



# Walk to Defeat ALS™

The ALS Association



## Participant Handbook



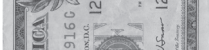


**I'm Registered...**

**Now What?**

- Set a fundraising goal and start collecting donations
- Personalize your web page
- Recruit people to join your team
- Write letters to help in your fundraising efforts
- Create a team t-shirt and banner



## HOW YOUR DOLLAR MAKES A DIFFERENCE....

	Fundraising • 3.1%
	Research • 7%
	Management & General • 10.2%
	Patient & Public Education • 12.8%
	Care Services • 66.9%

### THE ALS ASSOCIATION JIM "CATFISH" HUNTER CHAPTER

Since 1987, our Chapter has served the needs of ALS patients and caregivers. Over 80% of the donations we receive are used locally in North Carolina to further our mission.



# FUNDRAISING

*Every Dollar Counts!*

## MAKE A FUNDRAISING GOAL

Each team has a suggested goal of \$1,000 and each Walker has a suggested goal of \$210. This may sound like a tough task, but once you start asking around, you'll find that this may be too low! Any participant who raises \$75 or more will receive an official Walk to Defeat ALS™ T-Shirt. Those who raise \$200 or more will be eligible for prizes from the Walk to Defeat ALS™ Prize Redemption site.

## TIPS FOR SUCCESSFUL FUNDRAISING

1. Make a personal contribution to your goal. People will support you if you support yourself!
2. A Letter/E-mail Campaign is a quick and effective way to reach out to everyone in your address book. See page 4 for more information.
3. Team fundraisers can be great money makers for your team and will help your team feel like they are a part of something great!
4. Involve friends, family, co-workers, neighbors, everyone! Do not be shy to ask for donations. You will be surprised by the positive response.

## DOUBLE YOUR FUNDRAISING DOLLARS

Hundreds of companies will match the donations given by their employees. If your company matches gifts made to non-profit organizations, please complete your company-approved matching gift form and turn it in at the REGISTRATION Area on Walk Day. Wachovia, Bank of America, Verizon, Ameriprise Financial, Aetna, and RJ Reynolds are just a few companies that match gifts for employees.

Will Your  
Company Match  
Your Donations?

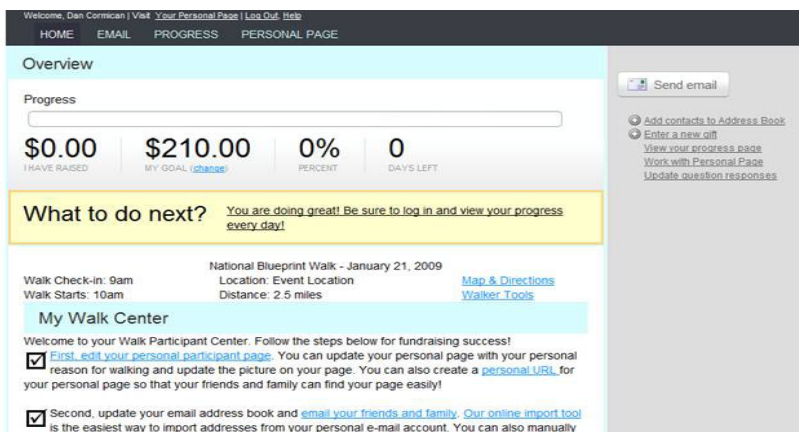
Find Out  
Today!

# PERSONALIZING YOUR WEBPAGE

Each Participant is given a **Personal Webpage**. Generic text is provided to you, but personalized pages are a great way to communicate your passion for and dedication to the Walk. You can upload a personal picture. The Walk to Defeat ALS™ website is very user-friendly.

**Step 1:** Visit [www.CatfishChapter.org](http://www.CatfishChapter.org) and click on the Walk to Defeat ALS™ link located on the left. Once on the NC Walk page, click on your Walk location.

**Step 2:** Click the *Work with Personal Page* link from the right navigation menu. You can customize the URL for your personal webpage. You can personalize the text to tell your story. You can add pizzazz to your page using the rich text features like font type, color and size. You can add a personal photo and even a link to a YouTube video.



The screenshot shows a web browser interface for a participant's personal webpage. At the top, there's a navigation bar with links: HOME, EMAIL, PROGRESS, and PERSONAL PAGE. The main content area is titled "Overview" and includes a progress bar showing \$0.00 raised out of a \$210.00 goal, with 0% completion and 0 days left. A yellow box highlights the "What to do next?" section, encouraging the user to log in and view their progress. Below this, there's a "My Walk Center" section with details about the National Blueprint Walk on January 21, 2009, including the location and distance. A "Send email" button is visible on the right. The bottom section, "My Walk Center", contains instructions for updating the personal page and a link to the "personal URL".

## HOW TO RAISE \$100

- Day 1 • Sponsor yourself for \$25
- Day 2 • Ask two family members to contribute \$10 each
- Day 3 • Ask five friends to sponsor you for \$5 each
- Day 4 • Ask five co-workers to contribute \$5 each
- Day 5 • Ask a neighbor to sponsor you for \$5

IN ONLY 5 DAYS!



## CREATION STATION

If you are walking for a loved one who is battling or has battled ALS, or if you just want to express your passion, stop by the Walk to Defeat ALS™ Creation Station on Walk Day. You will be able to put your loved one's picture on a sign and write your own message. No materials are necessary; only a picture if you wish to use one.



*It has been said that “people give to people, not causes.” The most effective way of raising money for the Walk to Defeat ALS™ is to conduct a letter/e-mail campaign. You can reach your largest audience by following the easy steps listed below.*

## LETTER CAMPAIGN

### Step 1: Write your letter

Simply draft a “Dear Family & Friends” letter explaining why you are participating in the Walk. Include a line in your letter asking the recipient to join you in the Walk and/or to make a donation. Inform recipients that credit card donations can be made online. Ask those who wish to write a check to make it payable to “The ALS Association” and mail it to you.

### Step 2: Create your mailing list

Gather contact information from your address book or your holiday card list. Be sure to include extended family, friends, neighbors, business associates, church members, vendors, clubs and/or organizations.

### Step 3: Print or photocopy your letter

Remember to save a copy once you have your letter completed. You may need to send more at a later date and you can have it ready to help you again next year.

### Step 4: Mail your letters

The ALS Association can pay for your postage. For further instructions, please contact the Chapter office toll-free at **1.877.568.4347** or e-mail [Walk@CatfishChapter.org](mailto:Walk@CatfishChapter.org).

## E-MAIL CAMPAIGN

**Step 1:** Go to [www.CatfishChapter.org](http://www.CatfishChapter.org) and click the Walk to Defeat ALS™ link located on the left. Once on the NC Walk page, click on your Walk location.

**Step 2:** Sign in with your username and password. Click *Add Contacts to Address Book* link from the right navigation bar.

**Step 3:** You will be taken to your Address Book. You can display all contacts or filter by status or group. Click the checkbox before the name of each contact you wish to receive this particular message. Then click the *Compose Message* link from the middle navigation bar.

**Step 4:** You can compose your own message or choose from the *Suggested, Drafts, or Sent Messages* from the right navigation bar. After you have customized the message with your personal story, click the **Send** button.

## SUBMITTING DONATIONS

1. Credit Card donations can be made online.
2. Checks should be made payable to “The ALS Association.” Checks should be mailed to you. We encourage you to mail them to the Chapter Office prior to Walk Day, but you can also turn them in at the REGISTRATION Area on Walk Day.
3. If there is no address on a check, please attach a note with the address or list the full address on your DONATION COLLECTION ENVELOPE.
4. Take any cash donations and make a list including the donor’s name, address, and amount donated. Write a check to replace the cash. Include the list for proper acknowledgement.
5. Enter your gifts in “My Walk Center.” Once the Chapter processes your gifts, they will show as confirmed (see below for instructions).
6. The Chapter will send tax receipts to all donors for whom we have a complete name and mailing address. We encourage you to send thank-you letters to your donors as well.

## ENTERING OFFLINE GIFTS

You can enter the checks and cash that you receive online or on your “My Walk Center”. These gifts will be confirmed once they are received and processed by the Chapter Office.

**Step 1:** Visit [www.CatfishChapter.org](http://www.CatfishChapter.org) and click on the Walk to Defeat ALS™ link on the left. Once on the NC Walk page, click on your Walk location.

**Step 2:** Sign in using your username and password. Click the *Enter a new gift* link to access the form for adding a gift.

**Step 3:** Type in the Donor name and mailing address completely. Enter the amount of the gift and tender type. Note: credit card gifts can be made online using the Donate button on your Personal Walk Page. The text you type in the “Recognition name” box is the name[s] that will scroll on your personal webpage status indicator. If someone prefers, you can type “Anonymous”. Click the Add button to save this gift.

After you have added your gift, you will be taken to the “View Personal Report” page. To add another gift, click on the Enter a new gift button. Repeat step 3.

These gifts are now considered offline unconfirmed. Once the Chapter Office receives and processes your offline gifts, they will be considered confirmed.



# WALK DAY INSTRUCTIONS



## Team Captain:

The Team Captain should be the only team member that checks in at the REGISTRATION Area. The Team Captain should collect all team member's DONATION COLLECTION ENVELOPES and tally them on the large TEAM CAPTAIN COLLECTION ENVELOPE. The Captain is also responsible for making sure that all team members sign the WAIVER FORM, and that the form is placed into the TEAM CAPTAIN COLLECTION ENVELOPE. If any team member has collected \$75 or more, please take your team's completed T-SHIRT FORM to the T-SHIRT Area.

## Team Member:

If you are a part of a Team, your Captain will check-in for you. Be sure you have given your Captain your DONATION COLLECTION ENVELOPE and that you have signed the team's WAIVER FORM.

## Individual (not part of a team):

Total your donations and place them in your DONATION COLLECTION ENVELOPE, along with your signed WAIVER FORM, and check in at the REGISTRATION Area. If you have raised \$75 or more, please take your completed T-SHIRT FORM to the T-SHIRT Area.

## WALK DAY AWARDS



**Largest Team    Most Creative T-Shirt    Most Creative Banner**  
**Largest Fundraising Team    Top Fundraising Individual**  
**Largest Fundraising Corporate Team**

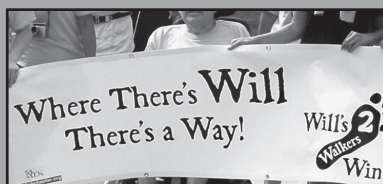
## WALK DAY BANNERS

Will your team win the prize for Most Creative Banner? Whether your banners are professionally printed or homemade, what matters most is that it shows your team spirit and creativity!

CREATED WITH  
YOUR TEAM



PROFESSIONALLY  
PRINTED



## WALK DAY T-SHIRTS

Show your team spirit with a team T-shirt. Be creative, but above all, have fun! Your team could win the Most Creative T-Shirt Award!



## WHAT IS ALS?

Amyotrophic lateral sclerosis (ALS), often referred to as “Lou Gehrig’s disease,” is a progressive, neurodegenerative disease that affects nerve cells in the brain and the spinal cord. When the motor neurons die, the ability of the brain to initiate and control muscle movement is lost. For people living with ALS, essential functions such as the ability to walk, talk, swallow and breathe are significantly diminished. With voluntary muscle action progressively affected, patients in the later stages of the disease may become totally paralyzed. Eventually, the progressive degeneration of motor neurons leads to patients’ inability to breathe without ventilator support.



***Jim “Catfish” Hunter  
Chapter***

**The ALS Association  
Jim “Catfish” Hunter Chapter**

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**NATIONAL WALK TO DEFEAT ALS™ PARTNERS:**

**Booz | Allen | Hamilton**



## WHAT IS THE ALS ASSOCIATION?

The ALS Association is the only non-profit organization fighting Lou Gehrig’s disease on every front. By leading the way in global research, providing assistance for people with ALS through a nationwide network of chapters, coordinating multidisciplinary care through certified clinical care centers, and fostering government partnerships, the Association builds hope and enhances quality of life while aggressively searching for new treatments and a cure.