



# FUNDRAISING CENTER GUIDE



**BIKEMS.ORG**

*Don't just ride, Bike MS*

*Don't just ride, Bike MS*



# FUNDRAISING CENTER GUIDE

**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.

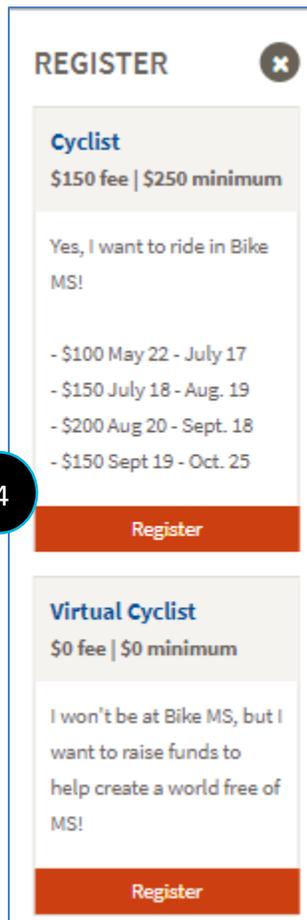
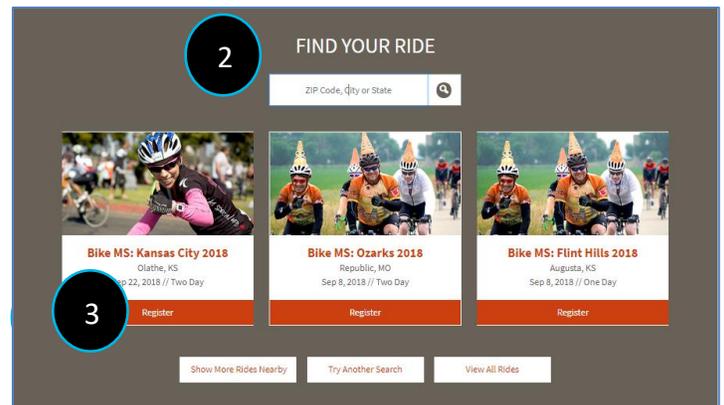
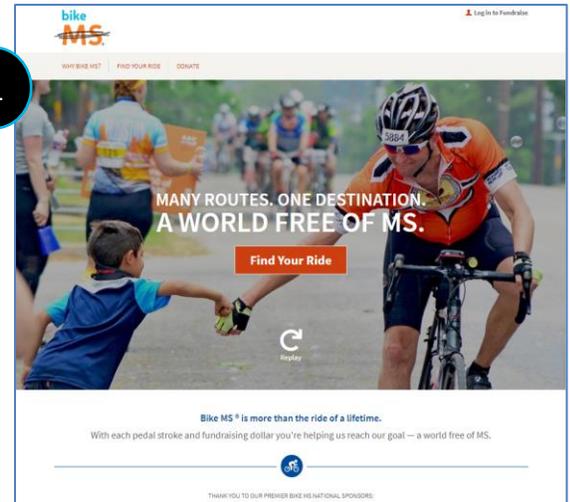
Call us at 1-855-372-1331 or visit [bikeMS.org](http://bikeMS.org)

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## How to Find an Event

- 1 Go to [bikeMS.org](http://bikeMS.org).
- 2 Scroll down to search for an event by zip code, city, or state. Searching by zip code will return all events within 200 miles of that location and list the events by proximity.
- 3 Select your Bike MS event and click **Register**.
- 4 Select your participation type and click **Register**.

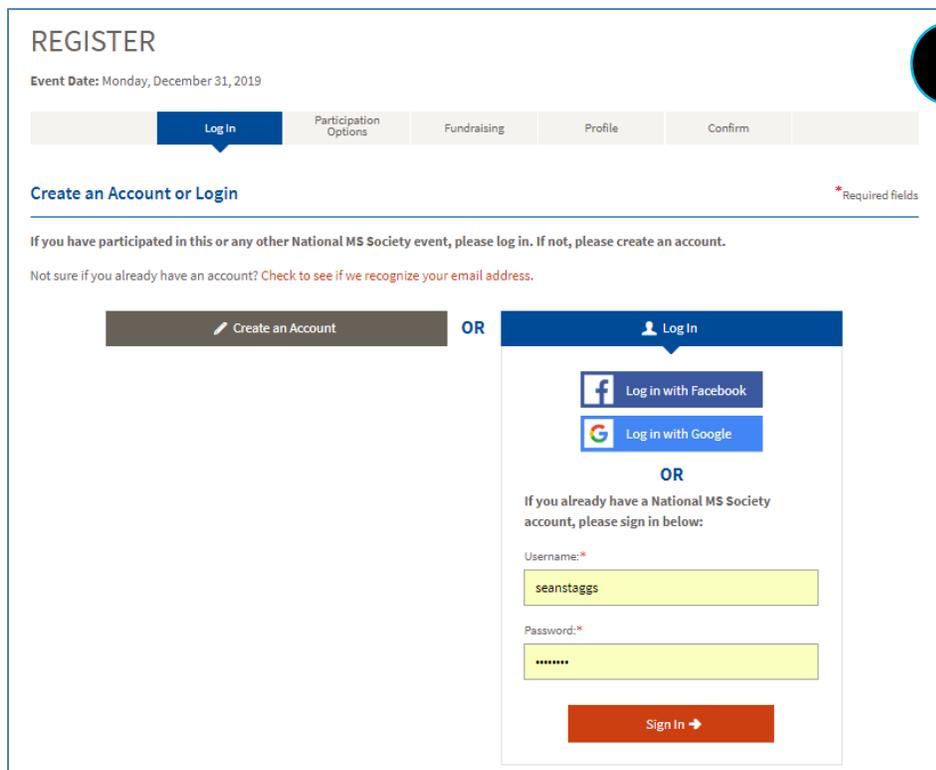


## How to Register for Your Event

### 1 Select Create an Account or Log In

If needed, select **check to see if we recognize your email address** to send a 'reset password' email to your account if the email you provide is already associated with an account..

You can also sign-in or create an account using Facebook or Google.



**REGISTER**

Event Date: Monday, December 31, 2019

Log In Participation Options Fundraising Profile Confirm

**Create an Account or Login** \*Required fields

If you have participated in this or any other National MS Society event, please log in. If not, please create an account.

Not sure if you already have an account? Check to see if we recognize your email address.

Create an Account OR Log In

Log in with Facebook

Log in with Google

OR

If you already have a National MS Society account, please sign in below:

Username:\* seanstaggs

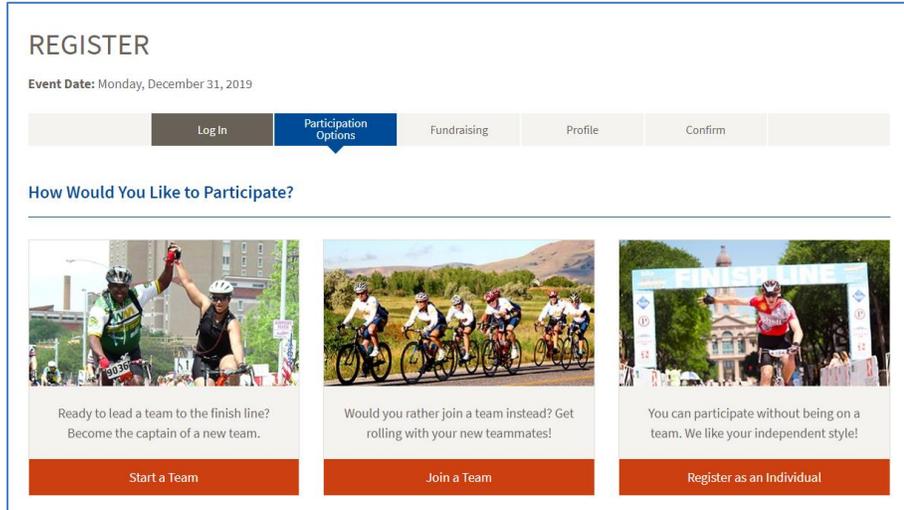
Password:\* \*\*\*\*\*

Sign In →

2

Choose how you will participate:

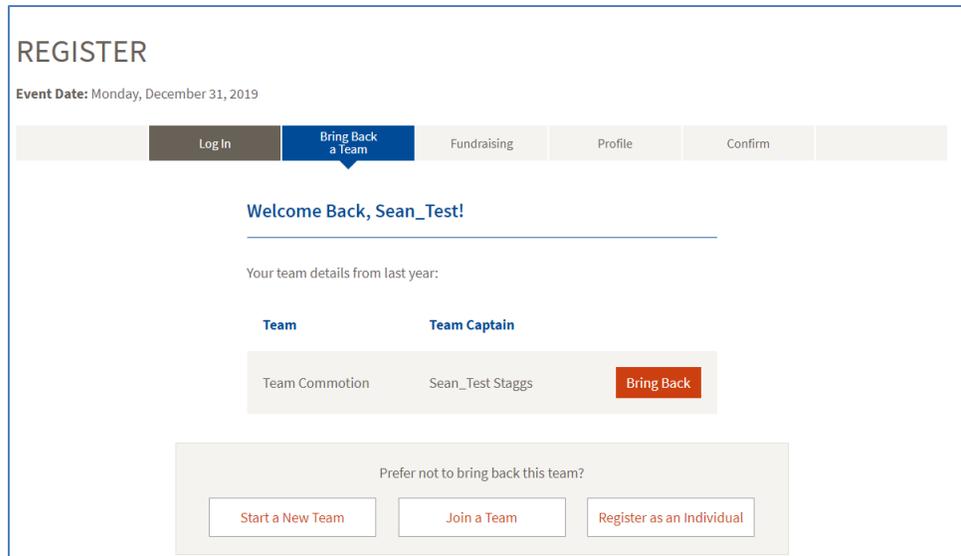
- Start a New Team**  
 Start a New Team requires a Team Name, Fundraising Goal, Team Type (Friends & Family, Corporate or Other)
- Join a Team**  
 Join a Team allows you to search by team name to join that team.
- Join as an Individual**  
 Register as an Individual is not associated with a team. Consider riding with a team for community, fundraising support and ride support. Contact fundraising support by email ([fundraisingsupport@nmss.org](mailto:fundraisingsupport@nmss.org)) or by phone at 855.372.1331 for more information.



2

### Bring Back a Past Team

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 selecting 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 fundraising support by email ([fundraisingsupport@nmss.org](mailto:fundraisingsupport@nmss.org)) or by phone at 855.372.1331 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.



## How to Register for Your Event

### 3 Start a New Team

- Determine Team Name, Team Fundraising Goal and Team Type.
- Click **Next Step** to proceed to finishing your registration.

### REGISTER

Date: Monday, December 31, 2019

**3**

Log In Participation Options Fundraising Profile Confirm

**Set Up Your Team** \*Required fields

What would you like to name your team?\*

How much can your team raise?\*

**Quick Tip:** The larger your team, the more you can raise. The more you raise, the bigger the impact. Aim for the stars when setting your team goal!

In which division should we place your team?

Select Your Team Type

I am fundraising with a company.

**Next Step**

### 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 finishing your registration.

### REGISTER

Event Date: Monday, December 31, 2019

**4**

Log In Participation Options Fundraising Profile Confirm

**Select Your Team**

Find your team in the list below or search by team or team captain.

**Search by Team** **Search by Team Captain**

Team Name First Name Last Name

Team Name	Team Captain	
Alison Test Team	Alison Perch	Join
Another team for Ed	Edward7 Test7	Join
Ed's Amazing Team	Ed2 Pallis2	Join
Eds Team No Company	Edward11 Test11	Join
Gabbys Gramblers	Starlee Gabbard	Join
KateTest19Team	KateTest 19Tomlinson	Join

### 5 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 fundraising support by email ([fundraisingsupport@nmss.org](mailto:fundraisingsupport@nmss.org)) or by phone at 855.372.1331.

## 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 two times as much as those who don't.

Click **Create Profile** to continue.

- 3 Input or Update all personal information.

## REGISTER

Event Date: Monday, December 31, 2019

Log In Participation Options Fundraising **Profile** Confirm Pay

### Your Profile \* Required fields

#### Your contact information

First\*  Last\*

Email\*  Phone Number\*

Street 1\*

Street 2:

Country\*  ZIP / Postal Code\*

City/Town\*  State/Province\*

Date of Birth\*    Employer:

I would like to be emailed when a gift is made on my behalf.

#### A Few Questions

What is your connection to MS?\*



## FUNDRAISING CENTER GUIDE

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Read and confirm waiver. Click **I agree to the waiver** to accept.

*NOTE: you must scroll to the bottom of the waiver before you can click the agree box.*

Click **Confirm Registration** to continue.

The screenshot shows a 'Waiver\*' section with the following text: 'Bike MS RELEASE AND WAIVER OF LIABILITY', 'For consideration of participation in the Bike MS event listed above I waive and release the National Multiple Sclerosis Society ("NMSS"), its chapters, directors, officers, administrators, representatives and executors, past and present employees, volunteers, agents, supervisors, participants, all city and state governments, assigns, all sponsors, their representatives and successors and other persons (collectively, the "Releasees"), from any and all claims, liabilities, or causes of action arising out of an injury to me (or my child) and from any and all claims, liabilities, or cause of actions arising from my (or my child's) participation or attendance in this event.', 'Inherent and Potential Risks', 'I understand that the Event involves strenuous physical activity. I understand that physical activity, by its very nature, carries with it certain inherent risks. I assume all risks', 'PLEASE READ THROUGH TO THE BOTTOM OF THE WAIVER BEFORE MAKING YOUR SELECTION', 'You must read and agree to the waiver', and an unchecked checkbox for 'I agree to the waiver'. At the bottom is a red button labeled 'Confirm Registration →'.

6

Review registration summary and click **Make Your Payment** to submit payment and finish registering, or **Confirm Registration** if no fees are due..

**Congratulations! You are now registered.** Your Fundraising Dashboard will appear shortly—this where you set up details to help you fundraise for your Bike MS event.

The screenshot shows the 'REGISTER' page with the event date 'Monday, December 31, 2019'. A navigation bar includes 'Log In', 'Participation Options', 'Fundraising', 'Profile', 'Confirm', and 'Pay'. The 'Confirm' button is highlighted. Below is the 'Confirm Registration Details' section, which is divided into two columns: 'Your Contact Information' (Sean Staggs, seantest4@yahoo.com, 13454 Anywhere, Shawnee, KS 66216) and 'Your Registration and Fundraising Options' (Cyclist, \$150). Both columns have an 'Edit' button. At the bottom, a dark grey box displays 'Your Total: \$150' and a red button labeled 'Make Your Payment →'.

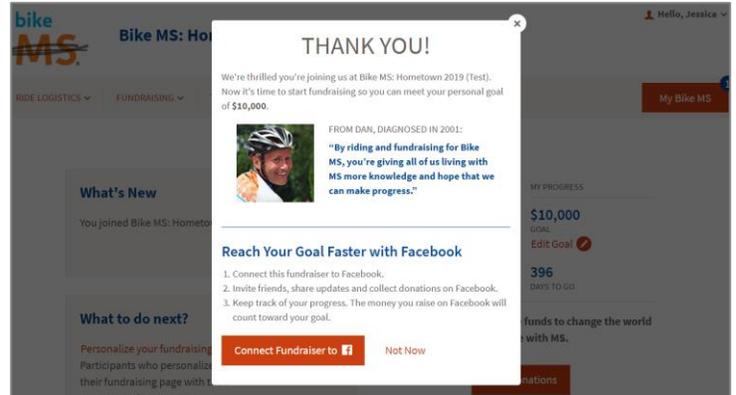
### Did you know...

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

## How to use the Fundraising Center.

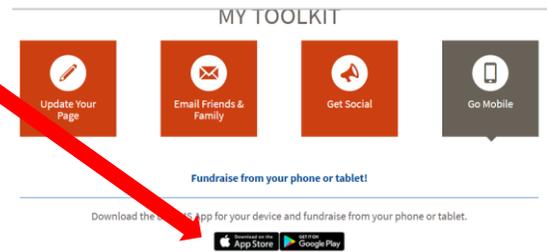
Your registration is complete! Now it is time to personalize your page to tell your story of why you are participating in Bike MS® to create a world free of MS.

- 1 In the registration pop-up box, you will have the option to connect your Fundraiser to Facebook. You can do this later by going to My Toolkit and selecting the Get Social tab.



To make fundraising easier, download our Mobile App!

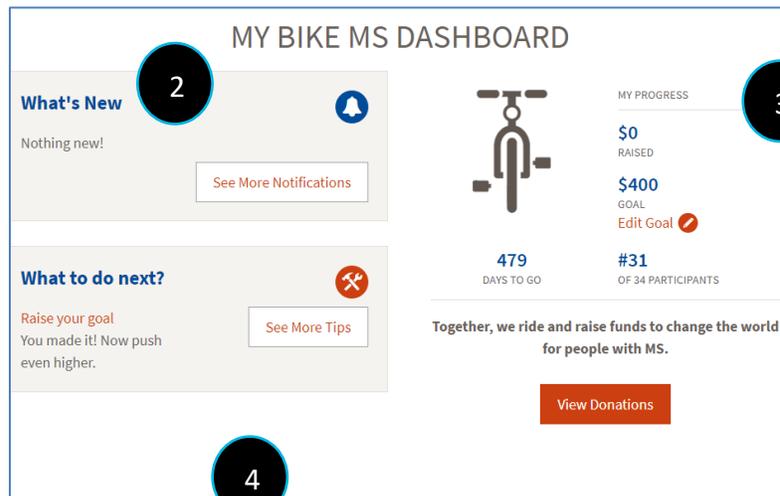
Your Fundraising Center Dashboard is an overview of your fundraising progress and a place to start when you want to set up your personal or team pages, share your story or ask for donations.



- 2 **What's New:** What's happened since you last logged in. Do you have donations? Is there new members of your team? Has new event information be posted?

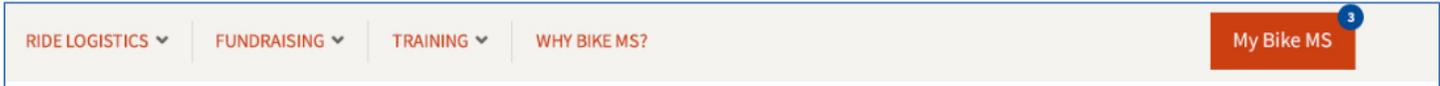
- 2 **My Progress:** Show how you are doing in your fundraising, access your donations and edit your goal.

- 4 **What to do next:** What can you do to further your fundraising and recruiting progress to reach your goal!



## Your Fundraising Panel – quick access to all your fundraising tools

Now that your registration is complete, you have tools to help you tell your story and fundraise for Bike MS.



When you are logged in, you will have a “**My Bike MS**” button on every page of the website.

Clicking the My Bike MS button give you access to the fundraising panel that will slide out from the right edge of the screen. Here you can quickly access fundraising tools, learn what’s new, what to do next and where you stand.

Clicking **Dashboard** will take you to the Fundraising Center.

Clicking **My Page** (or My Pages for Team Captains), will take you straight to your personal page, where you can update photos, set your fundraising goal, tell your story and create a vanity URL to share your participation in Bike MS.

Clicking on **Email** will take you to the email tool where you can send emails, manage your contacts & see the progress of any emails you’ve sent.

Clicking on **Donations** will take you to a page listing all your donations, and where you can add additional donations you’ve received.

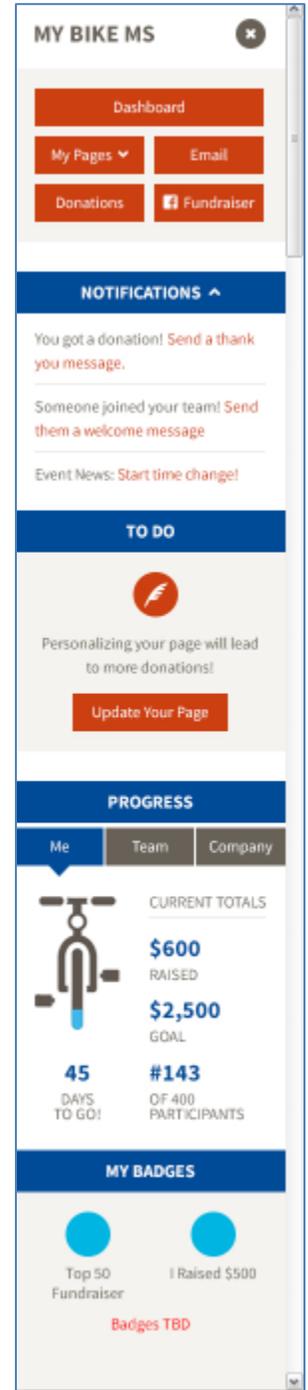
Clicking on the **Facebook Fundraiser** button will allow you to create a Facebook fundraiser where your friends & family can see your story on Facebook and make donations to you directly on Facebook.

In the **Notifications** area, you will see a list of what’s new since the last time you logged in. Listed here will be any donations you’ve received, any new team members that have joined, and any news or event updates that have been posted since you last logged in.

In the **To Do** area, you will be given a suggested next step you can take to further your fundraising progress.

And in the **Progress** area, you will see where you are in relation to meeting your fundraising goal and your ranking among other participants, and teams.

Finally, **My Badges** section will show you all the badges you’ve earned for the activities you’ve completed as part of your fundraising efforts.





# FUNDRAISING CENTER GUIDE

## Your Fundraising Center Dashboard

Your Bike MS Dashboard is your central location to the fundraising tools available to you, when you can check your progress, and find out what's new since you last logged in.

The **What's New** section will show what's new since the last time you logged in. Here you will see any donations you've received, any new team members that have joined, and any news or event updates that have been posted since you last logged in. And clicking **Show More Notifications** will give you a list of all the items since your last login.

In the **What to do next?** area, you will be given a suggested next step you can take to further your fundraising progress. And clicking **See More Tips**, will give you a list of other activities you can do to raise more money and recruit more team members if you're a team captain.

**MY BIKE MS DASHBOARD**

**What's New**  
Event News: Start time change!  
See More Notifications

**What to do next?**  
Update your Personal Page  
Personalizing your page will lead to more donations!  
See More Tips

**MY PROGRESS**  
\$250 RAISED  
\$1,200 GOAL  
Edit Goal  
45 DAYS TO GO  
#143 OF 400 PARTICIPANTS

Together, we ride and raise funds to change the world for people with MS.  
Donate to Me

And you'll also see progress: Where you are toward your fundraising goal and your ranking among other participants, and teams.

The **My Toolkit** section is where you'll find what you need to be a successful fundraiser.

Clicking on **Update Your Page** will give you a link to view and edit your personal page, and create a personal URL for your page. Team Captains will also have access to update the team page and the team URL.

**MY TOOLKIT**

Update Your Pages | Email Friends & Family | Get Social | Go Mobile

Fundraisers who update their personal and team pages are able to raise more money to help end MS. Upload photos and share your stories with your supporters.

**Personal Page**  
View and Edit  
Create Custom URL  
Your Personal Page URL  
http://main.nationalmssociety.org/site/TR/Walks/Blueprint?px=7056931&pg=personal&fr\_id=12930  
Copy

**Team Page**  
View and Edit  
Create Custom URL  
Your Team Page URL  
http://main.nationalmssociety.org/site/TR/Walks/Blueprint?px=7056931&pg=personal&fr\_id=12930  
Copy



## FUNDRAISING CENTER GUIDE

Clicking on **Email Friends & Family** will give you access to the email center where you can send emails, manage your contacts & see the progress of any emails you've sent.

Clicking on **Get Social** will let you tap into the fundraising power of your social networks. Here you can create a Facebook Fundraiser, share your story on social networks, schedule posts for Twitter and LinkedIn, and get images and videos for sharing and raising awareness.

Clicking on **Go Mobile** will show you links to our mobile & tablet apps for iPhones and Android phones. Update your story, track your progress, manage social media posts for Twitter & LinkedIn, and send messages by email, text or on Social Media, while you're on the go.

**MY TOOLKIT**

Update Your Page | **Email Friends & Family** | Get Social | Go Mobile

Ask friends, family and coworkers to support your fundraising efforts and invite them to join you for Bike MS. Choose a message from below or [visit your email center](#) to view all message options.

- Ask for Donations
- Thank Your Donors
- Import Contacts from Your Address Book

**MY TOOLKIT**

Update Your Page | Email Friends & Family | **Get Social** | Go Mobile

Tap into the fundraising power of your social network.

- Connect your Fundraiser to Facebook**  
Raise more money by connecting your page as a Fundraiser on Facebook that shows your progress and a Donate button right in your post.
- Share as a Link**  
Use your favorite social media sites to share a link to your Personal Page.
- Want More?**  
Check out our digital downloads page for Facebook cover photos, email signatures and more!

**MY TOOLKIT**

Update Your Page | Email Friends & Family | Get Social | **Go Mobile**

Fundraise from your phone or tablet!

Download the Bike MS App for Your Device

Download on the App Store | GET IT ON Google Play

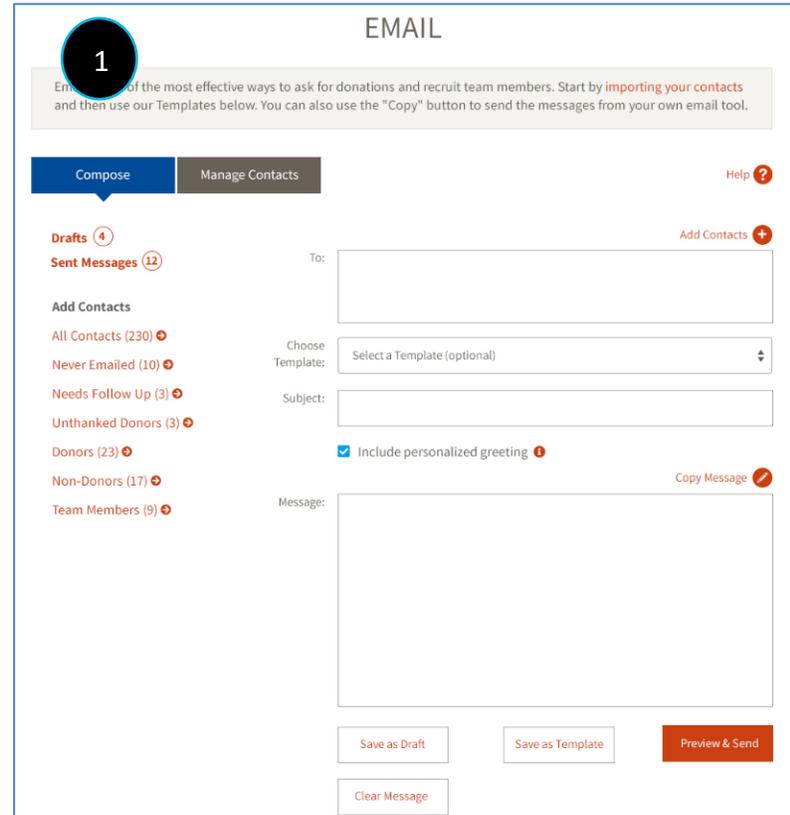
## Streamline Your Fundraising With These Tools

Now that your Personal Page is ready, it is time to fundraise! There are three primary ways to fundraise: Email, Social Media and Mobile App.

### 1 Email

Click **Email Friends & Family** in the My Toolkit section. All emails come with a standard template, but you are encouraged to personalize the messages with additional information that is meaningful to your participation experience and event, especially the solicitation emails.

- **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.

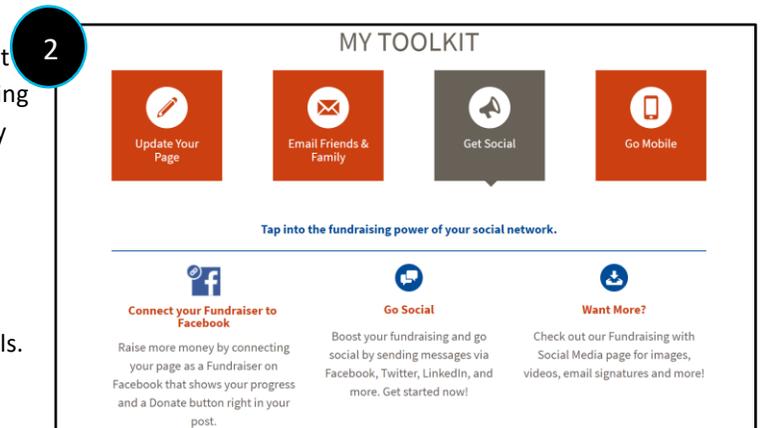


### Fundraise with Social Media

Click **Get Social** in the My Toolkit section. Click the Connect your Fundraiser to 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! Or you can share your story on other social media platforms.

### 3 Go Mobile

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





## FUNDRAISING CENTER GUIDE

### How to Fundraise with Fundraising Center Email

There are many benefits to sending an email in the Fundraising 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 **Email Friends & Family** in the My Toolkit section.

Or Click the "My Bike MS" button and choose **Email** from the fundraising panel.

2 Click **Manage 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 Fundraising Center Address Book.

3 Add contacts in the "To" field either by choosing contacts from a group, or by typing in emails. You can choose from one of our template emails, or write your own from scratch. The templates provide verbiage you can use and will include a link to your Personal Page and, if applicable, Team Page.

4 Edit or make changes in to the message. You can add, change, or edit all verbiage and personalizing your message is encouraged.

5 Preview your message, including your personalized additions.

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 using Social Media

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

1 Connect your Facebook account by clicking

1



**Connect your Fundraiser to Facebook**

Raise more money by connecting your page as a Fundraiser on Facebook that shows your progress and a Donate button right in your post.



Facebook

Log in to use your Facebook account with **National MS Society**.

Email or Phone:

Password:

**Log In**

[Forgot account?](#)

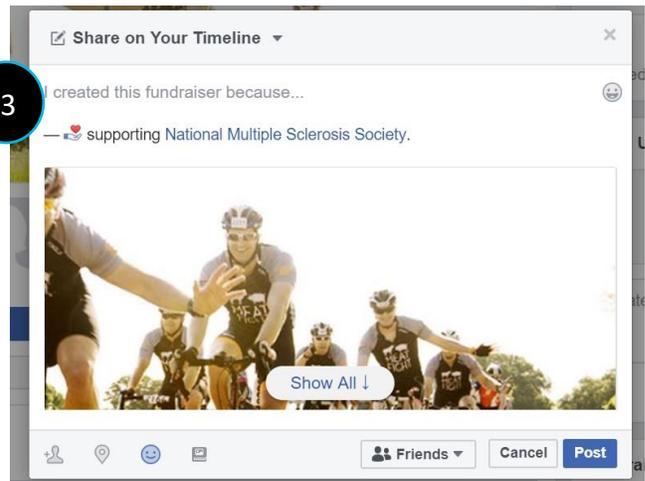
**Create New Account**

2

2 Enter your Facebook Username and Password

3 Click share to post on your wall.

3



Share on Your Timeline

I created this fundraiser because...

— supporting National Multiple Sclerosis Society.



Show All ↓

Friends Cancel Post



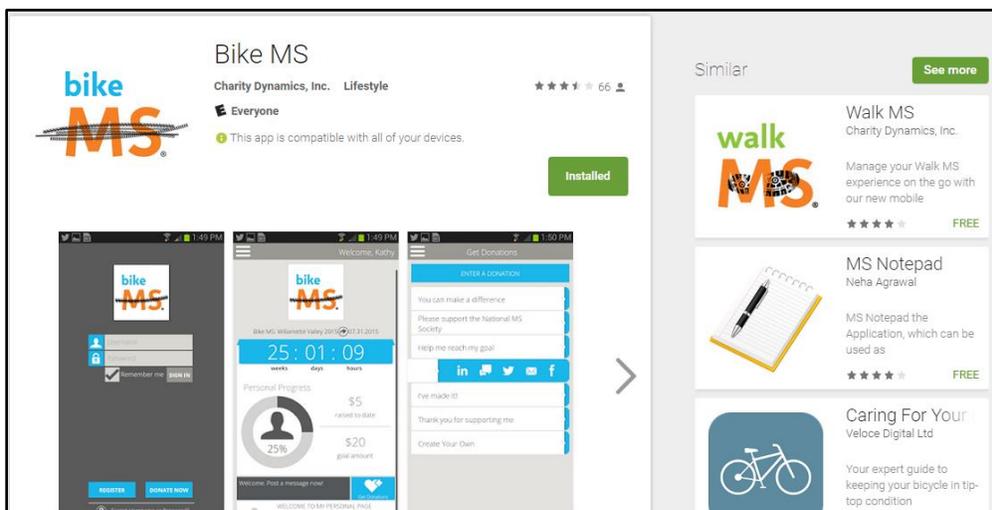
## FUNDRAISING CENTER GUIDE

### How to Fundraise with the Mobile or Tablet App

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 Fundraising Center or open the email 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 “ . ” 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

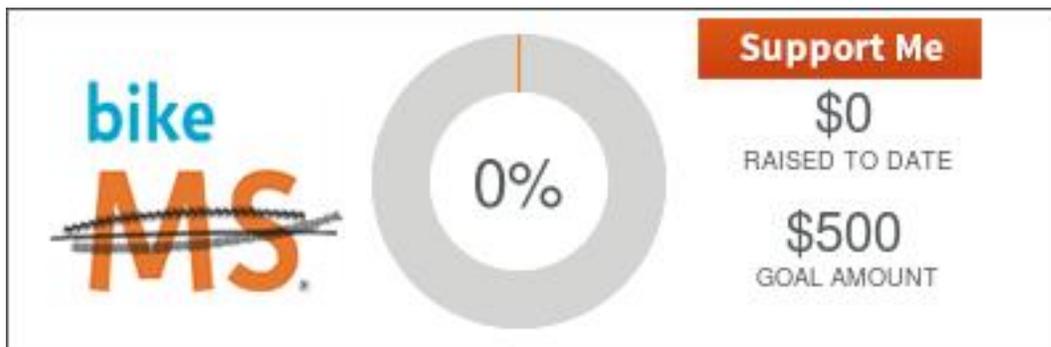


### How to Install an Email Signature Line

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 make a donation on your behalf, or to your 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](http://www2.charitydynamics.com/site/PageServer?pagename=Boundless_Email_Client)
- Mac:  
[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  
**LARGEST**  
ORGANIZED  
CYCLING SERIES  
IN THE COUNTRY



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*Don't just ride, Bike MS*