



Cycle For MS

Conquer the Tour

GUIDE TO RIDE 2025



WELCOME TO CYCLE FOR MS: CONQUER THE TOUR

“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.

For more information, please visit our website, or feel free to call or email us.



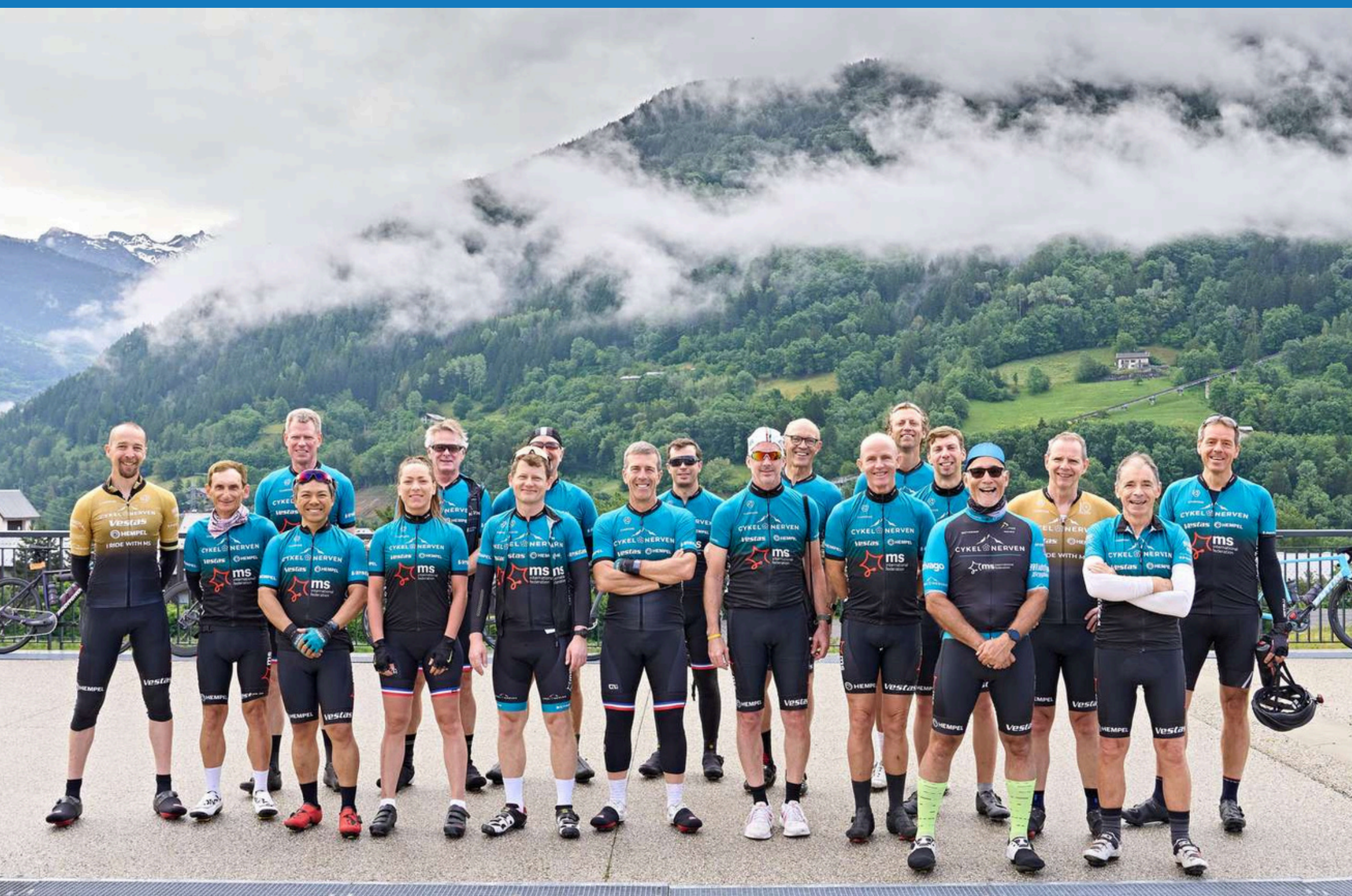
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EVERY TURN OF THE WHEEL FUNDS LIFE-CHANGING WORK

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

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 organisations which support people affected by MS in some of the world's most challenging places.

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



GET STARTED

Get registered at www.cycleforms.org

Once registered, you'll be able to create your own personalised Conquer the Tour 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 laying the foundations for a successful Conquer the Tour campaign.

Here are a few hints to help make your page one to remember:

- **Make it personal:** Include a picture of yourself – preferably with your bike! Write about yourself and your motivation. Include how you are training and fundraising. People will be inspired by your motivation.
- **Keep it fresh:** Keep your page current to generate interest. Provide updates on how your training is going or how close you are to your goal. Share when you are struggling and how you might have overcome this – this might make people who were sitting on the fence, donate to you.
- **Direct people to your page:** Put a link to your fundraising page in the signature of your email.
- **Think of different ways to acknowledge donations:** could you carry the names of higher donors on your jersey or shorts, record a message and put it on socials to others.

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 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 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:
www.cycleforms.org/gallery



FUNDRAISING TIPS

Here are some of our favourite fundraising tips:

- Draft a list of people that you know and what the best way to ask them is (in-person, emails, social media etc)
- Consider who might make the most generous donation and approach them first. This might make others follow suit.
- 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.
- Don't be afraid to share how hard the challenge 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's 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 donor's 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.

MORE FUNDRAISING TIPS

- Fundraise through Facebook: Thank donors, tag them, and share updates. By donating to you, your supporters are now part of your journey, keep reminding them of how much that means to you.
- Be the first to donate to your page and inspire others to do the same. Research shows that those who self-donate are more successful.

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 personalised 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. Organise 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 organised cycle. Everyone will support a challenge. We can help you find one near to you!

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 the time zone and altitude^[1]. Your Conquer the Tour 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.

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! Your registration fee includes breakfast, lunch (on the go!) and dinner. During the day, be prepared to stop in a sleepy village, outside a casino or an opportune mountainside location – it is an experience like no other!

^[1] Please note this is at your own expense



GETTING PREPARED

Coaches will handle and support you, depending on your experience, and climbing pace. Coaches handle the routes, safety, and give advice and encouragement.

Support cars will follow the teams to cheer you on, take photos & videos, and handle lunches, snacks & water stops.

Focus your training specifically for this cycling event – build your climbing endurance & strength – these mountains take no prisoners and there is no off-ramp! A detailed training plan will be provided to follow, prioritise training on your own, but also in groups, with cycling clubs and via group Zwift rides (where possible). Test your equipment. Prepare the necessary clothes, equipment, tools and test your bike (tyres, new brake pads etc.) Your Conquer the Tour pack includes 2 cycling Jerseys.

Get the right gearing for the mountains (we recommend a 34 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 tyres, tubes, breaking pads, and don’t forget tools!

WHAT TO EXPECT

Conquer the Tour is a global event, expect to meet cycling enthusiasts from all over the world!

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

Although English is the main spoken language, there will be multiple languages spoken by the riders.

Expect to be staying in the most beautiful villages across the mountains of Europe, across a range of basic to standard accommodation. Whilst you might not get a hairdryer in your room, we can guarantee you a good meal to warm your belly and offer some of the most beautiful views and surroundings.

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

PLEASE NOTE: The Conquer the Tour 'Guide To Ride' and the Website will be updated with the 2025 route in late 2024, once the Tour de France route for 2025 has been announced.



TESTIMONIALS



“This was my third participation, and once more it was fantastic. The riding, the comraderies, the vistas, while raising money for a great cause. Can’t think of a better way to spend a week in June” – Marc B



“The route went through some of the most iconic peaks of the Alps, and it was an amazing sense of achievement to have been part of it! All alongside a great group of fellow cyclists and for such an important cause” – Annelies B



“Sitting fairly and squarely towards the very top of my list of unforgettable life experiences, it exceeded on all counts, an event not to be missed and it is no wonder that many riders return for more!!” – Andy T

For more info, please visit our website, call or email us.



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