

*Subject:* Start your fundraising campaign now: ALS Walk for Life

## HTML



## Walker Wednesday Email Series

Start your fundraising campaign!

Edition 2



Over the last 16 years, the ALS Walk for Life has been an incredibly successful event thanks to thousands of people coming together and raising funds for ALS. All donations, large or small, provide hope and help for those living with ALS and allow the Foundation to fund world class patient service and research

programs. [Learn how easy and fun it can be for you to make a difference! Get started >>](#)

Donate Now >

REGISTER TODAY!

### Useful Tools

[ALSWalkForLife.org](https://www.alswalkforlife.org)  
[Facebook Page](#)  
[Team Captain Packet](#)  
[Participant Packet](#)  
[Participant Center User Guide](#)  
[Previous Coaching Emails](#)

### Fundraising Report

Days Left to Fundraise  
73

My Fundraising Goal

### Why do you Walk for Life?



When asking for support, it's important to let your potential donors know why you participate in the Walk. An easy and effective place to start is your personal and/or team fundraising page. Personalized, compelling pages attract and engage

supporters. When visitors see a photo or read memories of your loved one, they are more likely to donate and/or register to join your team. [Share your story >>](#)

## Dollars Raised

### Spread the Word



Did you know that walkers who send emails raise on average \$134.46 more and receive 3 additional gifts than those who do not? In your Participant Center, you will find helpful, customizable templates which automatically include a link to your personal fundraising page. Step-by-step

instructions for creating and sending emails from your Participant Center are available here. [Learn More >>](#)

## Dollars to Raise

### #40for40 Challenge



There is still time to take advantage of our exciting challenge grant opportunity, #40for40! The next two teams to raise an additional \$1,000 AND recruit an additional 10 team members since June 1

will have their \$1,000 matched FOUR times, earning an additional \$4,000. Recruit your friends and family to join you to kick start your fundraising! [Get started now>>](#)

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## Plain Text