Make your own contribution - Lead the way by making your pledge first.
88. Be a Massage Therapist for a day – For every contribution of \$100 offer a massage to the donor.
89. Car Wash – Ask a local business to donate the venue (ie. gas station, Wal-Mart). Recruit your friends and family to assist you. Make it fun!
90. Pizza Party – Check out your local pizza restaurant – they have a great deals to help you fundraise.
91. Clubs and organizations – Send a solicitation letter to your local Rotary Club, Kiwanis Club, etc. They support individuals in their communities
92. Shop at Walmart – Some Walmart stores have a Sunshine Fund to support individuals in the community.
93. Raffle - Everyone that contributes is entered into a raffle to win a special item such as a homemade quilt or Miami Heat tickets.
94. Contact your local paper and get an article. Make sure that you put in information about how people can contribute. And have a photo ready to go!
95. Ask someone you don’t know for money!
96. Send Updates on your training and a reminder on how to support you in your efforts.
97. Write to your local politicians! You supported them don’t you think they should support you?
98. Send a letter or e-mail asking for support to EVERYONE you know
99. Don’t get discouraged!
100. Start now! – The earlier you begin fundraising the better off you’ll be. You’ll be able to go way beyond your pledge minimum and then can focus on your training.
101. Ask. Ask. Ask. Ask. Ask. Ask. Ask. Ask. – And ask again!

Fundraising Timeline

Mark your calendar with these important dates. Use the timeline below to stay on track!

Important Fundraising Dates

EVENT	DATE	DETAILS
Jersey Promo Deadline	January 13, 2012	Raise \$1,000+ by Friday, January 13 and submit the online Jersey Promo Prize Form to get your Jersey before the Ride!
Packet Pick Up	March 31, 2012 11 am – 2 pm	Engel's Bike Shop 27310 Old 41 Rd. Bonita Springs, FL 34135 239-498-9913
Packet Pick Up	April 7, 2012 5 pm – 7 pm	Lee's Locksmith & Bicycle Shop 1101 N. Federal Highway Hollywood, FL 954-925-5157
Packet Pick Up	April 10, 2012 5 pm – 7 pm	Velo's Cyclery 3469 W. Boynton Beach Blvd., #9 Boynton Beach, FL 561-738-7798
Packet Pick Up	April 11, 2012 April 12, 2012 April 13, 2012 10 am -6 pm	National Multiple Sclerosis Society 3201 W. Commercial Blvd., #127 Fort Lauderdale, FL 954-731-4224
Packet Pick Up	April 14, 2012 10 am – 4 pm	Mack Cycle and Fitness 5995 Sunset Drive Miami, FL 305-661-8363
MS Bike Ride Weekend	April 21 & 22, 2012	MS 150 Bike Ride
Prize Deadline	June 8, 2012	Submit a Prize Form online by Friday, June 8 for prize eligibility. All prize recipients must complete a Prize Form.
Fiscal Year End	September 30, 2012	Last day to turn in donations for the 2012 MS Bike Season

Registration Fee Schedule

DATE	REGISTRATION FEE
October 1, 2011 - December 31, 2011	\$20
January 1, 2012 - March 31, 2012	\$40
April 1, 2012 - April 13, 2012	\$450
Volunteer Registration	FREE
Fundraiser (Non-Rider Registration)	FREE

Immediately After Registering

- Know the MS mission: We mobilize people and resources to drive research for a cure and to address the challenges of everyone affected by MS.
- Set your personal fundraising goal. Don't forget to reach for the stars!
- Make your list of possible donors.
- Familiarize yourself with your online Participant Center, i.e. Address Book, Personal Page, E-mails, etc.
- Begin your letter or e-mail writing campaign.
- Friend the MS Bike Ride on Facebook at www.facebook.com/bikemsflorida for updates!

Week One

- Personalize your Page by adding a photo and customizing the text. Why do YOU ride?
- Begin sending out e-mails and letters for donations. Remember to personalize your e-mails.
- Talk up the MS Bike Ride to your friends, family, coworkers, etc. The more familiar others are with your event, the more likely they are to donate.

Week Two

- Add a link to your e-mail signature with your Personal Page URL, allowing fast access to make online donations.
- Utilize Facebook's Boundless Fundraising. A link for Facebook can be found in your Participant Center.
- Record a message on your voicemail, like "I can't come to the phone right now, I'm out training for the MS Bike Ride on April 21st & 22nd. If you haven't donated, it's not too late!"
- Review the Fundraising Timeline above to ensure you are on target for all deadlines, like the Jersey Promotion deadline on January 13, 2012.

Week Three

- Ask your company if they match donations. This is an easy way to double or even triple your fundraising dollars!
- Ask your donors to forward your message to their friends, family and personal contacts.
- Create a special Thank You note/card to send to your donors. Remember to thank your supporters in a timely fashion.

Week Four

- Follow up with your e-mails and letters. Resend your e-mails and letters to those who have not yet donated.
- Add new contacts since your original list and send letters out to them.
- Review the Fundraising Timeline above to ensure you are on target for all deadlines, like the Jersey Promotion deadline on January 13, 2012.
- Mail your Thank You cards to this week's donors.

Week Five

- Review your fundraising goal and donations. Are you on target?
- Plan a fundraising event! Bake Sale, Yard Sale, Happy Hour, Dress Down Day at work, etc.!
- Mail your Thank You cards to this week's donors.

Week Six through Packet Pick-Up

- Continue following up with your donor list. Resend e-mails and letters to those who have not yet donated.
- Continue assessing fundraising vs. your fundraising goal to ensure you are on target.
- Review the Fundraising Timeline above to ensure you are on target for all deadlines.
- Mail your Thank You cards to this week's donors

Two Weeks Before the MS Bike Ride

- Update your email signature to let everyone know how much time is left before the Ride.
- Update everyone on your training and fundraising efforts. Remember to give deadlines for donations.

The Night Before the MS Bike Ride

- Send an email out to everyone on your list, like: "By the time you read this, I will have already begun my 2-day, 150-mile journey in the fight against MS. Thank you for your support and be on the lookout for my post-ride update!"

One Week After the MS Bike Ride

- Send a follow up letter to EVERYONE in your address book from whom you requested donations. Let them know how you did during the MS Bike Ride. Keep them updated!
 - o In your letter, do one last push for donations.
- Submit the Prize Form online for your fundraising prize incentives!
- Send out Thank You notes and a personal photo from the MS Bike Ride to all of your donors. Remember to add that personal touch.

How to Raise \$1,000 in 10 Days

- Day 1:** Start by sponsoring yourself for \$50
- Day 2:** Ask 2 of your family members to sponsor you for \$50
- Day 3:** Ask 10 friends to contribute \$20
- Day 4:** Ask 5 co-workers to contribute \$20
- Day 5:** Ask 5 neighbors to contribute \$20
- Day 6:** Ask 10 people from your place of worship to contribute \$10
- Day 7:** Ask your boss for a company contribution of \$50 (or better yet find out if your company will match what you raise!)
- Day 8:** Ask 5 businesses or companies that your business works with to sponsor you for just \$40
- Day 9:** Ask 4 businesses you frequent to contribute \$25
- Day 10:** Share your success with you friends and family!

Raise \$1,000+ and qualify for the 2012 Top Fundraiser Jersey!