



Waves to Wine  
Ride 2009

# corporate teams

## Promoting Employee Philanthropy and Volunteerism

Bay Area companies are not immune to the current recession, and as a result corporate sponsorship and direct contributions to non-profits have dropped off precipitously. Now many non-profits are facing tough budget decisions with regards to the programs and services we fund. We recognize that corporate budgets for cash donations are tight, yet it's important that companies stay committed to the communities in which they do business, especially during these difficult times. For little to no cost, companies can have a huge impact in the lives of people living with MS by encouraging their employees to participate in a corporate team for the upcoming *Bike MS Waves to Wine*.

### 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 they would switch brand 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)
- 62 % of Gen Y employees prefer to work for companies that provide volunteer opportunities (Deloitte's Volunteer IMPACT survey 2007)

## bike MS: Waves to Wine

September 12 – 13, 2009  
2 days. 150 miles.  
A fully supported, unforgettable journey from San Francisco to Healdsburg

#### 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 a "Lunch and Learn", or for other recruitment ideas, contact Liz Bernstein at 1-800-344-4867.



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

## 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 for them 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 a "Lunch and Learn"
- 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.com](http://www.wavestowine.com) for downloadable flyers and more great recruiting and fundraising ideas)

### Case Example: Team Chevron

After riding in Bike MS in Texas in 2002, Chevron employee Rusty Lincoln decided he wanted to start a corporate team for *Bike MS: Waves to Wine* to help raise funds for those living with Multiple Sclerosis, and he's been riding ever since. In the last 3 years, Rusty and his co-captains have been grown their team from 15 members in 2005 to 65 member in 2008, raising over \$65,000. This year, they have a goal of 100 team members and \$100,000.

Team Chevron has grown through a variety of internal marketing and word-of-mouth recruiting. They promote the ride in the company newsletter, have six co-captains from various groups to sign up colleagues in different departments, and encourage all team members to sign up at least one new person.

Team Chevron is committed to making *Bike MS: Waves to Wine* a positive experience for all employees. The ride is a great opportunity foster teamwork and increase employee morale. The team leaders hosted a "lunch and learn" where riders learned more about the devastating effects of MS to help them get energized about their fundraising. The team has also developed a weeknight and weekend training series. This training series proved very effective in building a cohesive team and removing any doubt from their minds that they will be able to complete the 150 miles with energy to spare.



### Case Example: Team Wells Fargo / Wachovia

For the past few years, Wachovia has had one of the most active *Bike MS: Waves to Wine* teams. Now that Wachovia is part of Wells Fargo, employees from both banks have joined forces for a united team. This is a great opportunity to support the integration of Wells Fargo and Wachovia from a culture perspective. The joint team is co-captained by one Wells Fargo and one Wachovia team member and along with dozens of other Wells Fargo / Wachovia team members, they are busy signing up more cyclists and raising money to help create a world free of MS. In addition to connecting at the ride itself, Wells Fargo / Wachovia Bike MS team members will have several opportunities to get to know one another at team activities planned for this summer.