



CYKEL  NERVEN

YOUR GUIDE TO RIDE

BIKING FOR A WORLD WITHOUT MS



WELCOME TO CYKELNERVEN

Thank you for taking part in Cykelnerven

GET READY FOR A RIDE OF A LIFETIME!

We're so glad you're up for the challenge. Whether it's your first or fifth time riding we promise to give you a one-off experience of the Tour de France! This guide will give you all the information to get you started in the event, including fundraising tips, routes, kit list and motivation.

LET'S RIDE!

For more information, visit www.cykelnerveninternational.org email shona.swan@msif.org or call +44 (0) 20 7620 1911



EVERY TURN OF THE WHEEL FUNDS LIFE-CHANGING WORK

The MS International Federation is the world's only global movement of people affected by MS and their national organizations. Here are just a few examples of the kind of things you fund.

Fund the brightest junior researchers from low and middle-income countries to get placements in world-leading MS research centres.

The first ever global collaboration to ensure that the impact of treatments on people's actual quality of life is prioritized from the research stage to regulation and prescription choice – by involving people affected by MS in the process!

Improving access to treatment for anyone living in under-resourced settings – whether that is a low and middle-income country or someone without health cover in a rich country.

Training and development for patient organizations which support people affected by MS in some of the world's most challenging places.

By taking part in Cykelnerven, you are directly funding this work and together we are biking towards a world without MS!

Thank you!





GET STARTED

Get registered at www.cykelnerveninternational.org

Once registered, you'll be able to create your own personalized Cykelnerven fundraising page, with photos and your story. This is where you'll manage your fundraising efforts, like setting your fundraising goal, monitoring progress, kick-starting your fundraising with a personal donation, creating fundraising posts for Facebook, LinkedIn etc. and thanking everyone who donates.

We're here to help you reach your goal, so please let us know how we can help. By setting up a page, you are setting up your Cykelnerven success. Here are a few hints to help make your page one to remember:

- Make it personal: Put in a picture of yourself. Write about yourself and your motivation. Include how you are training and fundraising. Nothing is more compelling.
- Change it often: Keep your page current to generate interest. Provide updates on how your training is going or how close you are to your goal.
- Direct people to your page. For example, put a link to your fundraising page in the signature of your email.



SET GOALS

- Setting a goal is an easy way to maintain motivation as well as give you a benchmark for success.
- Goals should be realistic, but significant: If it requires hard work to attain, it will be a source of more pride throughout your ride. You can always increase it once you hit your target!

GET BUSY

Raising your target amount will take time and energy, but if you follow our fundraising tips, you will achieve it.

To get a head start, get social...

Share on Facebook. It is consistently proven to be the best way to generate donations. If you're really committed you could create a Facebook fan page for your progress. You can also post share updates of your journey on Instagram, Twitter and YouTube. Be sure to include your training pictures, inspirational videos of your rides or fundraising... don't forget to tag us for a share!

Share images and videos from previous Cykelnerven events so that your fans can truly understand the grandeur of this event!

We have all the images and videos you need, simply get in touch or visit our online





FUNDRAISING TIPS

Here are some of our favourite fundraising tips:

- Ask people for money, frequently. It is the only way, and you'll be surprised how supportive friends, family and co-workers want to be if you just...ask.
- Tell people how hard it is going to be and what it is for.
- Set up a team: Teamwork makes the dream work. You can now register to become a Team Captain. With a team behind you, the sky is the limit for fundraising. It can be colleagues, friends or family.
- Offer to do something unusual: (i.e., shave your head, sing karaoke in a costume of the donors choice, etc.) if you, or your team, reach or exceed a fundraising goal.
- Be friendly: Ask friends to donate instead of buying you a birthday or Christmas gift, even if they wouldn't normally buy you one!
- Silent auction and Car Boot sale: Hold your own — with food and entertainment. Clean out the attic and garage with a sale or online auction — donate the proceeds.
- Fundraise through Facebook: Thank donors and tag them, and share updates.
- Be the first to donate to your page and inspire others to do the same.

Remember fundraising is hard, and all you need to do is ask... a few times!

FUNDRAISE ONLINE!

Now for the fun part. Once your page is set up, our online tools make it simple for your supporters to donate online to keep you moving toward your fundraising goals and a world free of MS. After sending a personalized email to all your friends, family members and colleagues, you can follow an up-to-the-minute fundraising tracker. Donate yourself and inspire others.

Do not forget to ask your friends and family to share, share, share!

FUNDRAISE OFFLINE!

There are so many ways to fundraise offline. Organize a cocktail night, or a dinner party, and charge people a donation on entry. Host a quiz – it's a great way of attracting guests and getting them to donate. Get in touch for advice.

"I'll donate when you've done it!" The words no fundraiser wants to hear. Hold doubters to their word with a wrap up event and get those missed donations. Take part in a pre-event organized cycle. Everyone will support a challenge. We can help you find one near to you!



NOW, ON TO THE EVENT!

GETTING THERE

The event takes place in the Alps or Pyrenees, depending on the route of this year's Tour.

We will provide airport and hotel details in advance.

Logistics:

The event takes place over four days, and on the fifth you will fly home.

Depending on where you are flying from, we recommend that you arrive one or two days early, to help you adjust to time zone and altitude.

Your Cykelnerven support team will meet you at the airport.

You will be transferred with your bike to the start, and back to the airport after the event. Your bike can be built, or packed by our mechanics.

Accommodation will be provided throughout the event, and your personal belongings will be transferred with you. In fact, they will be waiting for you each night at the hotel!

You will receive free breakfast, lunch and dinner. Be prepared to take over an entire village, or dine within a casino or sports hall. We are a large team entering small ski villages, it is an experience like no other!





GETTING PREPARED

30 coaches will handle and support the approx. 250 riders split into 9-10 different teams depending on experience, and climbing pace. Coaches handle the routes, safety, and give advice and encouragement.

Service cars will follow the teams to offer mechanical support, take photos & videos, and handle lunches, snacks & water stops.

Focus your training specifically for this cycling event - build your climbing endurance & strength – these mountains are no joke and there is no off-ramp! Prioritize training on your own, but also in groups or with cycling clubs where possible. Test your equipment. Prepare the necessary clothes, equipment, tools & test your bike (tires, new braking pads etc.) Your Cykelnerven pack includes: 2 cycling vests, 2 pairs of pants and 1 wind vest.

Get the right gearing for the mountains (we recommend a minimum 30 cassette), but please test beforehand.

Research your local bike stores (in case they are needed) and purchase an extra 'gear' and cassette in case of damage. For the event please bring spare tires, tubes, breaking pads, and don't forget tools!



WHAT TO EXPECT

Cykelnerven International has 250 riders, and there will be a mixture of languages spoken by participants. The event will be in English.

The event is a test of your ability to climb some of the toughest mountains in the world, so expect to be self-sufficient - If you get a puncture you must fix it - you have to take responsibility over your climb.

If there are injuries or illnesses, do not worry, our medical team will take care of you. If there are serious issues with bikes, do not worry, our support crew will pick you up, and our mechanics will fix it. If you are tired, TOUGH! But don't worry we have cheerers and refuge points. But... you still have to get up that mountain.

There will be multiple languages spoken by the riders, and there are 250 of you to look after in off-season hotels and ski resorts, so be patient and listen to the instructions. You will get English-speaking coaches so you will have someone looking after your group while on the mountains.

Expect to be staying in the most beautiful villages across the mountains of Europe, and expect to take over venues, as 250 riders dine in the evenings.

You will get breakfast at the hotel you stay at, lunch on the road (usually half way on the route) and dinner is usually buffet style with talks, presentations and lots of fun.





CYKEL & NERVEN

BIKING FOR A WORLD WITHOUT MS

“For me the trip was a realization of a dream I had since I was a teenager, watching Tour de France, and expecting to one day ride at the same place as the pros!”

Fernando, Trivago Portugal

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