

OCTOBER

- Set up your BP MS 150 Participant Center (if you have not done so already)
- Start journaling your training stories through personal blog (in your participant center), email, Facebook or Twitter
- Start sending emails to donors telling them why you are riding the BP MS 150 and set your fundraising goal... Make it a Stretch!

NOVEMBER

- Continue to send fundraising letters, postcards, emails to potential donors.
- Get creative - think of other ways you can fundraise
- Ask vendors/customers to donate, if allowed
- Find out if your company participates in a matching gifts program (also visit <http://nationalmssociety.org>, EmployerMatch and search by company name)
- Ask your donors if their company has a matching gift program

DECEMBER

- Send a holiday card to those who have donated to your fundraising
- Ask people to give a donation to your fundraising instead of a gift
- Remind donors about end of year giving in your fundraising letters, emails, etc.

JANUARY

- Set up your BP MS 150 Participant Center (if you have not done so already)
- Start journaling your training stories through your participant center blog, email, Facebook or Twitter
- Start sending emails to donors telling them why you are riding the BP MS 150 and your goal (email templates are available in your participant center)
- Add tips/facts about how the money raised is going to fund research programs/services to your donation requests

FEBRUARY

- Personal fundraising letters via snail mail are never out of style (include a self addressed envelope; easier for donors to return to you)
- Make it personal and tell your story -Why You are Riding
- Visit the Fundraising tab on the BP MS 150 website to access fundraising tools and resources including templates for letters and postcards, social media tips, DIY Fundraising and research information.

MARCH

- Send an email during MS Awareness Week. It could be a link to a video regarding MS (many on YouTube and the National MS Society website) www.nationalmssociety.org
- Use Facebook to promote awareness by posting a link to news about MS research, feature a fact about MS or a video link
- Tweet a link to a video regarding MS, news about MS research or feature a fact about MS

BP MS 150 FUNDRAISING TIMELINE

- The ride is quickly approaching
- Email potential donors letting them know your fundraising progress and your goal. Let them know if your goal is a specific level Superstar Fundraisers (\$1,500+), Club 300 or Tour of Champions
- Update your training photos on Facebook, Twitter, Instagram or through email
- If you are close to your goal raise it!!

APRIL

- Send thank you emails and personal letters to your donors sharing your ride experience (include photos for added benefit)
- Continue to fundraise - deadline to qualify for prizes is the beginning of June
- Deadline to qualify for top fundraisers (Superstar Fundraisers and Club 300) is July 31st

MAY

- Host a thank you party for your top donors (could be as simple as a home cooked meal or BBQ)
- Keep fundraising through July to qualify for Tour of Champions, Club 300 and Superstar Fundraisers
- Include a research/mission fact in your fundraising letter, email, etc.

JUNE

- Deadline to qualify for Tour of Champions, Club 300 and Superstar Fundraisers for the 2017 BP MS 150 is July 31st
- Be sure to download your donor list from your participant center for use next year!

JULY

- Create your donor list
- Gather photos for fundraising letters, emails, postcards, etc.
- Research create ways to fundraise for next year's event.

AUGUST

- Continue to build your donor list
- Gather photos for fundraising letters, emails, postcards, etc.
- Gather any other fundraising materials you may need to send out donation requests after registering in October

SEPTEMBER

Fundraising Questions:

Contact: Fundraising Support Center

fundraisingsupport@nmss.org or 855-372-1331



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