

**Saturday  
October 17<sup>th</sup>, 2009  
University of California, Irvine**

**WALKER PACKET**



## ***Thank you for your interest in our 2009 Walk to Defeat ALS***

You have either registered as a team captain, a member of an existing walk team or as an individual. This packet contains information geared to help you raise funds, recruit more team members and start getting excited for The ALS Association's Annual Walk to Defeat ALS. ***Everyone is welcome!***

## ***Save the date!***

***Walk to Defeat ALS 2009 – Saturday, October 17, 2009***

***University of California, Irvine***

## ***Spread the word!***

***Bracelets:*** Get your red “Strike out ALS” bracelet today. Or if you’re a team captain, get some for your team members. It’s just \$1 donation for each. Help raise awareness in the community about this devastating disease. Order form included in packet or call the Chapter office at 714.285.1088.

## ***If you have any questions ...***

Remember you can not only register online, but find all sorts of helpful information about the Walk to Defeat ALS by visiting [www.alsaoc.org](http://www.alsaoc.org). You can also e-mail [information@alsaoc.org](mailto:information@alsaoc.org) or call **714-285-1088**.

The ALS Association · Orange County Chapter  
1232 Village Way, Suite A · Santa Ana, CA 92705

***714-285-1088 · [www.alsaoc.org](http://www.alsaoc.org)***

## *Understanding ALS*

*Amyotrophic Lateral Sclerosis (ALS)*, also known as Lou Gehrig's disease, is a neuromuscular disease that attacks the nerve cells and pathways in the brain and spinal cord. The mind remains completely unaffected, but all voluntary muscle actions are compromised. Persons in later stages of the disease are left totally paralyzed. The average life expectancy of persons with ALS is two to five years from the time of diagnosis. A very few, however, live as long as 10-15 years after diagnosis.

*The disease primarily strikes* men and women between the ages of 40 and 75; however, a considerable number of persons with the disease are in their twenties and thirties. The disease has no racial, ethnic or socioeconomic boundaries. ALS is not a rare disease. It occurs four times more frequently than muscular dystrophy and just as often as multiple sclerosis. Approximately **30,000 people** in the United States have the disease at any given time.

## *How does the ALS Association help?*

*The ALS Association is the only not-for-profit health organization in the United States dedicated solely to the fight against ALS.*

At the ***national level***, The ALS Association considers itself a national information center on ALS, one of the few places to which people can turn when looking for information about the disease.

At the ***local level***, the Orange County Chapter of The ALS Association provides patient services to improve the quality of life for patients and their families. Wheelchairs, hospital beds, and other medical equipment are loaned to patients with ALS (PALS). Special communication devices and computers with adaptive equipment are loaned to individuals with speech/communication problems and they are taught how to use them. We sponsor monthly support group meetings, publish an informational newsletter, and maintain a lending library. The Chapter employs a Patient Services Director and an LVN Case Manager to facilitate the process of getting assistance and to evaluate the needs.

Other programs are administered as deemed necessary. Services are not only provided by employees, but are often administered by volunteers who typically spend many hours in various areas. There is a Chapter emphasis on promoting research for a cause, treatment, and cure.

These services are provided at no cost to PALS and their families in Orange County and surrounding areas. Money to provide these services is derived from fundraisers, donations, and grants. A volunteer Board of Directors directs and supports all activities and oversees the use of funds. Annual events include the signature Walk to Defeat ALS, the Los Angeles Marathon, a "Drive Out ALS" golf tournament, and an annual appeal. Staff, Directors and Volunteers assist with these and others.

***Find out more online at [www.alsaoc.org](http://www.alsaoc.org).***



# *get ready, get set ...*

*... register for this year's Walk to Defeat ALS™!*

**Walk to Defeat ALS™** is The ALS Association's national signature event. Now in its ninth year, approximately 150 Walks will be held around the country. Last year, walkers nationwide raised \$15 million in support of cutting-edge research and patient services programs. The Walks are one of the most substantial and direct ways each individual can make a difference in the fight to Defeat ALS.

**The purpose of the Walk** is to raise funds for patient services and research – to raise awareness in the community – to bring people together to show support for those fighting against ALS and have a fun-filled day with family and friends.

***Let's join together to surpass the goals for 2009 ...  
to raise \$250,000 and have 2000 participants at the Walk!***

## *here's how!*

***Now that you've decided to participate in the Walk to Defeat ALS™ ...***

1. **Register online** (or fill out the enclosed form). Go to [www.alsaoc.org](http://www.alsaoc.org) and click on the link for the Walk to Defeat.
2. **Set your fundraising goal.**
3. **Make a list!** Use the address sheet included to list everyone you want to contact to support your effort in the Walk – ask your friends, family and coworkers.
4. **Create a fundraising plan** and begin asking for donations!



Join us for a day of family, friends and community  
in supporting the fight against Lou Gehrig's disease!  
In addition to raising funds for patients with ALS,  
it will be a day to enjoy with your team members.

*entertainment • food • games • opportunity drawings • and more*

***When:*** Saturday, October 17, 2009

***Where:*** University of California, Irvine







***Registration:*** begins at 8:30 a.m.

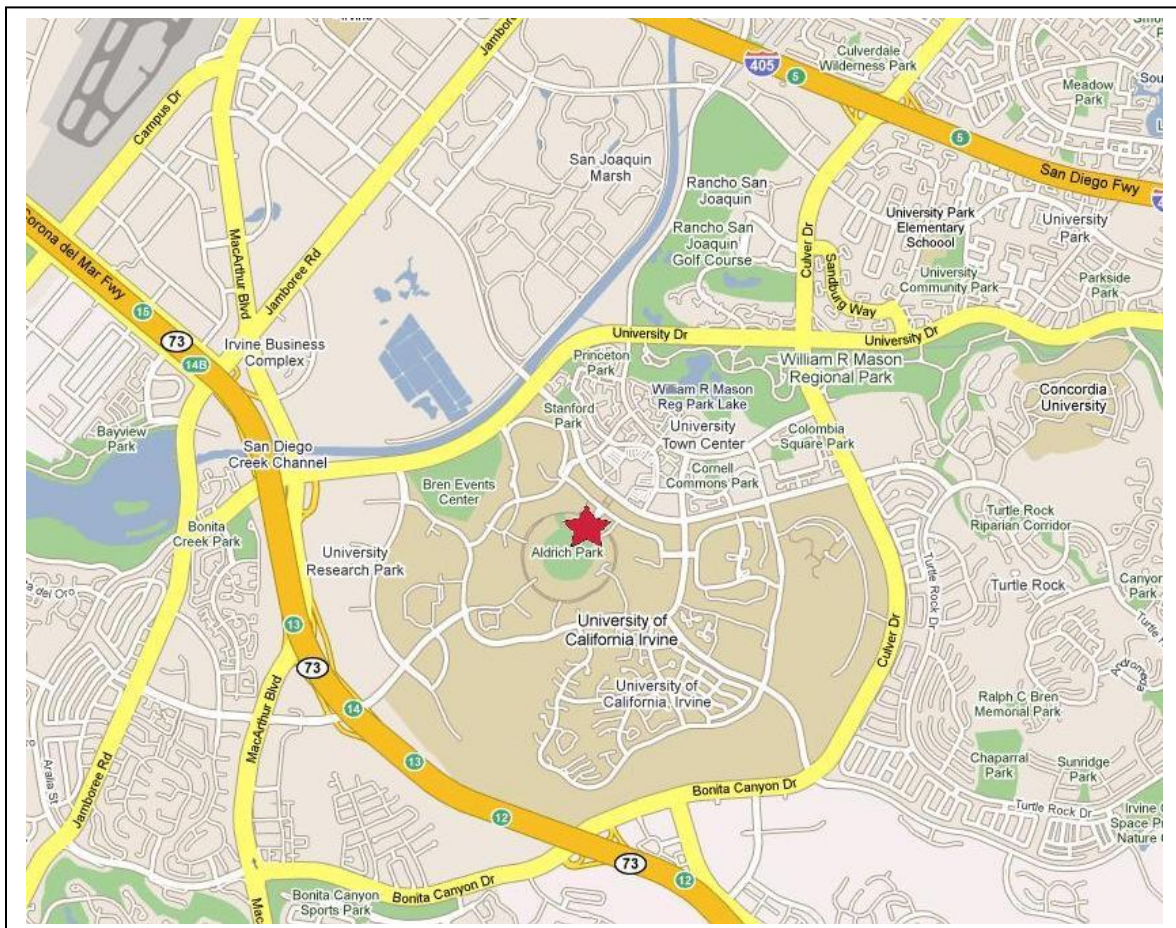
***Ceremony:*** begins at 9:30 a.m.

***Walk:*** begins at 10:00 a.m.

***Picnic and fun to follow!***

***University of California, Irvine***

-  405 to Culver Drive, exit South
-  Right on University Drive
-  Left on Campus Drive
-  Right on W. Peltason Drive
-  Left on N. Circle View
-  Follow Signs





# *fundraising ...*

Funds raised at the Walk to Defeat ALS will help pay for patient services right here in Orange County and the Corona/Norco area. A portion of the proceeds will also help fund research at the national level.

If you want to be a successful fundraiser, you need to ***have a fundraising plan!***

***Read the 5-point plan below for fun ideas and proven methods!***

1. ***Register online!*** Make sure you've registered online at [www.alsaoc.org](http://www.alsaoc.org) to utilize the online fundraising tools. It's a great way to send emails and collect donations.
2. ***Make a list.*** Use the address sheet included to list everyone you want to ask.
3. ***Personally ask*** friends, family, neighbors and co-workers
4. ***Create a personal letter*** (see examples in this packet and online) and send it to everyone on your list via email or snail mail.
5. ***Just ask!*** You'll be surprised at the great response you get!

## ***How to tell your story!***

The key to raising money is to ***tell your story*** – to tell people why the ALS Association is important to you and how ALS has touched your life. Here are some pointers to get started ...

Come up with a ***catchy opening line*** such as “Can you believe I’m actually doing a 5K walk?”

***Say why*** you want to participate in the walk and raise money for ALSA – Orange County Chapter.

Give an ***explanation of ALS*** and how it affects patients.

Tell about the ***services*** that The ALS Association – Orange County Chapter provides

***Invite them*** to be a part of your team on October 18th! Or ...

***Indicate your fundraising goal*** and ask them for a set amount. Be sure to tell them where to send the contribution or how to donate online. Even enclose a donation sheet and an addressed, stamped envelope.

***Thank them*** in advance for their generosity.

***Don't forget ... you can register online with Convio!***  
***Visit [www.alsaoc.org](http://www.alsaoc.org) and click the link for the Walk to Defeat ALS.***

# *more on fundraising ...*



*Next to having a fun day and honoring our PALS, fundraising is the most important aspect of our walk!*

## ***How to raise \$250 or more in 10 days (or less)!***

<i>Day #</i>	<i>Totals</i>
1. Make your own \$25 contribution	\$25
2. Ask your significant other to also contribute \$25	\$50
3. Ask your Mom and Dad to contribute \$25	\$75
4. Ask your best friend to contribute \$25	\$100
5. Ask your boss to contribute \$25	\$125
6. Ask your best friend at work to contribute \$25	\$150
7. Ask your sister or brother to contribute \$25	\$175
8. Ask your in-laws to contribute \$25	\$200
9. Ask your aunt or uncle to contribute \$25	\$225
10. Ask a business person you support to contribute \$25	\$250

# *matching gifts*

## ***Double Your Donation!***

Many companies offer matching gift programs to encourage employees to contribute to charitable organizations. Most of these programs match contributions dollar for dollar, and some will even double or triple the amount of your gift! Some companies match gifts made by retirees and/or spouses. To find out if your company will match gifts to The ALS Association, please follow the link below:

[www.matchinggifts.com/als](http://www.matchinggifts.com/als)

If your company is eligible, request a matching gift form from your employer and send it completed and signed with your gift. We will do the rest. The impact of your gift to this organization may be doubled or possibly tripled! This is a great source of “hidden funds”.

## ***work the neighborhood ...***

There are countless opportunities to raise money within a few miles of your home. Think about it: the coffee shop, the gym, the laundromat, the car wash, the supermarket, the newsstand, the dry cleaner, the video store, the dentist's office, the bar, the deli, the parking lot, the pizza place. You patronize these businesses all the time – ask them to help you out with your fundraising effort. ***How?***

- Just ask for a monetary donation. Businesses can be donors too.
- Display a donation box and/or letters and donation forms on the counter.
- Ask the business to donate a portion of their proceeds on any given day.

## ***get social ...***

Making contact with as many people as possible will be key to your fundraising. Chances are, your friends and family will be more than happy to be a part of your fundraising campaign, but you'll probably need to go beyond your inner circle.

- Throw a party!! Ask everyone who attends to write a check when they enter the front door.
- Or host an event – a film screening, a boat cruise, a band night in a local bar.
- Ask your friends to email or mail their friends for donations.
- Then ask their friends to ask their friends.

## ***bring it to the office ...***

Your place of work is another opportunity to reach more people, and they're often a captive audience. Let people at work know what you're doing and enlist their help.

Just ask for money. Your company might be happy to donate to your WTDF fundraising goal.

- Then, ask for more. See if your company has a matching gift program.
- Find out if your company would consider being a corporate sponsor.
- Send an email to the entire company with a donation form attached, and ask them to join your team.
- Set up a small display in a prominent place.
- Approach clients, vendors, anyone else your company does business with (make sure it's OK with the boss!)
- Host a lunchtime meeting and do a presentation to your colleagues about ALS and your commitment.

## ***Get crafty ...***

Use your creativity, whatever it may be. Everyone has the ability to do something well. Sell your product or skill to benefit your fundraising campaign. A few ideas: cookies, lapel pins, poems, chili, short stories, tax preparation abilities, photographs, baby sitting time, car washing, drawings, language tutoring, personal training, T-shirts, designated driving, dog walking, errand running, gardening.

***You can collect donations online and send e-mails to all your potential sponsors!***

***Visit [www.alsaoc.org](http://www.alsaoc.org) to find out how.***



# *sample letters*



## ***Walking in support of a friend with ALS***

You know I'm not one for exercise, but this October I'm going to walk a 5K! And the reason I'm doing it is because the son of a friend was recently diagnosed with Lou Gehrig's disease and there's no known cause or cure yet.

So ... I'm inviting you to support my plunge into exercise by donating to my team. You can either send me a check or you can donate online through [www.alsaoc.org](http://www.alsaoc.org). Just click on the Walk to Defeat ALS logo and follow directions. It's simple!

Funds raised through The ALS Association – Orange County Chapter's annual Walk to Defeat ALS support research and patient programs such as case management, loans of medical equipment (wheelchairs, electric scooters, etc.), resource information, support groups, newsletters and much more.

I'm also asking you to pass on this message to *your* friends, family and co-workers and invite all of you to come out and walk with me. I'll appreciate the support.

## ***Walking as a volunteer***

Please consider joining my team as we walk to find a cure for ALS (Lou Gehrig's disease). I have recently become a volunteer for the Orange County Chapter of The ALS Association and see the wonderful work that they are doing to help those with this degenerative, fatal, disease.

They have support and bereavement group sessions, loan out medical and communication equipment, have a case manager and patient services director who make home visits and evaluate need, help patients and families navigate through the insurance channels, and so much more – all at no cost to the patients. The Chapter also contributes to the national research effort to find a cure.

So you see, this is a really worthy cause – and I hope you'll help me support it. You can send me a check or you can register online at [www.alsaoc.org](http://www.alsaoc.org). Just click on the Walk to Defeat ALS logo and follow directions from there.

My team name is \_\_\_\_\_.

Thank you for your support!

## ***Letter from a PALS (person with ALS)***

*Dust off your walking shoes! I am writing today to invite you to support a very important and exciting event, The ALS Association – Orange County Chapter's 2009 Walk to Defeat ALS.*

*Amyotrophic Lateral Sclerosis (ALS), commonly known as Lou Gehrig's disease, is a fatal, neuromuscular disease that can strike anyone without warning. Every 90 minutes someone in this country will be diagnosed with ALS and every 90 minutes someone will lose their battle against this devastating disease.*

*The Walk to Defeat ALS is The ALS Association's national signature event. Each year, nearly 100,000 people join together across the nation to raise funds in support of internationally driven cutting-edge ALS research and community based patient services programs. Now in its ninth year, approximately 150 Walks will be held around the country.*

*Supporting and joining the Walk to Defeat is very easy! Simply click on the link below to visit my personal fundraising page and donate directly online or join me as a Walk participant. You may also choose to send your contribution in the form of a check. Please make all checks payable to ALSA-OCC and send them to me at the following address:*

*Thank you for supporting me in my fight against ALS. I appreciate your generosity and will keep you updated with my fundraising progress as Walk Day nears.*

### ***Letter from a child***

My name is \_\_\_\_\_ and I am \_\_\_\_ years old.

I have an uncle who has a bad disease that makes it hard for him to walk and use his arms. Sometimes, it's even hard for him to talk. My mom says he has Lou Gehrig's disease. I want to help him.

Our family is going to walk 3 miles to raise money for the Orange County Chapter of the ALS Association so they can help people with ALS and look for a cure. We'll do it on Saturday, October 17th at the University of California, Irvine. There will be lots of other families and people there raising money, too.

Our

team name is \_\_\_\_\_.

I am asking everyone I know to sponsor (my mom told me that word) me in the walk. Anything you can send would be good. You can send checks to the Orange County Chapter in the envelope that's with this letter.

If you have any questions, you can look at [www.alsaoc.org](http://www.alsaoc.org) or call 714-285-1088 and they'll help you.

Thank you,

(signed)



## ***“Strike Out ALS” bracelet order***

Yes, I would like to order red “Strike Out ALS” bracelets at \$1.00 each to help raise awareness in my community.

# of bracelets \_\_\_\_\_ (credit cards may be used for orders of 10 or more only please) \_\_\_\_\_ My check is enclosed  
\_\_\_\_\_ Visa \_\_\_\_\_ MC \_\_\_\_\_ AmEx

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Card # \_\_\_\_\_ Exp. \_\_\_\_\_

Cardholder's name as it appears on card  
\_\_\_\_\_

Cardholder's signature  
X \_\_\_\_\_  
\_\_\_\_\_

*Please mail or fax this request form to:* The ALS Association – Orange County Chapter  
1232 Village Way, Suite A., Santa Ana, CA 92705-4746 \* 714-285-1088 \* 714-285-0305 (fax)



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\_\_\_\_\_ Visa \_\_\_\_\_ MC \_\_\_\_\_ AmEx

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Card # \_\_\_\_\_ Exp. \_\_\_\_\_

Cardholder's name as it appears on card  
\_\_\_\_\_

Cardholder's signature  
X \_\_\_\_\_  
\_\_\_\_\_

*Please mail or fax this request form to:* The ALS Association – Orange County Chapter  
1232 Village Way, Suite A., Santa Ana, CA 92705-4746 \* 714-285-1088 \* 714-285-0305 (fax)

# Walk to Defeat ALS donation contact sheet



- List all the people you would like to ask for a donation
- Get out your address book and write down their address info.
- Contact all the people on your list. This can be done by letter (see examples), e-mail or phone.

[illegible]



*(please print)*

Your Name \_\_\_\_\_

Team Name \_\_\_\_\_

Preferred Contact Info \_\_\_\_\_  
(email or phone number)

PASTE THIS FORM ONTO A LARGE COLLECTION ENVELOPE.  
SEND OR DELIVER TO CHAPTER OFFICE PRIOR TO WALK DAY, IF POSSIBLE.  
Feel free to make copies of this form to paste on other envelopes!

**THANK YOU** for making a difference!





## *make a donation*

Support me as I participate in the Walk to Defeat ALS™ 2009 on October 17th in Irvine, CA

Participant's Name \_\_\_\_\_

Team Name \_\_\_\_\_

Yes! I will make a contribution to help The ALS Association – Orange County Chapter

\$1000   \$500   \$250   \$100   \$50   \$25   Other Amount \$ \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_

E-mail \_\_\_\_\_

You may also donate online by visiting [www.alsaoc.org](http://www.alsaoc.org) and clicking on the link for Walk to Defeat ALS®. Click "Donate to the Walk" then search for either my name or our team's name, \_\_\_\_\_.

Thank you so much for your contribution! Every amount makes a difference!

Make checks payable to The ALS Association – Orange County Chapter

Mail this form and your check to:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Walkers:** Copy and use this form when sending letters to collect donations. This will help you and the office keep track of every donation received. Mail or bring in the form and corresponding donations to the Chapter office. Thanks!

IF YOU HAVE RECEIVED THIS PACKET YOU  
ARE REGISTERED FOR THE WALK TO  
DEFEAT ALS.

THE REGISTRATION FORM INCLUDED IN THE  
PACKET CAN BE COPIED AND USED TO  
REGISTER FAMILY AND FRIENDS.



**ALS ASSOCIATION-ORANGE COUNTY CHAPTER**  
**WALK TO DEFEAT ALS™**  
**REGISTRATION FORM & WAIVER**

Name: \_\_\_\_\_ Adult Child, age 0-17 (circle one)

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Primary Phone: (     ) \_\_\_\_\_

Email: \_\_\_\_\_

☐ I will be walking on a team. Team name: \_\_\_\_\_

☐ I will be walking as an Individual Participant

I hereby waive all claims against The ALS Association, sponsors, or personnel for any injury I may suffer from my participation in this event. I grant full permission for organizers to use photographs, videotapes, motion pictures, recordings, or any other record of this event in which I may appear for any legitimate reason.

Signature: \_\_\_\_\_

Date \_\_\_\_\_

*(Participant, or parent/legal guardian if under 18)*

Mail form to:

The ALSA-OCC  
1232 Village Way, Suite A  
Santa Ana, CA 92705

Or fax to:

(714) 285-0305

Online registration is available at <http://support.alsaoc.org>

Questions call Denise at (714) 285-1088 or e-mail at [dgreek@alsaoc.org](mailto:dgreek@alsaoc.org)