

ALS WALK FOR LIFE

Walk for Hope. Walk for Help. Walk for Life.

LES
TURNER
ALS
FOUNDATION

ALS
WALK
FOR
LIFE

Saturday, September 29, 2018

Soldier Field, Chicago

Walker Wednesday Email Series



Matching Gift Challenge

Wow! It took less than a week for you to complete our matching gift challenge!

In just 6 days, **105 generous supporters** took advantage of our challenge and **doubled their impact across 38 teams!**

Edition 5

Donate Now >

Register >

Thank you to the Haarlow Family Foundation and everyone who participated in this challenge and kicked up their fundraising. But don't stop now! [Head to your Participant Center to keep the momentum alive>>](#)

Useful Tools

ALSWalkforLife.org

[ALS Walk for Life Facebook Event](#)

[Team Captain Packet](#)

[Walker Packet](#)

[Participant Center User Guide](#)

[Previous Coaching Emails](#)

Put the Social in Social Media



Whether you're a verified social media influencer or someone who uses social media to keep up with friends and family, your online community is a great resource to tap into as you fundraise and raise awareness.

Platforms like Facebook, Twitter and Instagram are the perfect way to connect with your friends and family in a fun and casual way. If you have one of these social media accounts, you've already done the heavy lifting by cultivating your online audience!

Create posts, using the hashtag **#ALSWalkforLife**, to share the event with your followers. Make sure you add a link to your fundraising page, too! [Invite your followers to our 2018 ALS Walk for Life Facebook event>>](#)

P.S. Stay tuned for our custom Snapchat filter and temporary Facebook Profile filter to use on Walk day!

Fundraising Report

Days Left to Fundraise:
38

My Fundraising Goal:

Dollars Raised:

Harness Local Media



Our Les Turner ALS Foundation family comes from far and wide to join us at the Walk. By reaching out to local newspapers and TV stations, you can raise even more awareness to support people living with ALS!

Below, we've provided a sample press release for you to customize with your team's story and why you Walk for Life to send to your local media outlets. You'll also find answers to the most frequently asked questions about media opportunities to help you get started. [Use our guide to get your community involved>>](#)

Dollars to Raise: