



**WALK FOR HOPE.
WALK FOR HELP.
WALK FOR LIFE.**



2018 CAPTAIN PACKET

**Saturday, September 29
Soldier Field in Chicago**

7,000 walkers
200 teams
100 volunteers
40 people living
with ALS
1 amazing day
All walking for life



Dear Captain,

Welcome to the 2018 ALS Walk for Life! We are thrilled that you will be joining us for one of the world's largest gatherings of people living with ALS, families, friends and supporters. Your participation ensures we will make history once again as we strive to break the \$1 million mark while continuing to offer hope and help to the vast majority of people living with ALS and their families in the Chicagoland area!

The dedication of event participants is why the ALS Walk for Life has continued to be a success year after year! As a team captain, your role is to encourage others to join your team and lead your team's fundraising efforts. You will also act as the liaison between your team members and the Foundation, sharing information and updating them on event details.

This guide was designed to answer all of your questions about forming a team, fundraising and raising awareness about the ALS Walk for Life. In this packet, you will find the following:

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- Recruitment and Team Building Tips Page 3
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We understand you might have additional questions, so please don't hesitate to contact the Special Events team. We're here to help!

The Les Turner ALS Foundation team
events@lesturnerals.org or 847 679 3311





Team Captain Checklist

- Register your team
- Recruit team members
- Fundraise
- Communicate and spread the word
- Build camaraderie
- Prepare for Walk day
- Walk and celebrate!
- Thank your team members and donors



Recruitment and Team Building Tips

As a team captain, it's important for you to motivate your team by building camaraderie and a sense of team pride. Consider the following basic team building tips:

- Keep in touch with teammates and donors throughout the year
- Hold an internal kick-off party to motivate your walkers and set team goals together
- Set personal fundraising goals and share them with your team members
- Set an example by making a personal leadership gift
- Initiate some friendly competition by offering incentives to top fundraisers
- Always thank your team and recognize their efforts
- Make sure to take formal team photos at the event to capture the success

Team Recruitment

There are no requirements to forming a team and teams can be as small as two people or as large as 200. Start with your holiday card list and ask everyone you know to join you, including:

- Family members
- Friends
- Coworkers
- Neighbors
- Members of your place of worship
- Members of other groups you belong to (book club, gym, running club, etc.)

Spend an afternoon sending emails. Save time by utilizing the email templates in your Participant Center (see Participant Center User Guide for details). You can also utilize social media as a way of letting your friends know that you are participating in the ALS Walk for Life. Make sure to include a link to your team page so people can easily register or donate.

As team members join your team, encourage them to be active fundraisers and recruiters. Challenge them to forward their personal fundraising pages to friends.

Stay Connected and Help Spread the Word

Once you register, you will receive ongoing emails that include important announcements, updates, inspirational stories and fundraising tips. Walkers will also receive email updates once they register but we encourage you to take time to read through the emails and share pertinent information with your team members.

The Participant Center makes it easier than ever to communicate with your team. Now, you can send welcome emails, news and updates to all registered walkers with the click of a few buttons. Please reference the Participant Center User Guide for more details.

Team T-shirts and Accessories

While it is not required, captains are encouraged to create team t-shirts for team members to wear on Walk day. Creating t-shirts is a great way to bring your team together. Providing a t-shirt to all walkers also allows you to show your appreciation and say thank you.

- Bright t-shirts stand out and allow teammates to easily find each other on Walk day
- Include your team name, the ALS Walk for Life and the Les Turner ALS Foundation name/logos (contact the Special Events team to obtain logos)
- Add a picture of the person you are walking in honor of on your shirt
- Encourage your team to wear their team t-shirt year round to help promote the Walk
- To minimize costs, ask a business owner to be the official team t-shirt sponsor; in exchange for their payment, add their company name and logo to the t-shirt
- T-shirt costs range from \$5-\$15 per shirt and typically take 2 to 3 weeks to produce
- Consider distributing the t-shirts to your team members at a pre-Walk party. It's a good way to build enthusiasm and collect donations.

In addition or in lieu of team t-shirts, many teams create other festive apparel to show their team spirit on Walk day. Teams bring everything from banners to buttons to baseball hats. Don't be afraid to get creative and have fun!

The following are recommended t-shirt/accessory vendors:

Corporate Identity
847 304 8550
www.corpid.com

Marathon Sportswear
708 389 5390
www.marathonsportswear.net





Fundraising Ideas

In addition to your team's fundraising efforts, we encourage all walkers to conduct their own fundraising campaigns. To help get you started, we've included some suggestions on ways to raise money for your team.

Tips for Fundraising Success

- Set a fundraising goal
- Don't be afraid to ask
- Get personal and share your story
- Lead the way with a leadership gift
- Spread the word and go viral
- Get creative and have fun!

E-mail/Letter Writing Campaign

Spend an afternoon sending letters or conducting an e-mail campaign

- Expand your reach and include everyone on your holiday card list
- Save time by utilizing the email templates in your Participant Center (see Participant Center User Guide for details)
- Always include a link to your personal and/or team page in your letter/e-mail

Go Viral

- Social media makes it easy to let your friends know that you are participating in the ALS Walk for Life. Post a link to your personal fundraising page, ask for your friends for support, provide updates on your fundraising progress and thank your followers.

Community Involvement

Get your local community involved...

- Solicit businesses you frequent such as your hair stylist, mechanic, doctor, veterinarian, dentist, dry cleaner, tailor, grocery store, athletic club, etc.
- Submit a letter to your local paper's editor about why you are participating in the Walk
- Ask a restaurant to coordinate a month-long "ALS special" where a portion of a menu item benefits your team
- Post event details on online community calendars – simply visit your local newspaper or radio station's website to submit
- Ask a local restaurant for a month-long "ALS special" where a portion of a specific menu item benefits your team
- Drop off ALS collection cans and tag cards at counters in local shops, restaurants and businesses and encourage patrons to donate their spare change and singles

Daily Routines

Turn your daily routines into a way to fundraise...

- Drive to and from work every day? Hold a neighborhood car wash.
- Eat lunch out every day? Pack a lunch and put your lunch money towards your team.
- Heading to the dry cleaner? Bring an ALS coin bank to place at their register.
- Attending a PTA conference meeting? Bring baked goods to sell.
- Spring cleaning? Hold a garage sale with proceeds benefiting your team.

Matching Gifts and Corporate Support

Many companies offer corporate giving programs that match their employee's donations. Simply obtain the necessary paperwork from your HR department, complete the donor section and send us the completed forms along with your gift. Don't forget to ask your donors if their gifts can be matched. For a list of companies with matching gift programs, please visit <http://lesturnerals.org/get-involved/matching-giftsworkplace-giving/>.

In addition to matching gift, consider getting your workplace involved in other ways:

- Request a casual day where fellow employees can donate \$5 to wear jeans on a Friday
- Ask your boss if he/she will match what you and/or your team raises
- Ask your company to sponsor each employee who participates for \$25
- Include a call for donations/participants in your company's newsletter
- Leave event postcards on the tables in your cafeteria
- Organize a potluck where colleagues bring in dishes and coworkers donate \$5 for lunch

Organize a Wrap-Around Fundraising Event

A wrap-around event is an individual fundraiser that you or your team organizes to raise money for your Walk team. The event can occur anytime during the year so they are a great way to maintain momentum with your team members year round.

Some helpful tips and tricks to consider when planning your event include:

- Don't take everything on yourself - form a committee to help organize the event and meet periodically throughout the planning process
- Assign committee members specific responsibilities – i.e. invitations, prize solicitation, corporate sponsorship, logistics and fine details, etc.
- Ask businesses to donate items you need (food, drinks, decorations, prizes, etc.)
- Keep printing costs down by using electronic invitations – evite.com has great options!
- Get personal and share the reason why you are holding the event
- Provide opportunities during the event to collect donations – ask the Foundation for collection cans that can be placed throughout the venue to collect spare change

Ideas for wrap-around events are endless but some of the more common include:

- Bowling party
- Trivia night
- Karaoke night
- Kickball tournament
- Happy hour
- Jewelry party



Event Information

Date: Saturday, September 29, 2018
Location: Soldier Field
Time: Festivities begin at 9:30am
Opening ceremony takes place at 10:45am
Walk kicks off at 11:00am

Entertainment and Activities

The ALS Walk for Life festivities will officially kick-off with an opening ceremony emceed by WTMX The Mix morning show personality, Melissa McGurren and ABC7 meteorologist, Phil Schwarz. Participants will then enjoy a two mile walk along Chicago's beautiful lakefront and have the rare opportunity of walking inside the iconic Soldier Field. After the Walk, the celebration continues with an afternoon full of entertainment!

We hope you will spend the entire day with us and enjoy the following activities:

- Children's activities with
- Arts for ALS activity center
- Complimentary refreshments
- Team photo opportunities
- Blood for Research blood draw
- Research poster presentations
- Music and fun for the whole family

Money that is raised from this event will help the Les Turner ALS Foundation fulfill its mission which includes: providing people living with ALS, their families and caregivers exceptional clinical care and support services, advancing scientific research into the causes, treatments and prevention of ALS and increasing awareness and education of ALS.

Learn more about the event at ALSWalkforLife.org.





Event FAQ's

What happens if it rains?

We walk rain or shine, so be prepared for all inclement weather. Bring sunscreen, bug spray, blankets, jackets, ponchos, umbrellas, etc.

Is there a registration fee to participate and/or a fundraising minimum?

We encourage anyone and everyone to participate so there is no fundraising and no registration fees. However, we do encourage each participant to set a fundraising goal of at least \$100.

When do you begin and stop collecting donations for the Walk?

Since the ALS Walk for Life has become the Les Turner ALS Foundation's signature event, we begin collecting donations January 1 and will keep our books open until December 31. We encourage you to turn in your money as early as possible but will accept donations on Walk day and after the Walk. Please ensure all checks are made out to the Les Turner ALS Foundation and that anytime you turn in money, your team name and the walker who should be credited is clearly indicated on the check and/or envelope.

Where should I mail checks?

Please mail checks only (no cash) to:
Les Turner ALS Foundation
Attn: ALS Walk for Life
5550 W Touhy Avenue, Suite 302
Skokie, IL 60077

Checks should be made payable to the Les Turner ALS Foundation and remember to indicate your team name and the walker that should be credited somewhere on the envelope. All offline gifts will be uploaded to your team page and reflected in your team's fundraising total.

Where will my team gather?

Teams will gather in the Stadium Green, located on the south east side of Soldier Field.

Am I able to reserve a spot for my team in advance?

All participants can access the grounds at 8:30am on the day of the Walk. Spots in the Team Gathering Area, located in the Stadium Green, will be available on a first come first serve basis.

Can I bring a tent?

To ensure everyone's safety, pop up tents are not allowed. You are still welcome to bring tables, grills, chairs, blankets, etc. but ask that you leave your tents at home.

How do I receive an official ALS Walk for Life t-shirt?

All participants are allowed to pick up one t-shirt at the Walk. T-shirts will be given out at the t-shirt tent on a first come, first serve basis starting at 9:30am on event day.

Is the event wheelchair friendly?

Of course! Accessibility around the venue and along the Walk route is critical and our top priority.

What is the walk route?

The walk route is approximately 2 miles and will start along the lakefront, wind through museum campus and end with a stroll through Soldier Field.

What are the doggie rules and restrictions?

For the safety and comfort of our patients, many of whom cannot move away from a lively pet, we ask you to leave your dogs at home. Only certified guide dogs are allowed inside Soldier Field and all dogs must be leashed and under their owners control at all times, no exceptions.

Can we cookout after the Walk?

Yes, you're welcome to bring food or snacks for your team members to enjoy. If you're interested in bringing a charcoal grill, you are allowed to do so, but we ask that teams clear the area and safely dispose of their charcoal by 3:00pm. Special bags will be provided for this purpose. Teams that don't want to grill can pack a picnic lunch, enjoy the complimentary light refreshments that are provided at the event or purchase a hot dog lunch on site for \$5.

What opportunities will be available to learn about current ALS research?

On Walk day, there will be a designated research area where you can meet the world renowned scientific researchers from the Les Turner ALS Center at Northwestern Medicine, visit with representatives from the National ALS Registry and Biorepository or participate in a blood draw for ALS research administered by clinicians from our Center at Northwestern Medicine. To learn more, visit the [Event FAQ's page](#) on the Walk website.

How can I help spread the word about the ALS Walk for Life?

On event day, help us go viral by using **#ALSWalkforLife** when posting on social media. We will also have a custom filter available on Snapchat during the Walk. Add the filter to your photos and videos to help promote the event and ALS awareness.

Can I submit a picture for March of Faces?

Yes! The March of Faces Banner is a pictorial display of the courageous women and men—both past and present— stricken with ALS. The banners are used to heighten public awareness, raise funds for patient services and research, as well as advocate on issues that benefit PALS and their families. The Foundation maintains several banners of people living with ALS from the Chicagoland area and displays them at special events throughout the year, including the Walk. To learn more or submit a photo, please contact the Foundation at info@lesturnerals.org or 847 679 3311.

Directions and Parking

Directions

Soldier Field's address is 1410 S. Museum Campus Drive, Chicago, IL 60605. Exit Lake Shore Drive via 18th street and the entrance to the Waldron garage will be on your left. Directions are available on [Soldier Field's website](#). Please allow plenty of time for traffic and parking.

General Parking

There is plenty of convenient and easy parking in the Waldron lot, which is located south of Soldier Field and can be accessed from 18th street. Each car will be expected to pay upon arrival (cash and credit card accepted). The amount is \$20. Please note that the parking fee is regulated and collected by the Park District and therefore, we have no control over the amount.

People Living with ALS Reserved Parking

Handicap parking spots will be reserved for ALS patients on the lower level of the Waldron parking garage. This garage is located south of Soldier Field and leads directly to the team gathering area. If you or your team needs to reserve a spot, contact the events team at events@lesturnerals.org or 847 679 3311.

Bus Parking

If your team is arriving by bus, utilize the drop off point in front of Gate 14. Once team members have unloaded, drivers will be directed to the South lot which can be accessed from 18th street.

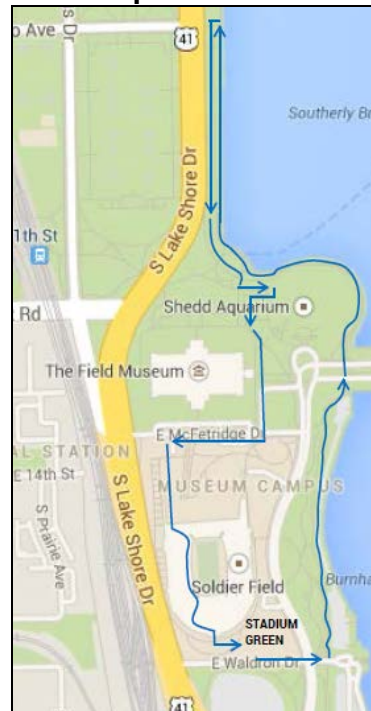
Handicap Drop Off

There will be a drop off point north of the gathering area. It is located on the east side of Soldier Field, in front of Gate 14, and can be accessed from Museum Campus Drive.

Parking Map:



Route Map:





ALS Facts and Talking Points

Included below are talking points that you can use during your recruitment and fundraising efforts. When reaching out for support, make sure to also share why you are personally involved with the cause. Incorporating this messaging into your ask can make a big impact towards driving action and participation from your friends and family.

Money that is raised from the ALS Walk for Life will help the Les Turner ALS Foundation fulfill its mission which includes:

- Providing people living with ALS, their families and caregivers exceptional clinical care and support services
- Advancing scientific research into the causes, treatments and prevention of ALS
- Increasing awareness and education of ALS

ALS Facts

- Amyotrophic Lateral Sclerosis (ALS), often referred to as Lou Gehrig's disease or Motor Neuron Disease (MND), is a progressive disease that causes muscle weakness, difficulty speaking and swallowing and generally, complete paralysis
- In most cases, while the body continues to deteriorate, the mind remains unaffected
- The disease does not discriminate, striking any age, gender and race
- In the U.S., someone is diagnosed with ALS every 90 minutes and every 90 minutes someone with ALS dies
- There is no known cure for ALS
- Once diagnosed, patients typically live only three to five years

Les Turner ALS Foundation

Founded in 1977, the Les Turner ALS Foundation is the leader in comprehensive ALS care in Chicagoland. Although we're one of the largest independent ALS groups in the country, we treat each person like family and we're committed to supporting them every step of the way. Our individualized approach ensures each person living with the disease receives the best quality of care, and our local community of support, provides their loved ones with answers and encouragement. The Les Turner ALS Center at Northwestern Medicine is led by the most well-respected and successful researchers in the field, advancing vital care and research in pursuit of life-enhancing treatments and a cure.

Did you know...

- \$1000 helps fund a customized ramp for an ALS patient which, like most home modifications, is not covered by insurance
- \$500 funds communication services to help patients to continue expressing themselves once their speech becomes impaired
- \$250 provides round-trip transportation to Lois Insolia ALS Clinic
- \$100 provides four hours of ALS respite care which gives the primary caregiver a break and helps prevent burnout