

bike

MS

It's more than a ride

559

70

2016

PARTICIPANT CENTER

guide

BIKEMS.ORG

Don't just ride, Bike MS



EVERY RIDE. EVERY RIDER. EVERY CONTRIBUTION MATTERS.

Every day we come one step closer to our goal—a world free of MS. Every day we learn more about the disease and push for new treatments and programs to help people living with MS. None of it would be possible without the vital funds raised through Bike MS.

With this guide, we’ve made it easy for you to be a successful fundraiser! Follow these steps to learn how to set up your own website, share your reason for participating and email your contacts for their support. Templates, tracking tools and user-friendly instructions will streamline your fundraising campaign and have you reaching your goal in no time. The sooner you start, the sooner your efforts will be helping people affected by MS live their best lives.

Don’t hesitate to contact us with any questions you may have.

Call us at 1-800-344-4867 or visit bikeMS.org

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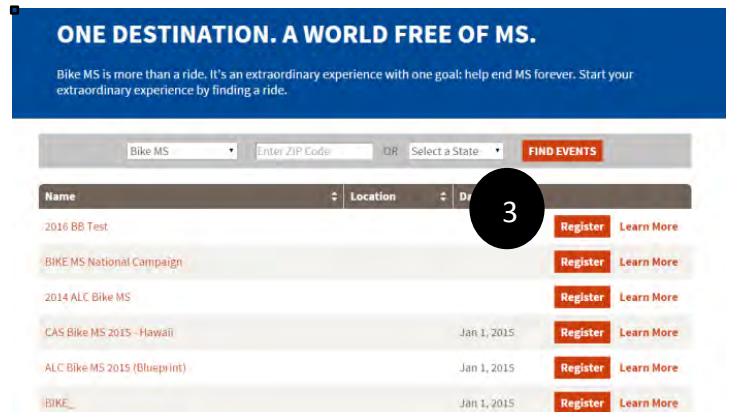
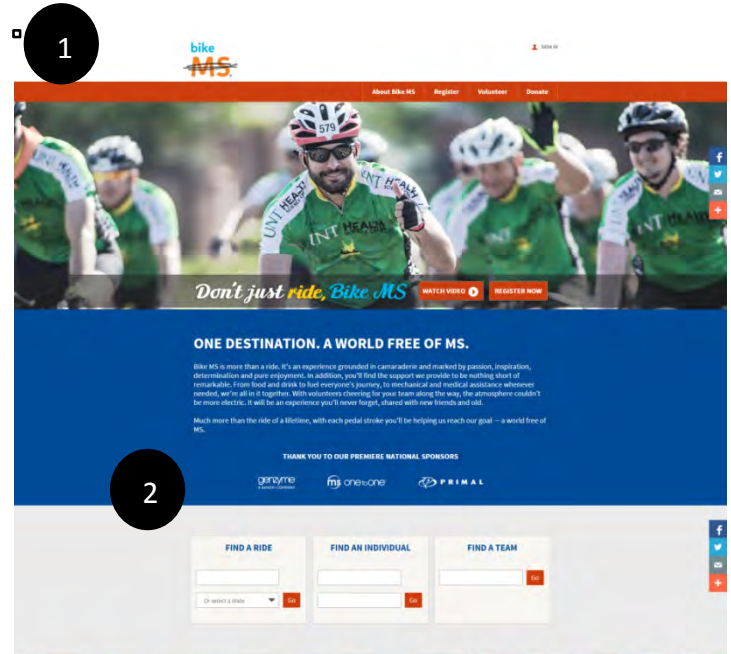
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How to Find an Event

- 1 Go to www.bikeMS.org for Bike MS.
- 2 Scroll down to search for an event by zip code or state. Searching by zip code will return all events within 200 miles of that location and list the events by proximity.
- 3 Select the Bike MS and click **REGISTER**.



Progress Completed



How to Register for Your Event If You Are a Returning Participant

If you are a **New Participant** [CLICK HERE](#) or go to **page 6** to begin.

- 1 Returning Participants will login with a username and password.
- 2 If needed, select **FORGOT USERNAME OR PASSWORD**.
- 3 Welcome to the **Register** page. As a Bike MS Returning Participant you have additional selections to make based on your participation interest.

NOTE: These options vary by event. Click on the descriptions for additional information on the various types.

- 4 Once your participation type is selected, click one of the following options:

- **Start a New Team**

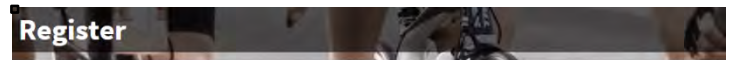
Start a New Team requires a Team Name, Fundraising Goal, Team Type (Friends & Family, Corporate or Other)

- **Join a Team**

Join a Team allows you to search by team name to join that team.

- **Register as an Individual**

Register as an Individual is not associated with a team. Consider riding with a team for community, fundraising support and ride support. Contact your local office for more information



Returning?

Have you participated in a National MS Society event in the past? Save time! Log in if you have. Your form will be auto-populated for you!

Username*

Password*

Go

Forgot Username or Password?

* Required fields

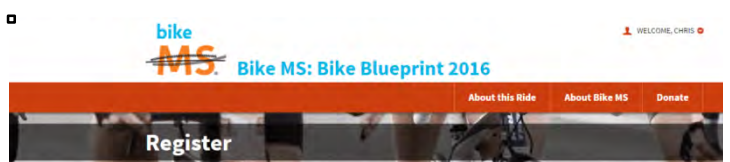
New?

If you haven't participated in a National MS Society event before, choose how you'd like to participate.

CYCLIST No fee
Yes, I want to ride in Bike MS!

VIRTUAL CYCLIST No fee
I won't be at Bike MS, but I want to raise funds to help create a world free of MS!

EVENT VOLUNTEER No fee
I will not ride in Bike MS, but I'd like to help in any way I can



Welcome back, Chris!

Congratulations on deciding to participate in Bike MS. Thank you for the difference you are about to make in the lives of people affected by MS.

While each Bike MS ride is an extraordinary experience, what's really extraordinary is the impact you and thousands like you all over the country have when you join the movement, fundraise, and work toward a world free of MS.

Let's get started!

Register:

Next, select how you'd like to participate in the event:

CYCLIST No fee
Yes, I want to ride in Bike MS!

VIRTUAL CYCLIST No fee
I won't be at Bike MS, but I want to raise funds to help create a world free of MS!

EVENT VOLUNTEER No fee
I will not ride in Bike MS, but I'd like to help in any way I can

Welcome back, Chris!

Congratulations on deciding to participate in Bike MS. Thank you for the difference you are about to make in the lives of people affected by MS.

While each Bike MS ride is an extraordinary experience, what's really extraordinary is the impact you and thousands like you all over the country have when you join the movement, fundraise, and work toward a world free of MS.

Let's get started!

Register:

Next, select how you'd like to participate in the event:

CYCLIST No fee
Yes, I want to ride in Bike MS!

Start a New Team

Select this option if you'd like to become the captain of a new team.

Join a Team

Select this option to join a team that is already registered for this event.

Register as an Individual

Select this option if you'd like to participate as an individual not associated with a team.

How to Register for Your Event If You Are a Returning Participant *continued*

5 Start a New Team

Determine Team Name, Team Fundraising Goal and Team Type.

Click **Next Step** to proceed to finishing your registration.

6 Join a Team

Search for Team Name that you would like to join. Select **JOIN** to join that team.

Click **Next Step** to proceed to finishing your registration.

7 Join a Team: Bring Back 'TEAM NAME'

If you participated in this event the previous year on a team, and you are the first to Register for this team, you have the option to click BRING BACK 'TEAM NAME'. You will not be assigned as the Team Captain unless you were last year. By clicking this option you have made this team active and other participants can also join this team. If you participated in this event the previous year on a team and the team has already been started, you'll be asked if you would like to rejoin your previous team by clicking "Rejoin 'TEAM NAME'. If the former team captain is not returning and a new team captain needs to be assigned, contact a local staff person to inform them who will be the new team captain and they can assign that person as team captain once they have registered for the event.

8 Register as an Individual

Register as an Individual is not associated with a team. Consider riding with a team for community, fundraising support and ride support. Contact your local office for more information

[CLICK HERE](#) to proceed to the next step or go to page 8 to continue.

Progress Completed



How to Register for Your Event If You Are a New Participant

1 New Participants will make selection based on Participant type.

NOTE: These options vary by event. Click on the descriptions for additional information on the various types.

2 Once your participation type is selected, click one of the following options:

- **Start a New Team**

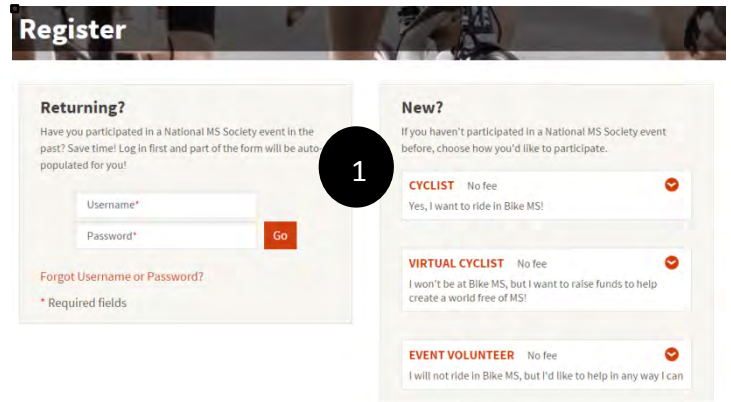
Start a New Team requires a Team Name, Fundraising Goal, Team Type (Friends & Family, Corporate or Other)

- **Join a Team**

Join a Team allows you to search by team name to join that team.

- **Register as an Individual**

Register as an Individual is not associated with a team, but it is encouraged that participants join a team for community, fundraising support, and ride support.



Register

Returning?
Have you participated in a National MS Society event in the past? Save time! Log in first and part of the form will be auto populated for you!

Username*
Password* **Go**

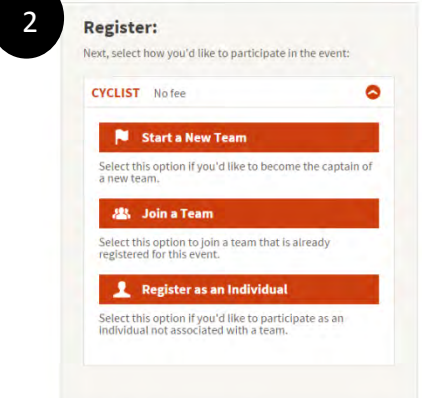
Forgot Username or Password?
* Required fields

New?
If you haven't participated in a National MS Society event before, choose how you'd like to participate.

CYCLIST No fee
Yes, I want to ride in Bike MS!

VIRTUAL CYCLIST No fee
I won't be at Bike MS, but I want to raise funds to help create a world free of MS!

EVENT VOLUNTEER No fee
I will not ride in Bike MS, but I'd like to help in any way I can



Register:
Next, select how you'd like to participate in the event:

CYCLIST No fee

Start a New Team
Select this option if you'd like to become the captain of a new team.

Join a Team
Select this option to join a team that is already registered for this event.

Register as an Individual
Select this option if you'd like to participate as an individual not associated with a team.

How to Register for Your Event If You Are a New Participant *continued*

3 Start a New Team

Determine Team Name, Team Fundraising Goal and Team Type.

Click **Next Step** to proceed to finish your registration.

4 Join a Team

Search for Team Name that you would like to join. Select **JOIN** to join that team.

Click **Next Step** to proceed to finish your registration.

5 Register as an Individual

Proceed with information and continue registration process.

Progress Completed



How to Finish Your Registration

1 Update **Participation Options** with your personal fundraising goal. Check your event page to learn more about the fundraising levels, prizes, and incentives for being a Top Fundraiser!

2 Jump start your fundraising goal by making a personal donation to demonstrate your commitment to help those who live with MS.

Did you know...

Participants who make a Personal Donation fundraise 2 times as much as those who don't.

3 Select how you want your Personal Donation to appear on your Personal Page.

Click **NEXT STEP** to continue.

4 Input or Update all personal information

Click **NEXT STEP** to continue.

5 Read and confirm all terms and conditions. Click box to accept.

Click **NEXT STEP** to continue.

6 Review registration summary and click **COMPLETE REGISTRATION** to submit payment and finish registering.

Congratulations! You are now registered. Your Personal Page will appear shortly.

Progress Completed



How to Set Up Your Participation Options

Your registration is complete! Now it is time to personalize your page to tell your story of why you are participating to create a world free of MS.

1 The following next steps will appear:

- Create your fundraising page
- Upload a photo or video
- Email your friends
- Be your 1st donor

Did you know...

Bike MS participants who use personal pages raised an average of \$883 vs. \$468!

Your Participant Center will guide you through all the steps to ensure your personal page is set up to help you reach your fundraising goal.

2 **Fundraising Goal:** Set your fundraising goal. We encourage you to aim high with this goal and you can always modify later.

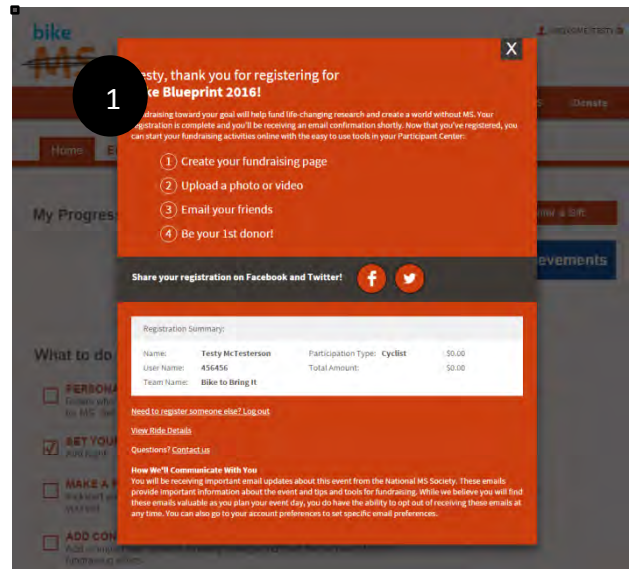
3 **Personal Page:** Customize all content, including personalizing the URL that can be shared directly with your friends and family. Write your story and upload a video or photo. You can also update Components which enables others to see your donations and progress.

4 **Achievements:** Continue to earn badges by achieving all the goals on your Personal Page!

Team Captains:

Team Page: Update your Team Page with your team fundraising goal, your team's story, customized URL, team photo, and customized content.

Progress Completed



How to Easily Fundraise With Ready-to-Go Tools

Now that your Personal Page is ready, it is time to fundraise! There are three primary ways to fundraise: Email, Facebook, Mobile Application!

1 Email

Click on **Email** tab and select from the below options. All emails come with a standard template, but it is encouraged that you personalize the messages with additional sentences that are meaningful to your participation experience and event, especially the solicitation emails. [CLICK HERE](#) for more details.

- THANK YOU**
 Thank your friends and family for donating to your event.
- RECRUITING**
 Send emails to your friends and family to join you or your team.
- SOLICITATION**
 Email contacts to invite them to donate to your fundraising goal.
- OTHER**
 Create a customized email based on your needs.

2 Facebook

Click **Home** tab and scroll down to **Fundraise with Facebook**. Click the Fundraise with Facebook icon to get started. Fundraising with Facebook is a great way to let your friends and family know that you're participating in this event! [CLICK HERE](#) for more details.

Go Mobile

- Our mobile apps make it easy to access your Participant Center when you're on the go! [CLICK HERE](#) for more details.

The screenshot shows the 'Email' tab selected in the navigation bar. The 'Compose Message' section has a progress bar with steps: 1. Begin, 2. Compose, 3. Set Recipients, 4. Preview & Send. Below this is a list of email templates: THANK YOU (1), RECRUITING (2), SOLICITATION (2), and OTHER (1). A 'Blank Message (Preview)' option is also available. Action buttons include 'Save Draft', 'Delete', 'Save as Template', 'Preview', and 'Next'.

2 FUNDRAISE WITH FACEBOOK
 Our app installs in just a few seconds on your Facebook page. It allows your entire Facebook network to donate directly to you. Fundraising has never been quicker or easier. Download the Fundraising with Facebook app. [fundraise with facebook](#)

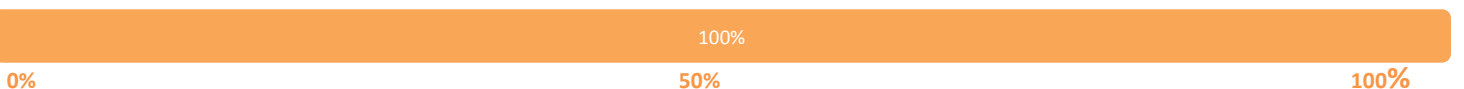
3 GO MOBILE
 Manage and share your Bike MS experience on the go with our newly updated Bike MS mobile application. This FREE app lets you fundraise and connect with others through social media and email, update your web pages and check your fundraising progress—all from the palm of your hand. iPhone | Android

Available on the App Store | Android app on Google play

EMAIL SIGNATURE

The signature block includes the Bike MS logo, a 'Support Me' button, a progress gauge showing 0% raised to date, and a total amount of \$1,095. Below the signature is a code snippet for embedding the signature on a website.

Progress Completed



How to Fundraise with Participant Center Email

There are many benefits to sending an email in the Participant Center!

- ✓ Emails automatically include hyperlinks to your personal page and your team's page.
- ✓ Emails are designed to highlight the event you're participating in and information to learn more about the National Multiple Sclerosis Society.
- ✓ Solicitation emails include details about the impact donations have for those living with MS.
- ✓ Create email groups, making it easier to select a preferred audience.

1 Click the **Email** tab to begin.

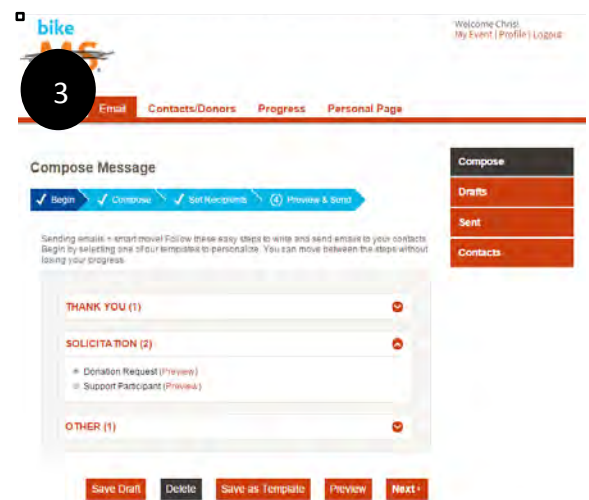
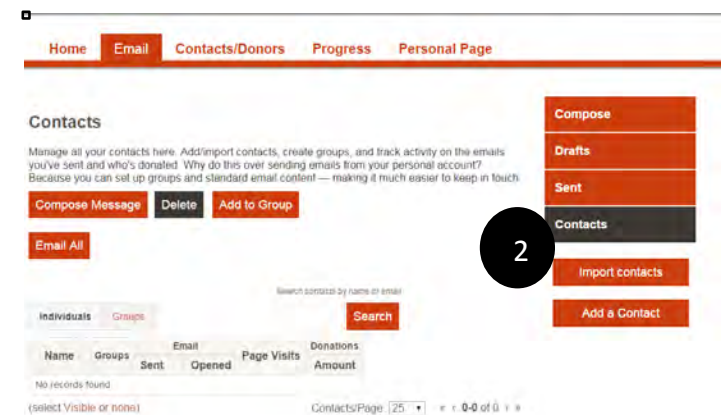
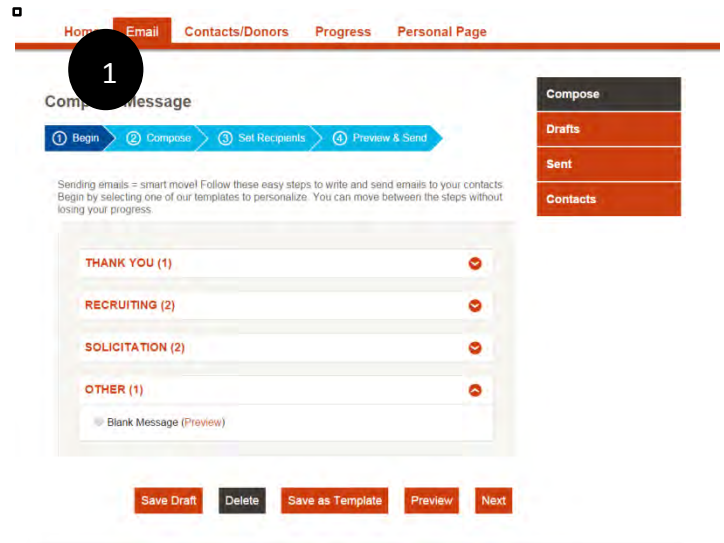
2 Click **Contacts** and then **Import Contacts**. If you are a returning participant, your contacts from prior years will appear. You will have the option to remove duplicate email addresses from prior years.

Follow the given instructions to connect to your email account.

You'll then be able to import all or some of your contacts from that email account into your Participant Center Address Book.

3 Select **Compose Message** and choose the type of message you would like to send. The templates provide verbiage you can use and will include a link to your Personal Page and Team Page.

Click **NEXT**.



How to Fundraise with Participant Center Email *continued*

4 Edit or make changes in **Compose**. You can add, change, or edit all verbiage and we encourage you to personalize your message.

Click **NEXT**.

5 Select the recipients from your contacts by checking the box next to their name. If you'd like to send to a group, you may change "contacts" to "groups" by using the drop down menu.

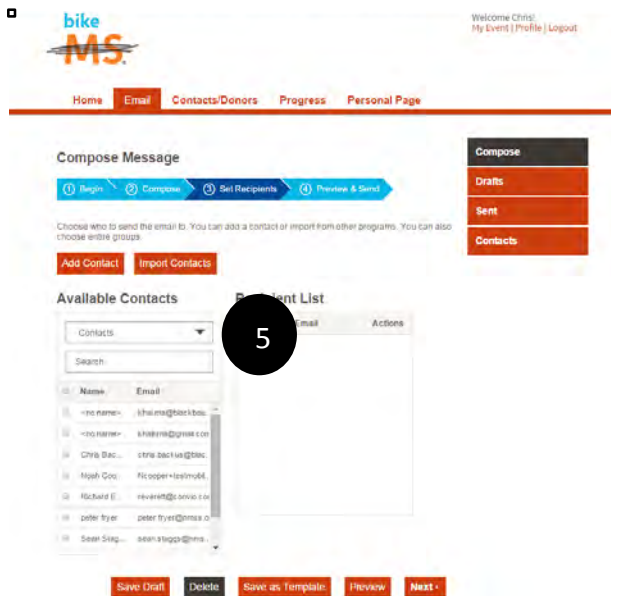
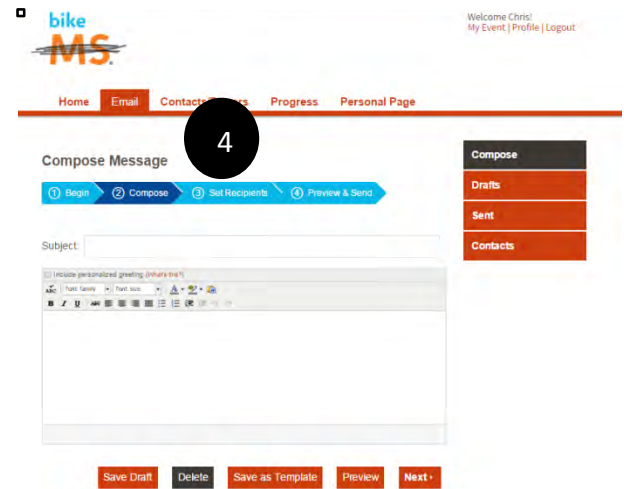
Click **NEXT**.

6 Preview your message, including your personalized additions. Any changes can be made in Compose and the recipients selected will not be lost.

Click **SEND**.

Email & Fundraising Tips:

- ✓ Send Thank You emails to those who have donated to your fundraising efforts.
- ✓ Follow up and send additional emails to solicit donations.
- ✓ Monitor your fundraising progress – receive email notifications when someone has donated to your fundraising efforts.
- ✓ Update your fundraising goal.



How to Fundraise with Facebook

Here at the National MS Society, we're excited to offer you additional ways to fundraise for Bike MS! With the Bike MS Boundless Fundraising application, any Bike MS participant with a Facebook account can now extend their fundraising efforts to their social network on Facebook. With our new Bike MS mobile app, you can raise funds on the go from your smartphone or other mobile device!

- 1 Install the Facebook application by clicking "Fundraise with Facebook" install graphic and link. The "Fundraise with Facebook" link is placed in several key locations throughout your Participant Center.



- 2 Keep track of your fundraising progress and share the news with your Facebook friends

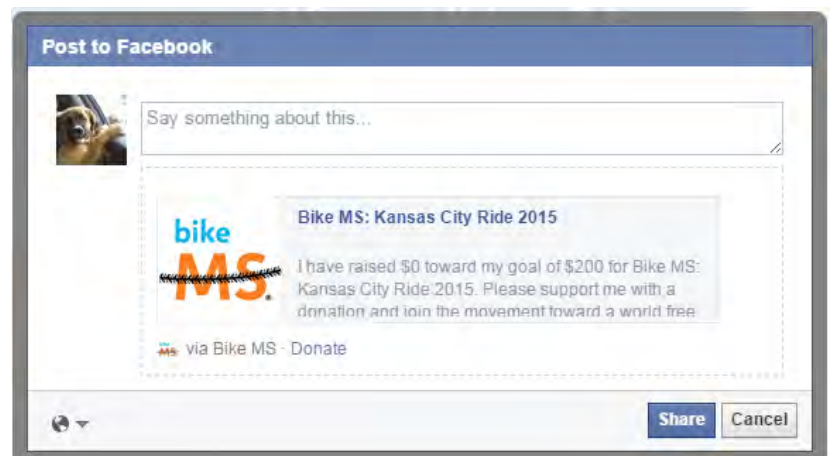


- 3 Post messages for your Facebook friends to see and to solicit donations from them

Ask your friends to support you ⓘ

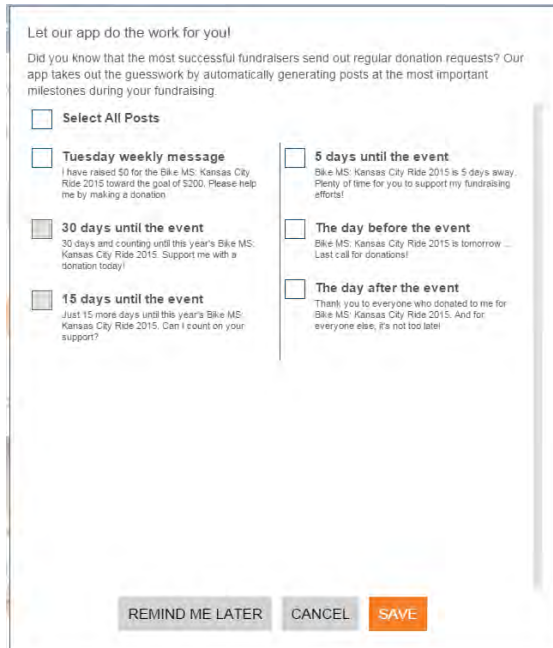
- I'm participating in Bike MS: Kansas City Ride 2015! Please support me with a do... >
- Please join me in supporting Bike MS ride by clicking this link! >
- I have raised \$0 toward my goal of \$200 for Bike MS: Kansas City Ride 2015. Plea.. >
- Create a custom message >

Schedule posts now! ⓘ

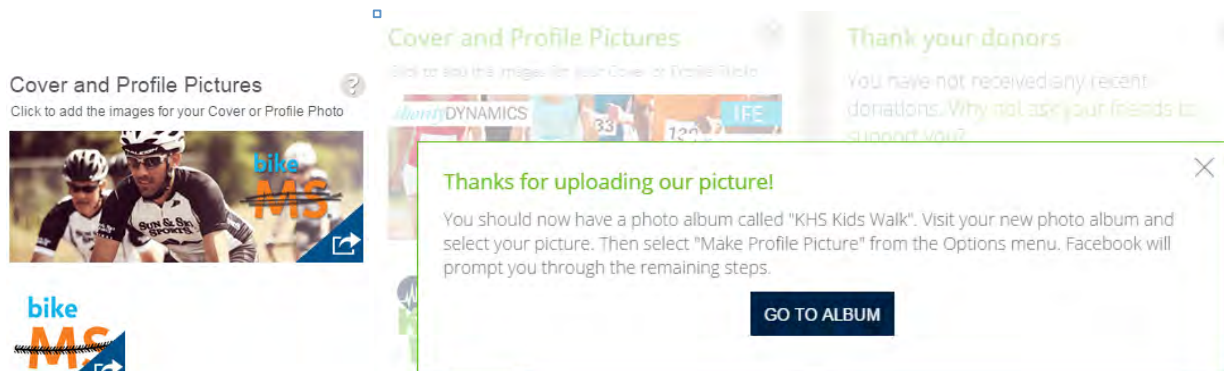


How to Fundraise with Facebook *continued*

4 Schedule automatic posts to be sent on your behalf



5 "Donate" your profile and cover photos to match your event.



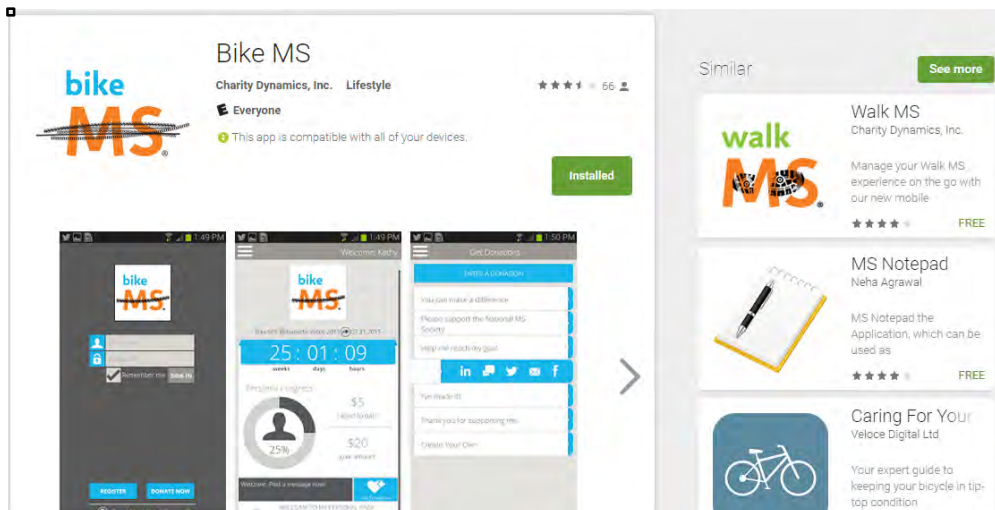
6 View your non-anonymous donors and thank them



How to Fundraise with Mobile/Tablet Application

Your Bike MS event fundraising can be done from the palm of your hand! Simply download our mobile app to update your personal page, send emails and post social media updates - anytime, anyplace!

- 1 Log into your Participant Center or open an e-mail you received upon registering for your event.
- 2 Locate the icons for the iTunes App Store or the Google Play store. Click on the desired store based on the device on which you wish to install the app. This will take you directly to the fundraising app where you can continue the downloading process based on your device.
- 3 You can also search for our apps directly in the app stores by searching for “Bike MS,” “Walk MS” or “Challenge Walk MS.” Before completing the download, please be sure you are selecting the correct app for the device (i.e. confirm you are downloading the mobile app and not the tablet app onto your mobile device). Typically, the tablet apps are indicated with a “t” at the end of the app name.
- 4 With the mobile or tablet app, you can:
 - View your fundraising progress and go to your event webpage directly from the app
 - Post/send messages to solicit donations through Facebook, Twitter, SMS, LinkedIn, text, and email. All messages are accompanied by a link to your donation or personal page.
 - View and thank your donors through Facebook, Twitter, SMS, LinkedIn, and email
 - Edit content and upload an image to your personal page, as well as view and share it on Facebook.
 - View news about the National MS Society and share certain posts on Facebook.
 - Get help using the app

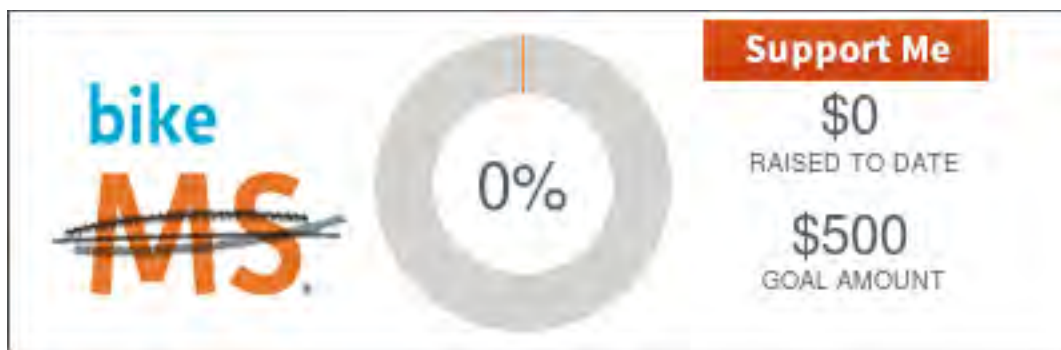


How to Install a Signature Line

Spread the word of your involvement and progress in your fundraising efforts by adding a badge to your work and/or personal emails.

Fundraising with the email badge

- Once you have installed the email badge to your signature, simply begin sending emails and the badge will be included.
- The badge will display your fundraising goal and automatically update with your progress and how much you've raised.
- Recipients of emails that include this badge can also click on the badge to be directed to your donation page or personal page.



Installing the email badge

The process to install the email badge varies depending on the email client you are using as well as whether you are using a PC or a Mac. Please visit the list of detailed instructions found here:

- Windows:

http://www2.charitydynamics.com/site/PageServer?pagename=Boundless_Email_Client

- Mac:

http://www2.charitydynamics.com/site/PageServer?pagename=Boundless_Email_Client_Mac



BIKE MS IS THE
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CYCLING SERIES
IN THE COUNTRY



BIKEMS.ORG

Don't just ride, Bike MS