

ALS WALK FOR LIFE

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

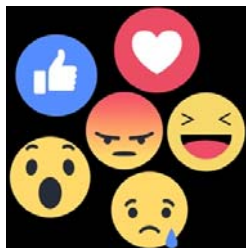
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ALS
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FOR
LIFE

Saturday, September 29, 2018
Soldier Field, Chicago

Walker Wednesday Email Series

Spice Up your Social Media



Social media platforms like Facebook make it easier than ever to let our friends know what we're up to. Do your friends know that you're joining us at the ALS Walk for Life? No?! Well, here are a few things you can do to spread the word:

- 1) Update your cover photo to the ALS Walk for Life banner
- 2) Create a post, making sure to use the hashtag #ALSWalkforLife and tag the Foundation at @LesTurnerALS
- 3) Change your profile picture to a Walk photo from a previous year
- 4) Compile a Facebook photo album from previous Walks to show off what a fun day it is

[Get started by downloading the ALS Walk for Life Cover photo to add to your Facebook page>>](#)

P.S. Be on the lookout for our temporary Facebook Profile filter and our custom Snapchat filter to use on Walk day!

Let's Divide and Conquer



As we gear up for the Walk, we'll be posting content across our social media platforms to help spread the word, build excitement and get more people to join us!

Together, we can work as a team to make sure more people know about the ALS Walk for Life. By

sharing our content to your own pages, you **help expand our reach!** When you share a post add a personal touch like a photo, story or message to make it even more unique.

Make sure you follow the Foundation [Facebook](#), [Twitter](#) and [Instagram](#) account so you can see our posts. [See what we've posted so far on Facebook and get sharing>>](#)

Edition 7

Donate Now >

Register >

Useful Tools

[ALSWalkforLife.org](#)

[ALS Walk for Life Facebook Event](#)

[Team Captain Packet](#)

[Walker Packet](#)

[Participant Center User Guide](#)

[Previous Coaching Emails](#)

Fundraising Report

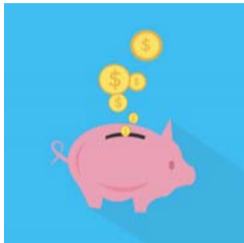
Days Left to Fundraise:
15

My Fundraising Goal:

Dollars Raised:

Dollars to Raise:

Add Fundraising to Your Daily Routine



There are lots of small ways you can add fundraising to your daily routine. At this point, most of us use social media on a daily - maybe hourly - basis. Incorporate fundraising into your posts and reach out to your online network.

Do you eat out for lunch? What about grabbing a coffee in the morning on the way into the office?

For the next month, take those daily expenses and put them towards your fundraising instead. 15 cups of coffee add up! These subtle changes to your daily routine will allow you to save that money and put it towards your fundraising goal. [Take a look at some of the other ways you can add fundraising into your daily routine>>](#)