



# Team Newsletter Template

Sending out a team newsletter is a great way to keep your team engaged and motivated throughout the entire Bike MS season. It allows teammates to connect, compete, and collaborate. Here is a template to help get you started.

**Intro:** Start with a team accomplishment. How many riders are signed up? Did you hit a fundraising milestone?

**Teammate Highlight:** Call out and thank a teammate that has done something for the team. Maybe they recruited someone new, brought in a large donation, or planned a team event.

**Updates:** This is where you can share Team Week challenges, training rides, or other events that your team is participating in. Share the money that you made a team fundraiser and thank the teammates that helped out.

**Ask for help:** As the team captain, it is your job to organize your team, but that doesn't mean that you have to do it all yourself! Designate someone to organize the training rides, plan team fundraisers, design a team jersey and decorate your team tent if you have one.

**Challenge:** Leave your team with a recruitment or fundraising challenge for the month. Create incentives and highlight the winners in your upcoming newsletter.

**Links:** Make sure to include the link to register and or donate so that your teammates have constant easy access to it.

And as always, if you need any help, that's what we're here for. Just email us at [CalBike@nmss.org](mailto:CalBike@nmss.org) or call (310)479-4456. Feel free to share that information with your team as well. And most importantly...

**THANK YOU FOR BEING A BIKE MS TEAM CAPTAIN!**