



CYKEL  NERVEN

# TEAM CAPTAIN GUIDE



BIKING FOR A WORLD WITHOUT MS



## WELCOME TO CYKELNERVEN

Thank you for leading a team at Cykelnerven

GET READY FOR A RIDE OF A LIFETIME!

We're so glad you're up for the challenge as a Cykelnerven Team Captain. Whether it's your first or fifth time as a captain, this Team Captain Guide will help you build your team, get them organized and keep them motivated to fundraise...while having a lot of fun in the process.

LET'S RIDE!

For more information, visit [msif.org/cykelnerven](https://msif.org/cykelnerven) or call +44 (0) 20 7620 1911





## EVERY TURN OF THE WHEEL FUNDS MS RESEARCH

The MS International Federation is the world's only global movement of people affected by MS and their national organisations. Our movement is a leader for ground-breaking research collaborations. Now with Cykelnerven you are able to fund the research that takes across our movement and here are just a few examples of what you fund.

By funding talented young researchers from developing countries you are growing the next generation of MS researchers

You are funding the first ever global collaboration to put MS patients at the heart of research and development, by giving them a voice in our new project on patient related outcomes and measures, you will help improve clinical trials and enable better treatment decisions.

As a founding member of the International Progressive MS Alliance, you are able to fund research that not only gives hope to people affected by progressive MS, but makes real scientific progress.

By taking part in Cykelnerven, you are directly funding this research and together we are biking towards a world without MS!

*Thank you!*





## STEP 1: GET STARTED

Get registered. Pick a team name and register as the captain.

SET UP YOUR TEAM PAGE. We will give you everything you need.

Once logged in, you'll be able to create your own customized Team Cykelnerven Fundraising Page . This is where you'll manage your team's fundraising efforts, like setting your team fundraising goal, monitoring progress, kick-starting your team's fundraising with a donation, sending donation requests and thank you notes by email, and recording any cash or check donations you receive.

Your team page is your invitation to become involved in the MS movement. We're here to help you reach your goals, so please let us know how we can help. By setting up a team page, you are setting up your team for success. Here are a few hints to help make your page one to remember:

- Make it personal: Put in a picture your team. Write the story of your team and how you are training and fundraising. Nothing is more compelling.
- Change it often: Keep your page current to generate interest. Provide updates on how your training is going or how close you are to your goal.
- Direct people to your team page. For example, put a link to your fundraising page in the signature of your email.





## STEP 2: SET GOALS

Establishing a goal is an easy way to maintain motivation as well as give you and your team a benchmark for success. We encourage team captains to set goals for themselves and their teams, while keeping these tips in mind.

- Goals should be realistic, but significant: If it requires hard work to attain, it will be a source of more pride for your team.
- Don't arbitrarily set a goal without input from the team: Having them believe in the goal from the word "go" will make your job as team captain that much easier.
- Don't forget to set both personal & team fundraising goals: Lead by example. Share your fundraising goal with your team.
- Set a goal for team size as well as collective fundraising: Recruiting more team members can mean more substantial fundraising!
- Don't keep your goal a secret: Use email, team pages, and even internal company intranets and newsletters to communicate goals — and how close your team is to attaining them.
- Large corporate teams: If you are part of a large corporate team, have departments set their own goals to create some fun internal competition.
- If you would like more suggestions and guidelines for goal setting, or would like to request goal setting worksheets, please contact our events team!





## STEP 3: RECRUIT TEAM MEMBERS

Whether your team is currently 1 or 100 riders strong, it can always be stronger. At Cykelnerven “the more the merrier” is our motto. Recruiting takes some work, but the added camaraderie and greater fundraising make it well worth the effort.

### WHO TO RECRUIT

Team members can be anyone: friends, family, colleagues, neighbours ... pretty much anyone you can think of. And here’s the thing, they don’t even have to be cyclists. Teams can always use additional support along the way from the team’s non-riders. And be sure to check with your local office as there are always riders looking to join a team. There’s no limit to how big a team can be, so get out there and start recruiting today!

### SHARE THE LOAD

Recruit others to help you. Jobs can include:

- Recruiter: Gets cyclists to register and monitors online team roster report.
- Fundraising Champion: Keeps the team on track for their goal.
- Party Planner: Plans sign-up days, fundraisers and pre/post-event celebrations.
- Coach: Holds training rides and instructs members on how to prepare.



## STEP 4: FUNDRAISE!

### FUNDRAISE ONLINE

Now for the fun part. Once your team page is set up, our online tools make it simple for your supporters to donate online to keep you moving toward your fundraising goals and a world free of MS. After sending a personalized email to all your friends, family members and colleagues, you can follow an up-to-the-minute fundraising tracker. Donate yourself and inspire the team and others.

### ENCOURAGE TEAM MEMBERS TO USE THEIR ONLINE PERSONAL PAGES

Once you see what the tools can do for you, encourage your team members to follow your lead. Make it fun by giving incentives to your team members to fundraise online—a pair of movie tickets to the team member that raises the most in a week, or a gift card to every team member who gets at least five gifts online. Be creative and ensure that your team not only reaches their goals, but has fun along the way.

### SOCIAL NETWORKING

Create a Facebook fanpage for your team. You can also post tweets on Twitter for your group and videos on YouTube. Be sure to include your team pictures, inspirational videos of your team training or fundraising.



## FUNDRAISING IDEAS

Here are some of our favourite fundraising tips:

- Offer to do something unusual: (i.e., shave your head, sing karaoke in a costume of the team's choice, etc.) if your team reaches or exceeds its fundraising goal.
- Set up awards for the team: With each £50 raised netting you another chance to win a prize (for friends: a special home-cooked meal for the winner and their family; for employees: a day off.)
- Lunch with the president or reserved parking spots: For company teams, reward the top fundraiser with lunch with the president or give the person who recruits the most additional team members a reserved parking spot for a month.
- Bake sales: If you work somewhere with lots of foot traffic, host a bake sale.
- Silent auction and Car Boot sale: Hold your own silent auction — with food and entertainment. Clean out the attic and garage with a sale or online auction — donate the proceeds.
- Fundraise through Facebook: Thank donors and tag them, and share updates.
- Be the first to donate to your page and inspire others to do the same.







## STEP 5: TEAM SPIRIT AND AWARDS

### TEAM JERSEYS

Show your team spirit by wearing custom designed team jerseys. You can buy ours or create your own. Add your name, and design it however you like. Contact our events team for more information.

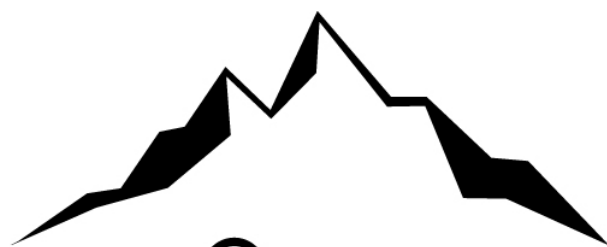
### TEAM AWARDS

A little friendly competition among teams can build camaraderie and increase results. In fact, teams are the fastest growing group of fundraisers in the MS movement. The difference they are making in the lives of people with MS is nothing short of amazing. So who has the most team spirit? Who has the biggest team? And, most importantly, who will make the biggest impact to create a world free of MS? These things need rewarding. Contact our events team for advice on setting up rewards.

### CORPORATE TEAMS

Teamwork is the key to your success. Forming a corporate team is a great way to get your company involved in Cykelnerven. Check out our corporate brochure for more information. You can download it at [www.msif.org/cykelnerven](http://www.msif.org/cykelnerven) or contact our events team.





# CYKEL NERVEN

BIKING FOR A WORLD WITHOUT MS

"For me the trip was a realization of a dream I had since teenager, watching Tour de France, and expecting to one day ride at the same place as the pros!"

**Fernando, Trivago Portugal**

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