

## 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](http://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](mailto:fundraisingsupport@nmss.org) or 855-372-1331



#BPMS150

REGISTER | DONATE | VOLUNTEER



**BPMS150.NET**

*bike to create a world free of multiple sclerosis*