

# 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

### Take it from the Team Chair



Melissa's sister, Jennifer, was diagnosed with ALS in July of 2017. Despite the ALS Walk for Life being just a few months away, team captain Melissa rallied her family and friends and created their team, The Rhode to a Cure. In just three short months, the team was able to recruit more than 150 members and raise over \$20,500!

How did they do it? They started by taking advantage of the free tools in their Participant Center. Melissa and her team personalized their fundraising page and shared it over and over and over through email and social media. Once the team met their fundraising goal, they decided to build off the momentum they were seeing and increase their goal to raise even more money! [See more of Melissa's fundraising and recruiting tips that are perfect for teams big and small>>](#)

### Get Your Team Engaged



With the Walk being less than three months away, it's time for you to start fundraising and connecting with your team. You still have plenty of time to work with your team, develop a plan and build excitement.

Why not introduce your teammates to one another by hosting a fun, social event like a BBQ or picnic? You can take the opportunity to make sure everyone understands the fundraising process and what their roles are as walkers and team members. By including your team members in the planning and fundraising process, you encourage and empower them to accomplish their personal fundraising goals and stay accountable. A little friendly competition never hurt anyone either, so past captains have even offered incentives as motivation. [Find more fundraising and recruiting tips in your Captain Packet>>](#)

### All New Tools to Recruit and Fundraise



There are so many free tools at your disposal to help you reach your goals and it all starts with spreading the word! Your Participant Center contains several customizable email templates that make outreach quick and easy. Choose to send the messages as-is or personalize them with your own story and call-to-action. If you prefer using your personal email account, simply copy and paste the

content from the messages in your Participant Center into your own account.

If you're on social media, platforms like Facebook and Twitter are perfect ways to get the word out about the Walk and your team's fundraising goal. Follow the link on the right-side panel to RSVP to the ALS Walk for Life Facebook event and invite your friends, family and online community to donate and join you at the Walk. [Get started on your outreach by visiting your Participant Center>>](#)

### Edition 2

Donate Now >

Register >

### Useful Tools

[ALSWalkforLife.org](#)

[ALS Walk for Life Facebook Event](#)

[Team Captain Packet](#)

[Participant Center User Guide](#)

[Previous Coaching Emails](#)

### Fundraising Report

Days Left to Fundraise:  
82

My Fundraising Goal:

Dollars Raised:

Dollars to Raise: