



# CORPORATE TEAMS

## Promoting Employee Philanthropy and Volunteerism

### Benefits of Corporate Philanthropy and Volunteerism

A great deal of research has been done on how corporate philanthropy can have a positive impact on the bottom line.

**Increased Customer Loyalty.** Companies that support corporate philanthropy elevate their reputation in the community and have higher customer loyalty.

- 84% of Americans said they have a more positive image of companies that do something to make the world better (Cone / Roper).
- 78% of adults said they would be more likely to buy a product associated with a cause they cared about (Cone / Roper).
- 66% of Americans said that they would switch brands to support a cause they cared about (Cone/Roper).
- 58% of consumers believe that buying from companies that make charitable contributions is important (Ganim and Fitzgibbons, 1991).

**Increased Employee Commitment.** Even during challenging times, retaining the best and brightest employees remains a concern for employers. Supporting employee philanthropy and volunteerism is a great way to build moral.

- 77% of Americans consider companies' commitments to social issues when deciding where to work (Cone / Roper).
- 73% of U.S. workers say they are more committed to their company because of its support of employee volunteerism (Cone / Roper).

### Corporate Cup

Corporate Cup is a way for Bike MS: Waves to Wine Ride teams to participate in a little friendly competition and networking. Within a particular industry, the team that raises the most money for Bike MS: Waves to Wine Ride wins the prestigious cup.

The four industry categories are:

- Financial Services
- Consulting Services
- Technology
- Healthcare/Life Sciences



## Bike MS: Waves to Wine

**September 21-22, 2013**

A fully supported, unforgettable journey from San Francisco to Sonoma County.

### ROUTE OPTIONS:

40, 75, 100 miles (Saturday)  
50 or 75 miles (Sunday)

Anyone at a company can start a Bike MS: Waves to Wine team and you only need four team members to participate. There are also hundreds of vital volunteer opportunities to help make this ride possible.

Register at  
[www.wavestowine.org](http://www.wavestowine.org)

For more information on how to start a team, hold an informational meeting or for other recruitment ideas, contact Liz Bernstein at 800-344-4867.



National Multiple Sclerosis Society  
Northern California Chapter

Register today at [www.WavestoWine.org](http://www.WavestoWine.org)

National Multiple Sclerosis Society  
Northern California Chapter  
1700 Owens Street, Suite 190  
San Francisco, CA 94158

# Register today at [www.WavestoWine.org](http://www.WavestoWine.org)

## Starting your Bike MS Corporate Team

Today many companies have tight budgets and can no longer afford to support charitable causes with cash sponsorships. We offer a great way to stay committed to the community for little to no cash outlay. By supporting a corporate Bike MS: Waves to Wine team, employers can help raise thousands of dollars to fund vital programs and services for people living with MS and cutting-edge research to find a cure.

Anyone in the company can start a team, and it's a great opportunity to demonstrate leadership skills. Employees are responsible for doing their own fundraising and the company can assist their efforts simply by supporting their team recruitment efforts, underwriting team jerseys or providing matching funds.

### What are the benefits of a corporate team?

- Promote health and wellness within your organization
- Encourage team building and camaraderie among your employees
- Enhance corporate pride and employee retention
- Give your company visibility in the community
- Foster collaboration across departments
- Opportunity for business networking internally and with other corporate teams

### How can I recruit team members?

- Work with HR / Community Relations to get publicity in company newsletter
- Hold an informational brown bag lunch
- Hold a new team rider registration party
- Ask team members to recruit at least one new rider
- Hold recruiting and fundraising competitions
- Display Bike MS collateral in central locations
- Visit [www.wavestowine.org](http://www.wavestowine.org) for downloadable flyers and more great recruiting and fundraising ideas



### Case Example: Google

Jared Nusinoff has participated in Bike MS: Waves to Wine for three years and is excited to be captain for his third year in a row. In 2012, the team had 61 riders and raised over \$49,000, a growth of over 40%. Jared encouraged past riders to bring a friend, help grow their team and get involved in any way they could... and they did! The team wanted people to enjoy training rides and were able to use the internal tools at Google and generous corporate support to promote the event and training. They started registration in January by putting posters in the Google gyms, as well as on campus. Their 2013 goal is to get the

senior executives to ride with them and grow their team to raise another 40%+ more. They also plan to increase the average fundraising of each rider by building a stronger support community for fundraising and team events. The team captains also make personal welcome calls to new cyclists within 24 hours of them registering. What a great personal touch!



### Case Example: Novartis

In 2002, Colin participated in Bike MS: City to Shore in New Jersey. The experience had a profound impact on him and he was hooked for life. In 2008, when he started working at Novartis, he learned that Team Novartis had just been formed so he joined their team. By 2009 the team had grown to 55 riders. Bike MS not only increased Colin's passion for cycling, but also gave him camaraderie and lifelong friendships. Colin became the team captain in 2010 and set a goal of 150 riders. In 2012 he set a team goal of 250 people for the ride's 25<sup>th</sup>

Anniversary. Three months later he was transferred to San Francisco and discovered Bike MS: Waves to Wine. He started Team Novartis at his new site and within three months had a team of 25 who raised over \$21,000. His 2013 goal is 50 cyclists and \$50,000. Novartis is also a corporate sponsor of the ride, as well as other programs in the MS Society.