



BP MS 150 Fundraising- Seven Keys to Team Fundraising Success

After collaborating with Staff, the Superstar Committee and successful teams, we came to a consensus on seven “**Keys to Team Fundraising Success**” that should be relevant to all fundraising coordinators, regardless of the size or type of your team. If you focus your efforts on unlocking these keys, we believe that you will be successful and make a tremendous impact on your team’s fundraising. Thank you for your commitment to your team and to the mission of the National MS Society!

The Seven Keys to Team Success

- 1) Set your team **fundraising goal** and monitor it. Consider changing it if your team meets the goal prior to the fundraising deadline. Breakdown the team goal into an average per team rider and communicate this amount to your team members. (Pay attention to the goals of individual riders, too. Individual riders should be encouraged to raise their goal if it is met early.)
- 2) Educate your riders about MS. Invite an **MS Ambassador or Champion with MS** from your team to speak to your team about what it’s like to live with MS. Staff from the National MS Society are also available to answer questions about the ride or the mission of the Society. Provide facts about MS, individuals living with MS, and information about the progression of research to your team via team emails, meetings, and other communication methods. Educational information on MS is available on the National MS Society website.
- 3) Give recognition to your **Top Fundraisers** in emails to your team, on your team website, on your team Facebook page, during team meetings, on training rides, at the La Grange tent (such as free massages or priority massages, free jerseys, priority hotel reservations, etc. ...). Encourage riders and spur on friendly competition within your team!
- 4) Familiarize your team with the **incentives** offered by the BP MS 150 such as the jersey (\$3,500), Tour of Champions (\$12,000), and other prizes (beginning at \$1,000). Congratulate those who qualify and encourage those who are close to keep it up. Come up with your own incentives for your team.
- 5) Facilitate matching gifts. Confirm whether or not your company has a **matching gift** policy and how it works. Communicate the policy and procedures to the team. Encourage team members to ask their donors about matching gifts from their companies, too.
- 6) Provide **fundraising tips and resources to your team**, such as fundraising guides, fundraising letter templates and postcards, and thank-you cards.
- 7) Remind your riders to **thank** their donors.