

**TEAM
RACE
FOR ALS**

Team Race for ALS Guidebook

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Why Join Team Race for ALS?

The Les Turner ALS Foundation, founded in 1977, is Chicago's leader in research, patient care and education about ALS, serving the vast majority of people with ALS in the area, offering help and hope when it's needed most. One of the nation's largest, independent ALS organizations, the Foundation allocates all funds to local research, clinical care and support services for people 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.

The Foundation is one of the nation's largest independent ALS organizations and has raised over \$55 million to fight ALS. Through its wide-ranging research and symposiums for healthcare professionals, the Foundation reaches the ALS community worldwide. The Foundation is also a founding member of the International Alliance of ALS/MND Associations.

Program Overview

Welcome to Team Race for ALS! We are thrilled that you've chosen to be part of a team dedicated to supporting ALS patients, families and friends. Since its inception in 2010, Team Race for ALS has established a feeling of community and comradery, drawing together hundreds of participants each year from all over the country to team up in the fight against ALS, one mile at a time. Comprised of runners, bikers, and swimmers from all across the country, Team Race for ALS allows athletes to come together, and raise awareness and funds to find a cure for ALS and support patients and families.

The dedication of our runners, bikers and swimmers is why Team Race for ALS has continued to be a success year after year, and 2017 is set to be our biggest year yet. As a charity athlete, your primary role is to motivate and encourage others to support you in your fundraising efforts... and to have a great time on race day as a Team Race for ALS ambassador. You will have a Foundation liaison dedicated to helping you in all aspects of fundraising, sharing important information and updating you on your event details.

This guide was designed to answer all of your questions about being a charity athlete, fundraising AND raising awareness about ALS. You're our running ambassador and we're here to take you step by step through the process... so let's get started!

For more information please contact Shelby at sanderson@lesturnerals.org

Event Opportunities

Lace up those running shoes, slip on a swimsuit or dust off that bike and support the Les Turner ALS Foundation by joining Team Race for ALS! Don't let the word "race" scare you though! We have runners, bikers, swimmer and hikers of all levels on the team, from Triathletes to Sunday joggers. What you have in common are a desire to find a cure for ALS and the commitment to cross the finish line.

Partner Races:

1. Shamrock Shuffle
 - a. Shuffle registration fee: \$40-\$55 (varies by registration period)
 - b. Foundation registration fee: \$25
 - c. Foundation fundraising requirement: \$250
2. Chicago Marathon
 - a. **Marathon registration fee: \$195
 - b. Foundation Registration fee: \$25
 - c. *Foundation fundraising requirement: \$1,000-\$1,500 (varies by registration period)

*Stipulated by the Chicago marathon ** Waived by Foundation if repeat runner

Choose your own:

1. 1 Mile Fun Run or 5k
 - a. Race registration fee: varies
 - b. Foundation registration fee: \$25
 - c. Foundation fundraising requirement: \$100
2. 8k
 - a. Race registration fee: varies
 - b. Foundation registration fee: \$25
 - c. Foundation fundraising requirement: \$250
3. 10k
 - a. Race registration fee: varies
 - b. Foundation registration fee: \$25
 - c. Foundation fundraising requirement: \$250
4. ½ Marathon
 - a. Race registration fee: varies
 - b. Foundation registration fee: \$25
 - c. Foundation fundraising requirement: \$500

Event Opportunities

5. Marathon
 - a. Race registration fee: varies
 - b. Foundation registration fee: \$25
 - c. Foundation fundraising requirement: \$1,000
6. Triathlon
 - a. Shuffle registration fee: varies
 - b. Foundation registration fee: \$25
 - c. Foundation fundraising requirement: \$1,000
7. Other (bike, hike, swim)
 - a. Race registration fee: varies
 - b. Foundation registration fee: \$25
 - c. Foundation fundraising requirement: \$250

For all races:

- The Foundation registration fee can be applied towards the Foundation fundraising requirement
- Fundraising requirements are requirements, not suggested amounts

Join any race, anytime, anywhere and help us find a cure!



Program Benefits

Team Race for ALS members will receive:

- Dedicated Staff liaison
- Team Race for ALS gear
 - Tech t-shirt and Les Turner ALS Foundation wrist band
 - If you are interested in making your own race day t-shirts, please email sanderson@lesturnerals.org for logos. These make a great addition to any racing shirt, and they let your friends know you are running, biking or swimming for a great cause!
- Coaching emails/ fundraising tools
 - Regular emails including important announcements, updates on your fundraising progress, inspirational stories, and fundraising tips.
 - We recommend you take time to read through the emails, and share the information with your family and friends!
- Personalized fundraising page
 - Options to keep it simple, or personalize with your own story and style
- Fundraising incentives
 - \$100 above fundraising minimum: Team Race for ALS Singlet and Drawstring Bag
 - \$250 above fundraising minimum: Stainless Steel Vacuum Water Bottle
 - \$500 above fundraising minimum: Swag Bag
 - \$1,000 above fundraising minimum: Badger Tech Quarter-Zip Pullover
- CES (Chicago Endurance Sports, Fleet Feet) Summer Training Program for Bank of America Chicago Marathon runners
 - Various additional benefits from CES (shared with in additional info email)

***Benefits may vary from event to event**



Can you be a Team Captain?

In addition to participating on your own, many Team Race for ALS athletes organize teams for their specific race. There are no requirements to forming a team and teams can be as small as two people and as large as you can make them! Ask everyone you know to join your team and challenge all team members to invite some of their own friends to participate. When team members register to join your team; they will be given their own *personal* fundraising page, just like yours, that links to the team's page. Encourage them to be active in their fundraising, just like their training, and solicit their own circle of friends and family. Consider reaching out to the following people and ask them to join your team:

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

In order for your team to be as successful as possible, it's important to build camaraderie and a sense of team pride (and train!). Consider the following basic team building tips:

- Keep in touch with teammates and donors throughout the year – “Thank you” go a long way
- Hold a kick-off party to motivate your fellow athletes/teammates and set goals together
- Set personal and team fundraising goals to share with your team members
- Initiate some friendly competition by offering incentives to top fundraisers and finishers
- Always thank your team and recognize their efforts!

How to Join Team Race for ALS?

We have worked to make the registration process easy, with a variety of options to choose from! You can register as an individual, form a team, or join a team. Simply click the large orange buttons to get started.

Registration

Step 1: Visit the Team Race for ALS Homepage and Choose Race

When you arrive at the Team Race for ALS homepage, you will be presented with various race options including; Bank of America Chicago Marathon, Bank of America Shamrock Shuffle and Choose your own race! To gain more information about each event, click on the event title.

The screenshot shows the website header with the Les Turner ALS Foundation logo (celebrating 40 years since 1977) and a navigation menu. The 'Events' menu item is circled in red, and its dropdown menu is open, with 'Team Race for ALS' also circled in red. Below the header is a banner image of runners. The main content area features a 'Team Race for ALS' section with a large 'FINISH' sign and a runner celebrating. A list of race options is circled in red: 'Bank of America Chicago Marathon – October 8, 2017', 'Bank of America Shamrock Shuffle – April 2, 2017', and 'Choose your own race! – Anytime'. At the bottom, there are social media sharing icons and contact information.

LES TURNER ALS FOUNDATION
40 YEARS
Celebrating hope & help since 1977

What is ALS? Support Services Research & Patient Center About Us Get Involved **Events** News & Resources

Team Race for ALS

Lace up those running shoes and stay active with Team Race for ALS! Join our group of outstanding runners who strive to surpass their goals both on the course and in their fundraising. Don't let the word "race" scare you though; we have runners, of all levels on the team, from Triathletes to Sunday joggers. What they all have in common is a desire to find a cure for ALS and the commitment to cross the finish line. Join any race, anytime, anywhere and help us find a cure!

By joining Team Race for ALS, you become an advocate for the Les Turner ALS Foundation and the funds you raise help further our mission to provide hope and help to those living with ALS.

Learn more about Team Race for ALS or join us at:

- Bank of America Chicago Marathon** – October 8, 2017
- Bank of America Shamrock Shuffle** – April 2, 2017
- Choose your own race!** – Anytime

If you have any questions about Team Race for ALS, please contact the Foundation at events@lesturnerals.org or call 847 679 3311.

Step 2: Choose Registration Type

Once you have selected one of the three endurance event options on the Team Race homepage, you will be directed to that specific event registration homepage. On the event registration homepage, you will find four registration options highlighted with large orange boxes to distinguish the different registration types. Here, you can select the following:

- Register as an individual
 - For individuals who wish you fundraise on their own for a specific race
- Form a team, become a team captain
 - For individuals who wish to be a team captain, start their own team, and fundraise for a specific event
- Join a team to begin fundraising
 - For individuals who wish to join a preexisting team and fundraise on behalf of that team for a specific event
- Donate to a team or runner
 - For individuals who do not wish to register for a race, but would like to donate to an individual or team fundraising for a specific event

LES TURNER ALS FOUNDATION **TEAM RACE FOR ALS**

Welcome Shelby! [LOG OUT](#) [PARTICIPANT CENTER](#)

[LES TURNER HOME PAGE](#) [CHOOSE YOUR OWN RACE HOME PAGE](#) [CONTACT](#)

REGISTER
as an individual

FORM A TEAM
become a team captain

JOIN A TEAM
to begin fundraising

DONATE
to a team or runner

SEARCH PARTICIPANTS

First Name

Last Name

Team Race for ALS - Any Distance!

Lace up those running shoes, slip on a swimsuit or dust off that bike and support the Les Turner ALS Foundation by joining Team Race for ALS! Don't let the word "race" scare you though! We have

FUNDRAISING PROGRESS

72% \$14,421

Step 3: Set up your personal fundraising page

All registered runners will receive a personal fundraising page. Team Captains will also receive a team fundraising page. Both types of pages are public websites designed to help with recruitment and fundraising efforts. On either page, you can customize your page with text and photos to let others know why you're a part of Team Race for ALS! This is also where people will be directed to donate on your behalf.

Below is an example of what your personal fundraising page will look like. On the right side of the screen, you'll find the following:

- Donate Now
 - Where individuals will go to donate on your behalf
- Fundraising thermometer
 - Shows the progression towards your goal
- Fundraising roll call
 - A scrolling list to recognize and thank those who generously contributed to your efforts
- Join Team
 - Where individuals will go to join your team and fundraise for a specific event ** If participating as team



SHAMROCK SHUFFLE HOMEPAGE LES TURNER HOMEPAGE CONTACT

Welcome To The Paust Family Fundraising Page



A life that touches others goes on forever

Hi Everyone!

Tim's Troop will be running the 2016 Shamrock Shuffle to support the amazing mission of the Les Turner ALS Foundation. For the 4th consecutive year, we will be running to honor Tim, who was diagnosed with ALS in March 2012 and passed away in May of 2014. This year when you make a tax deductible donation, all proceeds will go to ALS research and family services. Our hope is that the money raised will provide ALS researchers with the resources to treat and one day cure this horrible disease. Every 90 seconds someone will get the devastating diagnosis of ALS. We are also raising money to support ALS patients and families through the

excellent services the Les Turner ALS Foundation is well known for providing. Thank you for supporting Tim's Troop and the Les Turner ALS Foundation.

Deb, Brad, Sammie & Jake

The screenshot shows a fundraising page layout. At the top right, there are search and login fields. Below the navigation links, the page title is "Tim's Troop". The main content area includes a "DONATE NOW" button (circled in red), a "JOIN DEBRA'S TEAM!" button (circled in red), and a "PERSONAL PROGRESS:" section (circled in red) showing "10% of Goal" and "\$25 Raised". Below this is a "FUNDRAISING HONOR ROLL" section (circled in red) listing "Mrs. Debra Paust" with "\$25".

Participant Center

The Participant Center (PC) is available to every registered event participant. In order to access the PC, first time participants will need to create a username and password and returning participants will need to enter their existing information during the event registration process. Write down your username and password and store it in a place that you can easily reference.

Below is an example of what your participant center will look like. From here you can do a variety of things including:

- Set up/personalize your fundraising page
- Send emails
 - Thank you and solicitation templates are provided here
- View your progress toward your goal
- Thank your donors

Welcome, Shelby Anderson | Profile | Help | Log Out

Home | **Email** | Progress | Personal Page

Overview

Your Fundraising Progress

\$0.00 I Have Raised | \$250.00 My Goal (change) | 0% Percent | 58 Days Left

What to do next?

- ✓ Set up your Personal Page
Customize your Personal Page with a story about why you are raising funds for this cause.
- 2 Add Contacts to Your Address Book
Add contacts to email from your personal Address Book on our site.
- 3 Send an Email
You have sent no emails to your family or friends. Add them to your Address Book and email them about your fundraising effort.
- 4 Thank your Donors
Thank your donors!

Recent Activity

Date	Activity	Description	Additional Info

Send email | Enter new gift

Add Contacts | View Your Progress | Edit Personal Page | Change Team Membership | Manage Your Display Name

Fundraising Ideas

As a Team Race for ALS ambassador, one of your primary responsibilities is to raise funds and awareness. In addition to the traditional fundraising methods, we've included some suggestions on other unique ways to raise money.

Online, Cash and Checks

Whenever possible, encourage your donors to visit your personal fundraising page to make their contribution online. You can also collect cash and/or checks (made payable to the Les Turner ALS Foundation) and mail them to the Foundation office.

- If mailing collected funds to the Foundation, please be sure to include the event, individual or team name the donation is for, and contact information.
- Donations that are made offline will be uploaded to your personal page to help you track your overall fundraising progress and have an accurate total of how much money you have raised

Matching Gifts and Corporate Support

Matching gifts are a great way to double your donations without much added effort. 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 own donors if their gifts can be matched by their employers. If you are a team captain, remind your team participants to do the same when soliciting their own friends and family.

For a list of companies with matching gift programs, please visit
<http://lesturnerals.org/get-involved/matching-giftsworkplace-giving/>

In addition to matching gift programs, corporations can get involved in your fundraising efforts in a variety of ways. Consider one of the following:

- Create a challenge grant with your boss – if you or your team is able to raise a certain amount or recruit a certain number of athletes, your boss will make a specific contribution. Or, ask your boss if he/she will match what you raise
- Request a casual day where fellow employees can donate \$5 to wear jeans
- 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 pot luck lunch, everyone brings in dishes and coworkers donate \$5

Daily Routine

Turn your daily routines into a way to fundraise:

- Drive to and from work every day? Hold a neighborhood car wash
- Eat out for lunch every day? Pack a lunch and put the money you save towards your personal goal or team goal
- Are you a student? Talk to your administration about hosting an event at your school
- Attend a PTA conference meeting? Bring goods to sell
- Spring cleaning? Hold a garage sale with proceeds benefiting your goal or teams goal

Organize a Wrap-Around Fundraising Event

A wrap-around event is an individual fundraiser that you organize to raise money for your race. The event can occur anytime during the year so they are a great way to maintain momentum year round. If you plan on organizing a wrap-around fundraising event, please be sure to notify the Foundation staff of your plans so we can discuss ways in which we can support your efforts.

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

- Don't take everything on yourself – we're here with guidance, suggestions and support!
- Ask businesses to donate items you need (food, drinks, decorations, prizes, etc.)
- Keep printing costs down by using electronic invitations – evite.com has a lot of 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 space change

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

- Bowling Party
- Trivia Night
- Karaoke Night
- Chili Cook-Off
- Kickball Tournament
- Happy Hour
- Fantasy Football Party
- Jewelry Party
- Mini Golf Outing
- Wine and Cheese Night

Email/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 e-mail templates attached at the end of this guide
- Always include a link to your personal page in your letter/e-mail

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, or your team, are participating in a Team Race for ALS event
- 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 you or your team
- Drop off ALS collection cans and tag cards at counters in local shops, restaurants and businesses



Background Information

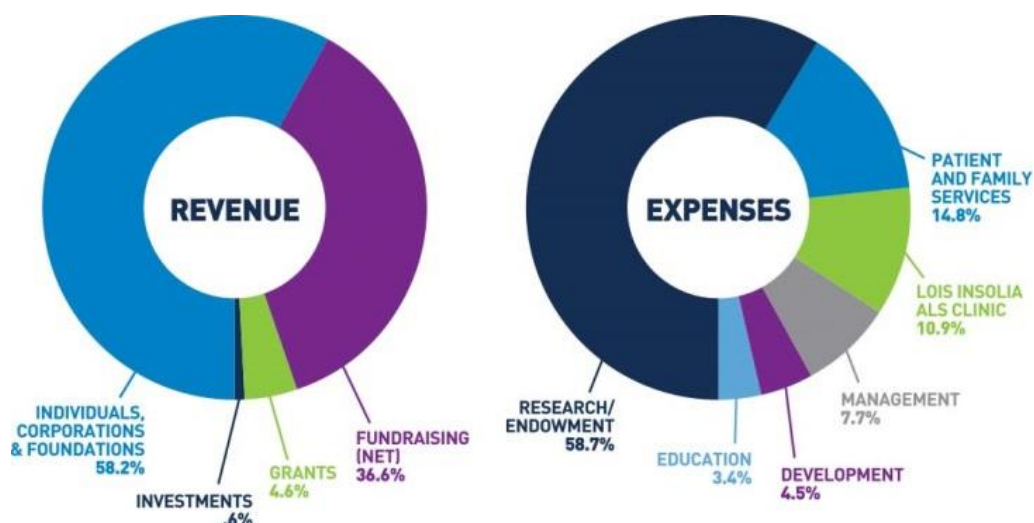
What is ALS?

Amyotrophic Lateral Sclerosis (ALS), also known 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 US, someone is diagnosed every 90 minutes, and every 90 minutes someone with ALS dies. There is no known cure for ALS and once diagnosed, patients typically live only three to five years.

For nearly 40 years, the Les Turner ALS Foundation has provided funding to:

- 1) Advance scientific research in to the causes, treatments and prevention of ALS
- 2) Provide people living with ALS, their families and caregivers exceptional clinical care and support services
- 3) Increase awareness and education of ALS

The Les Turner ALS Foundation, founded in 1977, is Chicago's leader in research, patient care and education about ALS, serving the vast majority of people with ALS (PALS) in the area, offering help and hope when it's needed most. The Foundation's full spectrum patient service programs include in-home consultations, support groups, equipment loans and educational programs. 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 multi-disciplinary patient clinic under one umbrella.



FAQs

What is Team Race for ALS?

Team Race for ALS is a group of runners with a desire to find a cure for ALS and a commitment to cross the finish line. It is designed for participants of ALL levels and abilities, to take part in any endurance event they chose.

What races can I participate in?

Any race, any time! We are partnered with the Bank of America Chicago Marathon and the Bank of America Shamrock Shuffle. You are also able to choose any race at any time as part of Team Race for ALS.

What is my fundraising requirement?

Fundraising requirements differ for each race, those requirements can be found on page 2-3 of this guidebook.

When does my fundraising requirement need to be met?

Fundraising requirement deadlines differ for each race depending on the date of your race. After signing up for a race, your deadline will be clearly communicated to you in follow up emails.

When is the deadline to register?

Registration deadlines differ for each race. We will be sure to communicate those deadlines for our partner races.

What happens if I am no longer able to run my race?

If you are no longer able to run your race, per your signed commitment statement, you are required to raise half of your fundraising minimum.

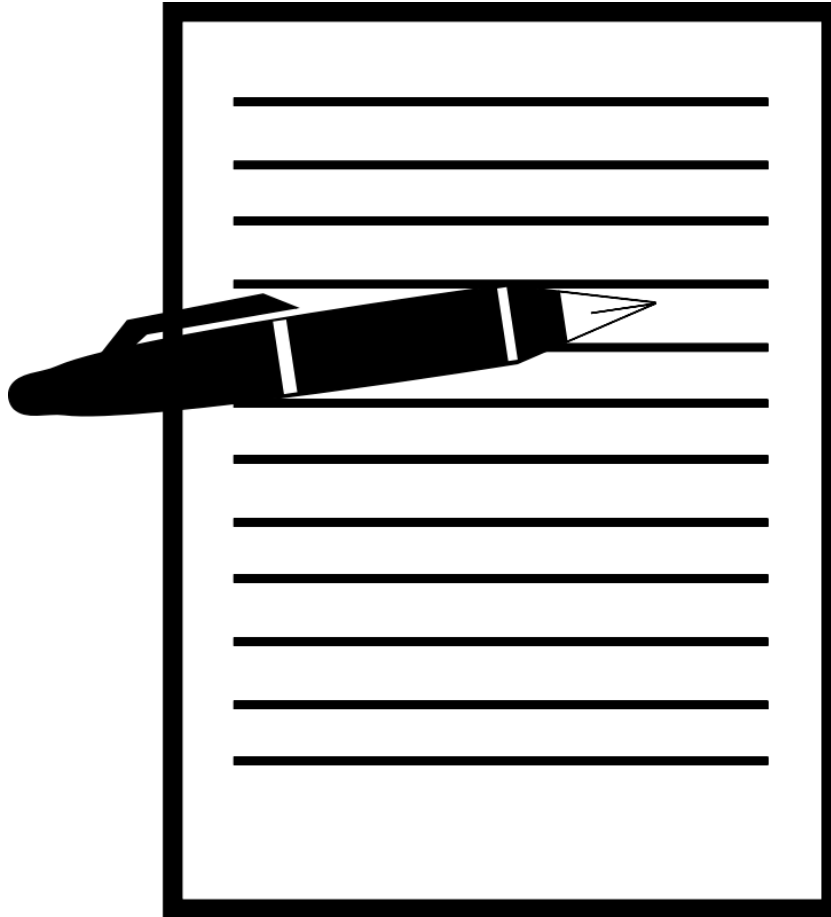
How do I sign up for a Team Race for ALS event?

To sign up for a Team Race event, visit: <http://lesturnerals.org/events/team-race-for-als/>

Can I restrict the funds I raise?

Yes, funds can be restricted to a specific Foundation program (i.e. Research or Patient Services) if requested by the event organizer before the event beings.

Sample Solicitation Letters



Samples Included:

- "I'm Running/Swimming/Biking in Honor of..."
- "I'm Running/Swimming/Biking in Memory of..."
- "I'm Running/Swimming/Biking in Support of..."

SAMPLE "I'm Running in Honor of":

Subject:

"I'm running (race name)"

Support me running (race name)

As you may know, my loved one has amyotrophic lateral sclerosis (ALS), also known as Lou Gehrig's disease. ALS is a progressive disease that causes muscle weakness, difficulty speaking, difficulty 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 every 90 minutes, and approximately 35,000 people are living with ALS at any given time. There is no known cure for ALS and once diagnosed, patients typically live only three to five years.

[Insert your own personal story! Friends and family want to hear about your own experience.]

I'm running the (race name) on (date) as a member of Team Race for ALS of the Les Turner ALS Foundation. Together, we can raise critically needed dollars for the Les Turner ALS Foundation patient services, groundbreaking research and public awareness for ALS. I'm writing to ask for your support! Please visit my fundraising page and consider making a donation to such a meaningful cause.

The Les Turner ALS Foundation, founded in 1977, is Chicago's leader in research, patient care and education about ALS, serving the vast majority of people with ALS in the area, offering help and hope when it's needed most. One of the nation's largest, independent ALS organizations, the Foundation allocates all funds to local research, clinical care and support services for people 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

SAMPLE “I’m Running in Memory of”

Subject:

“I’m running (race name)”

Support me running (race name)

As you may know, I lost a loved one to amyotrophic lateral sclerosis (ALS), also known as Lou Gehrig’s disease. ALS is a progressive disease that causes muscle weakness, difficulty speaking, difficulty 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 every 90 minutes, and approximately 35,000 people are living with ALS at any given time. There is no known cure for ALS and once diagnosed, patients typically live only three to five years.

[Insert your own personal story! Friends and family want to hear about your own experience.]

I’m running the (race name) on (date) as a member of Team Race for ALS of the Les Turner ALS Foundation. With your help, we can raise critically needed dollars for the Les Turner ALS Foundation patient services, groundbreaking research and public awareness for ALS. I’m writing to ask for your support.

In spite of the cruelty of this disease, the Les Turner ALS Foundation has programs and resources that patients need – from diagnosis and second opinions, to treatment, resources and research.

The Foundation’s resources make this difficult experience a little bit easier for patients and their families. They provide amazing support, but now I am asking for yours too. Please visit my fundraising page and consider making a donation to such a meaningful cause. Sponsor me as a runner and help spread the word by asking your friends and family to donate to this important cause.

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SAMPLE "I'm Running in Support of":

Subject:

"I'm running (race name)"

Support me running (race name)

I am writing to you to help support a cause that is important to me. Thankfully, my life has not been directly impacted by ALS but I am running for all of those it has. Amyotrophic lateral sclerosis (ALS), also known as Lou Gehrig's disease, is a progressive disease that causes muscle weakness, difficulty speaking, difficulty 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 every 90 minutes, and approximately 35,000 people are living with ALS at any given time. There is no known cure for ALS and once diagnosed, patients typically live only three to five years.

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