

## SCENARIO #1

You are a team captain in the RONA MS Bike Tour and you have a friend who works for Global Television. Your friend has offered to showcase your team on the Global morning show to help you with your fundraising and to raise awareness for the Bike Tour.

**Challenge: Come up with a fun and exciting ideas you can pitch to the Global Morning Show team to get your message out and reach your fundraising goal. Try to come up with as many ideas as you can, no matter how crazy they seem!**

- Clip of bike tour during & after
- Lots of photos
- Team members on wind trainers in full gear
- Costumes/ mascot/ theme for team
- List of names of people/ stories of your friends & family with MS
- “change tire fastest” competition
- All day/ night challenge
- Showcase faces of MS
- Show why we raise funds
- Showcase pedal partners = connection
- Family with MS; change of routine; children affected – family doing the event
- Personalize the cause
- Free bike clinic
- Bike wash/ garage sale/ silent auction (while in gear)
- Bachelor/ bachelorette Auction/ Sell-A-Date with local celebrity
- Grub Crawl (3 or 4 restaurants)
- Embarrassment competition
- “Unstrip” Fundraiser (man in bikini, set funds get to put on clothes)
- Wear gear to bar & sing songs for pledges
- Obstacle course competition with MS Symptoms
- Fundraising concert
- Someone challenged makes it to participate (success stories because of help from MS Society)
- Only 1 MS society
- Marching band with Walker’s/ Riders behind (mini parade)
- Donations of service for fundraising
- Donor/ Sponsor Appreciation or Recognition
- Wine Tasting
- Bike Tour – wax your legs
- Bowling (Golf) with MS “symptoms” – blurred vision, numb hands, etc.
- Join smaller teams together to create a team
- Make bracelets/ charms/ jewelry with MS & sell them
- MS Art exhibit (family/ kids) seller art for MS

## SCENARIO #2

Last year was your first time participating in the Super Cities WALK for MS. You and a co-worker participated together and all of your fundraising was done by asking friends, family and other co-workers for donations. You had such an amazing time that this year you want to start a team and get your company involved as much as possible.

**Challenge: How will you recruit new members and get your Employer to sponsor your team? Try to come up with as many ideas as you can, no matter how crazy they seem!**

- Get kids, teens to come & bring friends
- Six degrees of separation
- Team social, bring a new friend; potluck
- Kid sitting service for playground
- Dog walking service
- Tim Horton's run \$5/ person
- Ice Cream sandwich sales
- Family pictures, donate sitting fee

To increase Pledges/ Company Sponsorship

- Employer matches all pledges
- Dress down days to raise pledges
- Sell home-made perogies, cookies, etc.
- Get company to sponsor jerseys
- Ask!
- Ask donors to ask their companies about matching gift programs
- Company letters & send thank yous

New Team Members

- Encourage people to join by giving shirts
- Ask friends/ family to join you on fun ride
- It not that hard to ride, but its hard to live with MS (riding to find a cure)
- Sometimes people just want to join when they find you your riding
- Ask!

### SCENARIO #3

You and your team have been participating in the Super Cities WALK for MS for the past 5 years and are finding it harder and harder to find new donors. One of your team members has MS and is the inspiration for the team. You seem to have exhausted all of your friends and family and don't know where to turn next?

**Challenge: Compile a list of other people you could contact for donations and different methods of asking them. Try to come up with as many ideas as you can, no matter how crazy they seem!**

- Church groups
- Work places/ colleges
- Dinner parties
- Nagging
- Thank you e-mails
- Oil companies/ looking for good publication
- Hospitals
- Have donation boxes/ jars
- BBQs outside stores
- Sports Team
- Show a picture
- Have a big donor start a new page on pledge sheet, if people see others are donating a lot they will as well, they don't want to look cheap!
- Silent auction from local business donations
- Amazing what you can get when you ASK – gifts for donors & silent auctions
- Make a shirt (or get it donated) & then use it as an incentive for team members
  - Ex. To raise \$100 and get a t-shirt
- Bookmarks with an ad to join team or donate
- Sponsor a table at a convention
  - Tree Huggers – International Women's Convention (ask for donations at the table)

## SCENARIO #4

Your best friend has been recently diagnosed with MS and you have both decided to create a team and ride in the RONA MS Bike Tour. You have talked to a few friends and family and they are interested in helping any way that they can. Your friend is very passionate about raising awareness about MS and wants to use the team as a vehicle to get the message out.

**Challenge: Come up with a plan of action to let as many people know what your team is fundraising for and more importantly why you're fundraising. Try to come up with as many ideas as you can, no matter how crazy they seem!**

- Give \$ or die
- Join team or give \$
- Organize early
- Website
- Financial - support me – because of brother
- Sense of community
- Recruit people (great time, \_\_\_\_\_ )
- Find sense of accomplishment
- Winning things
- Dorms – generated people
- Spin classes (like biking, good cause)
- Send e-mail – why doing it (pulling at heart strings)
- Team well organized