

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



**ALS**  
**WALK**  
**FOR LIFE**

## 2017 WALKER PACKET

Saturday, September 16  
Soldier Field in Chicago

7,000 walkers  
250 teams  
150 volunteers  
40 ALS patients  
1 amazing day  
All walking for life



Dear walker,

Welcome to the 2017 ALS Walk for Life! We are thrilled that you will be joining us for one of the world's largest gatherings of ALS patients, 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 walker, your primary role is to join your team's fundraising efforts. Once you register, you will begin to receive regular emails from the Foundation with important event information, fundraising tips and inspirational stories. In addition, your team captain will most likely be keeping you up to date with your team's progress.

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

1. Fundraising Ideas
2. Event Information
  - Map and Event Day Activities
  - FAQ's
  - Directions and Parking
3. Background Information
  - ALS Facts and Figures
  - Our Mission and Services

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](mailto:events@lesturnerals.org)

847 679 3311



# 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 guidebook 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
- 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
- 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!

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

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



## EVENT INFORMATION



**Date:** Saturday, September 16, 2017  
**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 host, Kathy Hart 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
- 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

### **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: Special Events Team  
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 (unless otherwise noted) and reflected in your team's fundraising total.

**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.

**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 encourage you to leave your dogs at home. Only certified guide dogs are allowed inside Solider Field and all dogs MUST be tightly leashed and under their owners control at all times, no exceptions.

**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.

**Is the event wheelchair friendly?**

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

**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.

**Where will my team gather?**

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

**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 PALS (persons 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](mailto:info@lesturnerals.org) or 847 679 3311.

## 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.

## Parking and Directions

### 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.

### PALS 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](mailto: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 18<sup>th</sup> street.

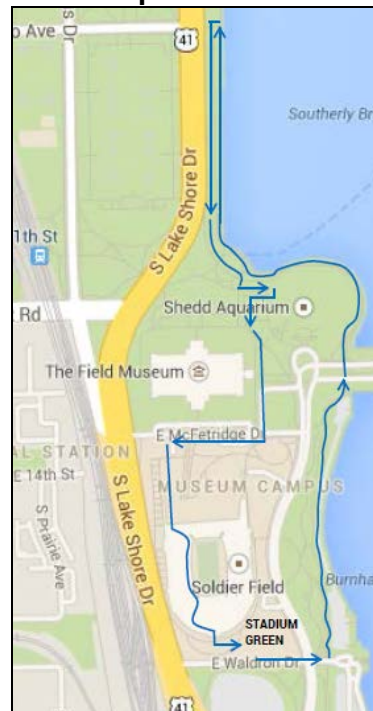
### Handicap Drop Off

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:



## BACKGROUND INFORMATION

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

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

### **Les Turner ALS Foundation**

Founded in 1977, the Les Turner ALS Foundation is Chicago's leader in research, patient care and education about ALS. One of the nation's largest, independent ALS organizations, the Foundation allocates all funds to local research, clinical care and support services for the vast majority of people living with ALS in the Chicagoland area. The Foundation's full spectrum patient service programs include: in-home consultations, support groups, equipment loans, grants and educational activities. The Foundation offers hope for a future without ALS by supporting the Les Turner ALS Research and Patient Center at Northwestern Medicine, bringing together three research laboratories and a multidisciplinary patient clinic under one umbrella.

### **ALS Facts**

- Amyotrophic Lateral Sclerosis (ALS), often referred to as Lou Gehrig's disease, 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 US, 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

### **Did you know...**

- \$1,000 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
- \$50 provides two hours of ALS respite care which gives the primary caregiver a break and helps prevent burnout

