

join the movement in TENNESSEE

1 MILE

4 CITIES

1 GOAL

your fundraising guide

WALK TO DEFEAT ALS® FUNDRAISING GUIDE THE ALS ASSOCIATION TENNESSEE CHAPTER

615-331-5556 | WALK@ALSTN.ORG | ALSTN.ORG



WALK TALK: who we are + what we do

To discover treatments and a cure for ALS, and to serve, advocate for, and empower people affected by ALS to live their lives to the fullest.

Amyotrophic lateral sclerosis, known as ALS, is a progressive neurodegenerative disease that affects nerve cells in the brain and the spinal cord. Eventually, people with ALS will lose the ability to initiate and control muscle movement, which often leads to total paralysis and death within two to five years of diagnosis. For unknown reasons, veterans are twice as likely to develop ALS as the general population. There is currently no known cause or cure.

The ALS Association is the only national nonprofit 501(c)(3) organization fighting Lou Gehrig's Disease on every front. By integrating local care services, cutting-edge global research, and nationwide advocacy on behalf of those living with ALS, The Association builds hope and enhances quality of life while aggressively searching for new treatments and a cure.





dedicated to research since the ALS IBC to advance treatments and a cure



Played a key role in ensuring people with ALS have access to wheelchairs and complex rehab technology by applying legisla-

tive pressure on the Centers for Medicare and Medicaid Services, A big advocacy success!





ΝΔΤΙΝΝΔΙ ΔΙς REGISTRY





Support groups equipment loans respite care









how you can help

You've already taken the most important step and joined the movement by registering for the Walk to Defeat ALS®

SO, WHAT'S NEXT?



















Your online fundraising center is your one-stop shop to defeat ALS! Forgot your username or password? Check with your walk staff!



Use your fundraising center to share the story of why you joined the Walk to Defeat ALS®. Once you update your page, customize your URL to send to friends and family, put in email signatures, or share on social media!



Did you know you can upload your contacts to your fundraising center to easily send emails to friends and family asking for support? Use the templates provided for you or create your own. Your participant center will even group people automatically to easily thank donors or ask again!



When you support yourself with a gift, others are much more likely to support you, too! Make a self-donation first, then grow the movement by sharing a link to your page on social media and downloading the mobile app!

share the movement

Did you know that the number one reason that people don't give to charity is because they were never asked? Use the simple tools in your fundraising center to share the Walk to Defeat ALS® with all your networks!

DOWNLOAD THE BOUNDLESS FUNDRAISING APP FOR FACEBOOK

- Link your Facebook profile with your personal donation link.
- Never miss a post! Pre-schedule posts with updates on your progress toward goal.
- Change your profile photo to the Walk logo to help raise awareness for your cause.
- Connect with supporters you didn't originally think to reach out to!

TAKE THE MOVEMENT ON THE GO.

Google Play

Download on the App Store

DOWNLOAD THE WALK TO DEFEAT ALS MOBILE APP

- Available for Apple and Android phones and tablets.
- User-friendly interface to share the movement from the palm of your hand!
- Update your photo, customize your page, and send emails to your contacts asking for support.
- Track your progress to goal and take donations right on your phone!
- Share your story and donation link quickly and easily on multiple social media platforms.

CUSTOMIZE YOUR PERSONAL URL

- Create a custom URL (link) that's easy to send to potential supporters.
- Share your URL on your social networks and embed it in your email signature!



FAQ'S: your one-stop shop for all those need-to-knows



No worries! Contact the Tennessee Walk Team at 615-331-5556 and they can look up your username and reset your password. Don't forget to use the goal-setting sheet to keep track!

Po you store email addresses?

- The contacts you upload are available for your eyes only! The ALS Association cannot see this information, but it is attached to your record. If you register with the same record as previous years, any contacts previously added will automatically transfer to the new year.
- My friend won't be at the Walk but still wants to be involved. Is this possible?
- Of course! Friends and family who won't be present at the event can register as virtual walkers on your team. They will still receive all the same online fundraising tools including the ability to send emails and download the Fundraise with Facebook App to make it easy to support even from far away.
- I'm not the team captain but I still have a fundraising page. Did I register wrong?
- Not at all! Think of your Walk team as an umbrella team. You register on the team and have access to all the awesome fundraising tools the team captain does. Then, any funds you (or any other participants on the team) raise will roll up to the overall team total!
- I made a donation but it's not showing up on my page. Did it go through?
- More than likely, the donation was just credited incorrectly. Check with the Tennessee Walk Team at 615-331-5556 and they can track it down for you and apply it to your page.
- My supporters prefer to make a donation by check or cash rather than online.
- No problem! Reach out to the Tennessee Walk Team for a donation envelope. Bring it to the Walk or turn it in to our office. You can also mail in donations to PO Box 40244 Nashville TN 37204. Don't forget to make a note of Team Name + Participant Name in the memo!
- What happens if no one donates?
- Don't give up! The average person receives 100 emails a day. If you haven't heard back from a friend, chances are that they just overlooked your email. Don't be afraid of sending another. Three reminders is perfectly acceptable in a 3 month time span.



HOW TO RAISE \$1,000 IN 10 DAYS!)

- 1. Sponsor yourself for \$50
- 2. Ask 2 of your family members to sponsor you for \$50
- 3. Ask 10 friends to contribute \$20
- 4. Ask 5 co-workers to contribute \$20
- 5. Ask 5 neighbors to contribute \$20
- 6. Ask 10 people from your place of worship to contribute \$10
- 7. Ask your boss for a company contribution of **\$50** (or better yet, find out if your company will match what you raise!)
- 8. Ask 5 businesses or companies that your business works with to sponsor you for \$40
- 9. Ask 4 businesses you frequent to contribute \$25
- 10. Share your success with your friends and family.

FLAUNT YOUR SUCCESS!

EARN BADGES FOR ONLINE ACTIONS!



TEAM CAPTAIN Lead your team



EMAIL PRO Send 100+ emails from PC



T-SHIRT

Raise the minimum of \$100



STORYTELLER

Update page with a Story and/ or Photo



HELPING HAND
Personal Donation



LEVEL 1 FUNDRAISER \$300-\$499



LEVEL 2 FUNDRAISER \$500-\$999



LEVEL 3 FUNDRAISER \$1,000-\$1,749



LEVEL 4 FUNDRAISER \$1,750-\$2,499



LEVEL 5 FUNDRAISER \$2,500-\$3,499



LEVEL 6 FUNDRAISER \$3,500-\$4,999



LEVEL 7 FUNDRAISER \$5,000-\$7,499



LEVEL 8 FUNDRAISER \$7,500 +

TIPS + TRICKS the tried + true to the uniquely you

DOUBLE YOUR DOLLARS | matching gifts

After all of your fundraising work is complete, you still may be able to increase your impact on the fight against ALS. Many companies will match their employees' charitable contributions. Be sure to check with your employer and ask your supporters to as well! You can also visit www.matchinggifts.com/als to see if your company participates. Don't forget to talk to your company about forming a corporate team, too!

BRUSH UP ON YOUR LITERATURE | posters, brochures, and more!

Reach out to the Tennessee Walk Team and ask for posters, brochures, or other items to help promote the Walk. Ask local restaurants or community gathering places to display them to help spread the word!

GET STARTED "WRITE" AWAY | sample letters and emails

Check out the sample letters available on the website or create your own and send it out to friends and family asking for support. Include the story of WHY the Walk is important for you and share a photo if you have one!

SIZE IT UP | team t-shirts

Get creative and boost team spirit sporting matching team shirts! Select a vendor and share your design. Remember to keep it cheap and start early—a good range is usually between \$5 and \$10 and production can take 3-4 weeks.

GET INVOLVED | kick off, team week, and contests!

Attend the kick off party to meet other Walk participants and pick up supplies to ensure your fundraising success. Encourage your team to participate in Team Week and other contests throughout the year for your chance to win cool Walk swag!

BE CREATIVE | put the FUN in fundraising

Use your interests and hobbies as a way to boost your fundraising! Love fantasy football? Use half your league buy-in as a Walk donation. Do you paint, knit, or record music? Sell your art for donations! Check out the Fundraising A-Z list for other ideas.

LEAD BY EXAMPLE | talk the talk + walk the walk

Communicate often with your team to motivate and encourage them. Make a donation to your cause and provide fundraising suggestions to help reach your goal!

2018 TN TEAM INCENTIVES

EARLY REGISTRATION BANNER CONTEST | NOW - APRIL 30TH 2018

Teams who register between NOW and April 30th will be entered into a drawing to win a custom team banner for the Walk to Defeat ALS®.

There will be I winning team PER WALK SITE so make sure to register your team ASAP! Team Captains will be notified if their team is a winner by **Friday, May 4th.**

TEAM ROUTE SIGNS | teams raising \$1,000 or more (by date on 101 information sheet)

Teams raising \$1,000 or more (by date on 101 information sheet) will automatically receive communication from the Tennessee Walk Team regarding a Team Route sign. Below are the preliminary templates for 2018 Team signs! All the Team Captain will need to provide will be a Team Photo (or photo of who you're walking for) and some text to go along with it — the Tennessee Walk Team will do the rest! Walk Signs will be placed along the Walk Route and free to take home after the Walk!





TEAM TENT OPPORTUNITY | see 101 sheet for location specific details

To show our thanks + help top teams beat the heat, the Tennessee Walk Team will reserve extra special VIP tents for top teams on Walk Day! Check out the 101 sheet for your site for more information!

TEAM AWARDS ON WALK DAY | see 101 sheet for location specific details

Walk Day is the perfect day to show off your Team Spirit! Walk Awards will be given out to various teams for things like Team Spirit, Top Funds Raised, Biggest Group, and Rookie of the Year! Check the 101 sheet for more info!