



We race towards more than a finish line,
We race towards a cure!



TEAM CAPTAIN TOOLKIT

Tuesday, July 17, 2018
Guaranteed Rate Field in Chicago



Dear Captain,

Welcome to the 2018 Strike Out ALS 5k and 1 Mile Run, Walk & Roll! We are thrilled that you will be joining us in making a difference in the lives of those living with ALS. With nearly 700 participants each year, the Strike Out ALS 5k and 1 Mile Run, Walk & Roll is one of the Les Turner ALS Foundation’s signature events, offering all athletes the opportunity to compete for those who can’t. Since 2010, the event has attracted thousands of Chicago area runners and raised more than \$370,000 for the Foundation. We look forward to building on this success in 2018!

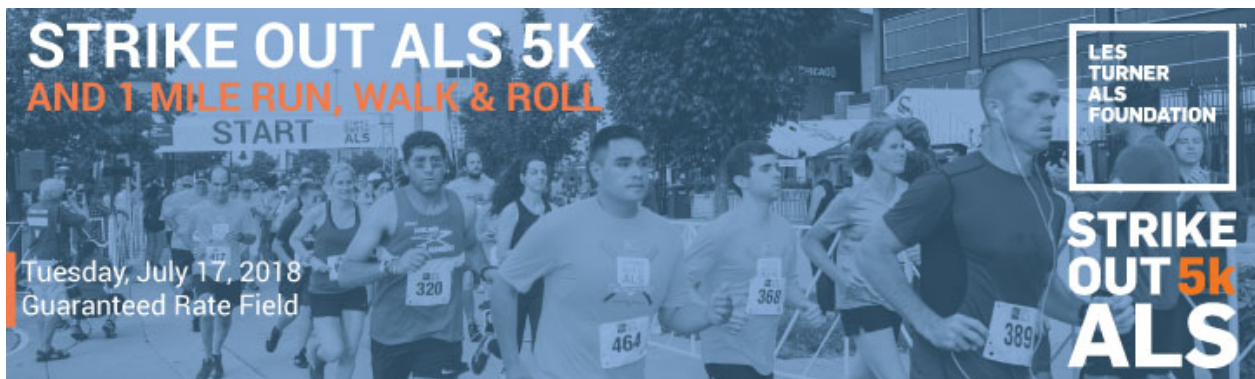
The dedication of event participants is why the Strike Out ALS 5k and 1 Mile has continued to be a success year after year! As a team captain, your role is to encourage others to join your team and lead your team’s fundraising efforts. You will also act as the liaison between your team members and the Foundation, sharing information and updating them on event details.

This toolkit was designed to answer all of your questions about forming a team, fundraising and raising awareness about the Strike Out ALS 5k and 1 Mile. In this packet, you will find the following:

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- Recruitment and Team Building Tips Page 3
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- ALS Facts and Talking Points Page 11

We understand you might have additional questions, so please don’t hesitate to contact us. 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 Race day
- Run, Walk, Roll 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 teammates 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 letters or e-mails. 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 Strike Out ALS 5k and 1 Mile Run, Walk & Roll. 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. Participants 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 those registered 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 race day. Creating t-shirts is a great way to bring your team together. Providing a t-shirt to all team members also allows you to show your appreciation and say thank you.

- Get creative and think bright! Brightly colored t-shirts stand out and enable teammates to easily find each other on Race day.
- Include your team name, the Strike Out ALS 5k and the Les Turner ALS Foundation name/logos (contact the Special Events team to obtain logos).
- Add a picture of the person you are participating in honor of on your shirt.
- Encourage your team to wear their team t-shirt year round to help promote the race.
- 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-race 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. 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

We encourage all participants to take an active role in the fundraising process and raise their own funds or help raise funds as a team. In addition to traditional fundraising methods, we've included some suggestions on unique ways to raise money.

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 easier than ever to let your friends know that you are participating in the Strike Out ALS 5k and 1 Mile Run, Walk & Roll. Post a link to your personal fundraising page, ask 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 Strike Out ALS 5k and 1 Mile Run, Walk & Roll
- 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 the 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 organize to raise money for your 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 | • Kickball tournament |
| • Trivia night | • Happy hour |
| • Karaoke night | • Jewelry party |
| • Chili cook-off | • Wine and cheese party |



STRIKE OUT 5k ALS



Event Information

Date: Tuesday, July 17, 2018
Location: Guaranteed Rate Field
Time: 5:30pm Packet Pick Up & Event Day Registration Opens
 6:45pm 1 Mile Run, Walk & Roll Begins
 7:00pm 5k Run Begins

Entry Fees: 5k Run			1 Mile Run, Walk & Roll		
Early Bird	(Until 5/16)	\$35	Early Bird	(Until 5/16)	\$20
Standard	(5/17-7/16)	\$40	Standard	(5/17-7/16)	\$25
Race Day	(7/17)	\$50	Race Day	(7/17)	\$35

Join us for the 2018 Strike Out ALS 5k and 1 Mile Run, Walk & Roll! The event features two exciting options for participants, a timed 5k Run or 1 Mile Run, Walk & Roll. Both races start at the iconic home plate of Comiskey Park and finish with a lap around the warning track of the ballpark. Participants can stay for an after-party at the ChiSox Bar & Grill to celebrate finishing the race, watch the MLB All-Star Game and enjoy a discounted menu with drink specials.

Additional event activities include: complimentary refreshments, sponsor and vendor tents, children’s activities, photo opportunities, 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 StrikeOutALS5k.org.





Event FAQs

What happens if it rains?

We run 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?

Registration for 5k:

\$35 registration fee until May 16, 2017

\$40 registration fee from May 17 – July 16, 2017

\$50 registration fee on July 17 (race day)

Registration for 1 Mile Run, Walk & Roll:

\$20 registration fee until May 16, 2017

\$25 registration fee from May 17 – July 16, 2017

\$35 registration fee on July 17 (race day)

When do you begin and stop collecting donations for the Strike Out ALS 5k and 1 Mile?

We begin collecting donations as soon as the registration page is open 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 Race day and after.

Where should I mail checks?

Please mail checks only (no cash) to:

Les Turner ALS Foundation

Attn: Strike Out ALS 5k and 1 Mile

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 person that should be credited somewhere on the envelope or check. All offline gifts will be uploaded to your fundraising page (unless otherwise noted) and reflected in your fundraising total.

How do I receive an official Strike Out ALS 5k and 1 Mile Run, Walk & Roll t-shirt?

All registered participants will receive an official event t-shirt. T-shirts can be picked up at packet pick up or on event day.

Is the event wheelchair friendly?

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

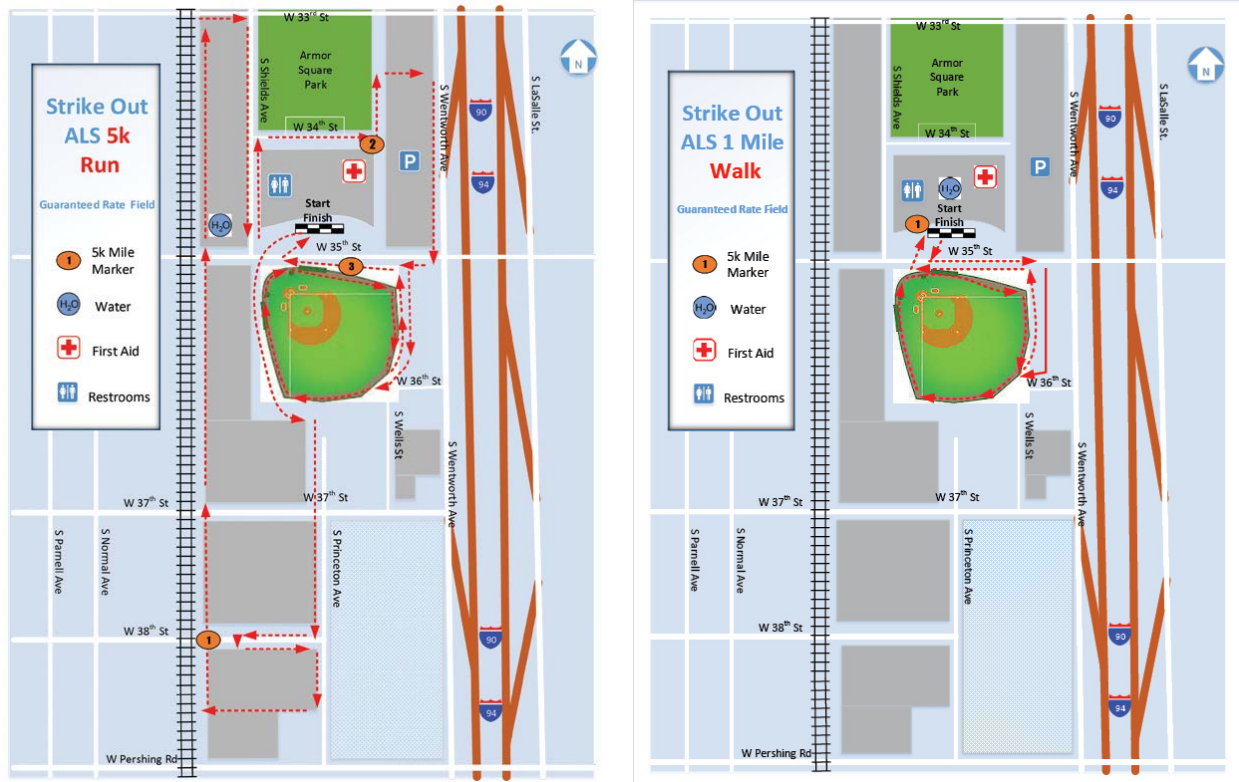
Can my child participate in the race?

Participants 5 years old or younger are welcome to join the race and are free with a registered adult. Children over the age of 5 years old need to register for the 5k run (timed) or 1 mile walk to receive a t-shirt and bib to access the course.

Are strollers or baby joggers allowed?

The race is family-friendly and the course can accommodate strollers/joggers. We ask that you start toward the back so as not to impede other participants. For safety reasons, please stay to the right while on the course so faster runners can safely pass.

What are the routes for the run and walk?



Are there any incentives for fundraising?

All proceeds will benefit the Les Turner ALS Foundation, which provides support to the vast majority of people living with ALS in the Chicagoland area. Your participation and fundraising efforts for the Strike Out ALS 5k and 1 Mile Run, Walk & Roll will help fund patient service programs, crucial ALS research at Northwestern Medicine and provide hope for a future without ALS. Participants who raise over \$100 will also receive additional fundraising perks!

Where will packet pick-up be located?

More information about packet pick-up coming soon.

LOCATION AND PARKING INFORMATION

Address

Guaranteed Rate Field is located at 333 W 35th St. Chicago, IL 60616.

Public Transportation

The stadium can be accessed by both the Red Line Sox/35th stop and the Green Line 35th/Bronzeville/IIT Stop.

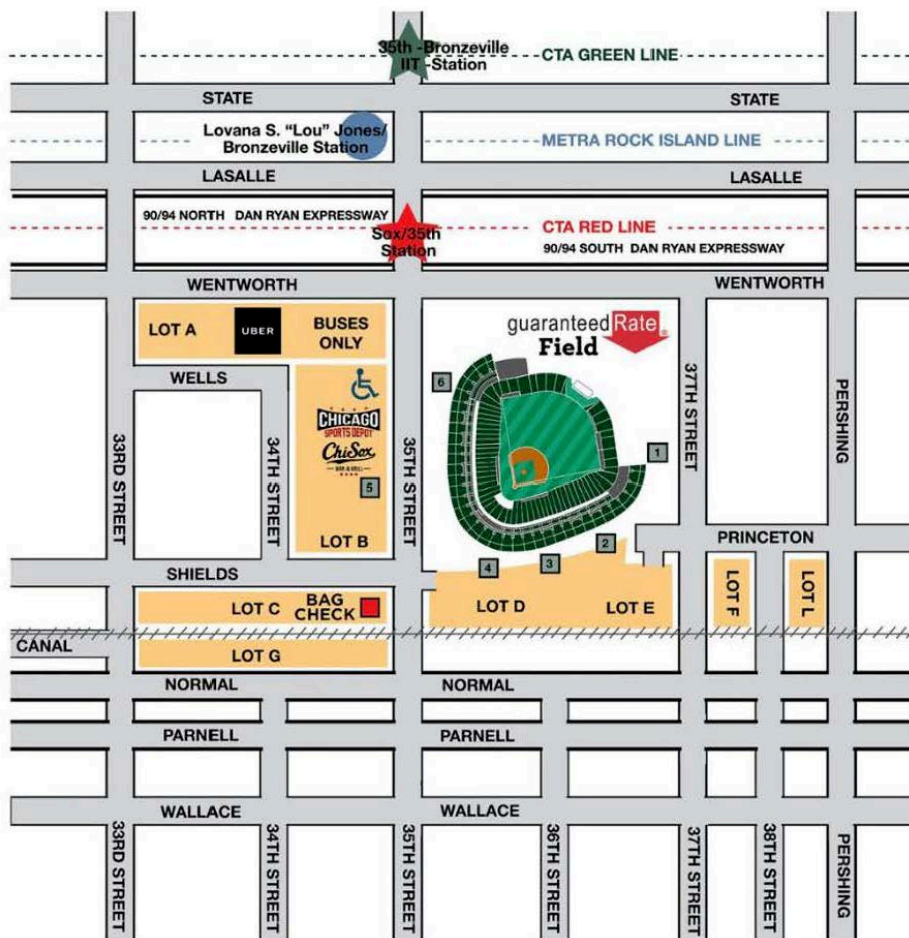
General Parking

All parking will be located in Lot A. This includes all volunteers, participants, buses, cars, etc. Parking is free.

PALS Reserved Parking

Handicap parking spots will be reserved for ALS patients in Parking Lot B. This is the same lot registration and activities take place. Please contact the Foundation Office at events@lesturnerals.org to reserve a PALS spot.

Guaranteed Rate Field Transportation and Parking 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 Strike Out ALS 5k and 1 Mile Run, Walk & Roll 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