

ALS WALK FOR LIFE

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

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TURNER
ALS
FOUNDATION

ALS
WALK
FOR
LIFE

Saturday, September 29, 2018
Soldier Field, Chicago

Captain Corner Email Series

Welcome Captains!



Welcome to your first installment of our monthly "Captain Corner" emails! Over the next few months, we hope you turn to these emails to stay up-to-date with announcements and event details for the 2018 ALS Walk for Life.

You and your team are the reason this event is our largest fundraiser and one of our most celebrated events of the year! As you start connecting with your team, be sure to share with them the ALS Walk for Life website and our Facebook event, linked on the right-side panel of this email.

Whether you're a first-time captain or a seasoned veteran, our Captain and Walker Tools Page is a great place to start. [Check out all the resources available to help you succeed in your recruitment and fundraising!>>](#)

Edition 1

Donate Now >

Register >

Useful Tools

[ALSWalkforLife.org](#)

[Facebook Page](#)

[Team Captain Packet](#)

[Participant Center User Guide](#)

Meet Your 2018 Team Chair



Leading us this year as our 2018 Team Chair is The Rhode to a Cure. While 2017 was just their first year at the ALS Walk for Life, team captain Melissa Zeller and her massive and energetic team came out to rally around Melissa's sister, Jennifer Rhode, who was diagnosed with ALS in 2017.

Each month in our "Captain Corner" emails, Melissa will share her teams inspiring story as well as tips, tricks and recommendations that will help all of us on our path to a successful walk!

Melissa and her team are excited to share with you what motivates them to walk in honor of Jennifer. [See why "The Rhode to a Cure" Walks for Life. >>](#)

Fundraising Report

Days Left to Fundraise:
86

My Fundraising Goal:

Dollars Raised:

Dollars to Raise:

Share Why You Walk



One of the most important steps you can take as a Team Captain is to personalize your fundraising page. Captains who personalize their fundraising page raise **\$229.54 more** than those who don't! Those who personalize also receive on average **3 more donations per person** on their

team.

Updating your personal fundraising page is a great way to kick off your fundraising. For our 2017 returning teams, your information, which includes your team page text, contacts, emails and donors, have all been saved from last year.

Our Participant Center has all new email templates for you to use to recruit teammates and raise donations. It can also be used to stay connected with your team through social media. [Read up on how our Participant Center can help you achieve your goals!>>](#)