

Hey, Army –

I'm really not good at wrestling people to the ground until they give a big donation to the National MS Society. Just not my personality. So I am a little more laid back and/or passive with my appeal.

IT'S A FUN THING! and for a worthwhile cause!

When people ask how much to give, I don't really know their personal situation. I tell them it's a bike-a-thon, and any donations would be appreciated, then hand them the attached form. Then I just let them fill it in. Sometimes they ask if it's per mile – and I say that most people prefer to just pledge a dollar amount rather than trying to figure out how much it would be at twenty-five cents per mile or whatever (which is true) – so the amounts on the form are just a dollar amount. If they prefer to make a “per mile” pledge, they can use the “other” box. Sometimes people will ask if they can take the sheet and think about it. I always let them, and I do follow up (maybe even bug them) 'til they give me back something.

ASK EVERYBODY!

Who knows whether they will pledge. I don't put any pressure on people, but I ask my doctor, my chiropractor, my lawyer, the Realtors I work with, my cleaners, computer guy, investor reps, company vendors, certain people at church (although this may be touchy, since the church is seeking charitable donations as well), friends, family, the owner of the swimming pool supply store, certain clients I have a good rapport with, massage therapist, physical therapist, even my ex in-laws! In short, pretty much anybody I come in contact with. It's not like I'm asking for a lot of money, and there's no pressure, and most people will give something!

EVERY DONATION IS IMPORTANT!

Genuinely thank everyone who gives, and don't have a preconceived idea of how much a person “should” give. People have different situations in life that you don't know about. Maybe someone's sister has MS, and they give a lot more than you would have expected. Maybe someone has their own charity that they give a lot of money to, and they give what seems like a small amount to the National MS Society. ***The guy that gives \$5 is doing more to help people suffering with MS (and you to meet your goals) than the guy that “almost gave” or “intended to give” \$100. Think about it!***

Feel free to blatantly plagiarize this form – or even send it back to me with requested changes. I'll make the changes and send it back to you – the form as it is (or as I return it to you with changes) will be a form you can send out via e-mail, people can fill it out on their computer (fill in form) and send it back to you without ever printing it.

I hope everyone has set up their e-donate link!

Ride Hard!

C. Michael Kamps

On May 3-4 I will be riding in the Sams Club MS150 – a “bike-a-thon” to raise money for the National MS Society. And yes, the “150” part means that I will be riding my bicycle 150 miles in those two days! To sponsor my ride with a credit or debit card, please click here: <http://www.ms150.org/dallas/donate/donate.cfm?id=215927>. Please don't choose “anonymous,” or I won't know who to thank for your generous donation! Thank you for your support! All gifts to the National MS Society are tax deductible to the fullest extent allowed by law.