



Les Turner ALS Foundation

# TAG DAYS

## 2021

Captain Manual



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# BACKGROUND INFORMATION

## Tag Days

The Les Turner ALS Foundation holds Tag Day Drives throughout the month of May in honor of National ALS Awareness Month. Tag Days began in 1991 when members of a Northwestern University student organization raised money for the Foundation by collecting money on street corners and in front of businesses. The Foundation quickly realized that this was a great way to raise funds so in 1994, they began organizing their own annual Tag Days. A true grassroots campaign, Tag Days has raised over \$2 million since its inception.

## Amyotrophic Lateral Sclerosis (ALS)

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

## The 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. Our Les Turner ALS Center at Northwestern Medicine is led by the most well-respected and successful clinicians and researchers in the field, advancing vital care and research in pursuit of life-enhancing treatments and a cure.

# CAPTAIN CHECKLIST

## Before Your Drive

- Determine dates
- Obtain permits
- Identify locations
- Recruit volunteers
- Request supplies
- Spread the word
- Fundraising resources
- Review additional materials chapter

## During Your Drive

- Set a home base
- Take pictures
- Have fun, be safe and spread awareness
- Collect and return supplies and funds

## After Your Drive

- Send items to the Foundation
- Say thank you to volunteers and businesses
- Return supplies

## Notes

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# BEFORE YOUR DRIVE

## Determine Dates

The first step is to determine which weekend in May you would like to hold your drive. You will also need to decide which days during the weekend you will be tagging. Generally, Saturdays are the busiest but every city is different. Lastly, take into consideration that Mother’s Day is Sunday, May 9 and Memorial Day is Monday, May 31. Once you’ve confirmed your date, please let your Foundation contact know and be sure to fill out the material request form.

### May 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

## Obtain Permits

The next step is to understand what type of solicitation permit (if any) is required by your town. Every community has their own procedure and a different set of requirements, so we recommend that you start by contacting your village hall. They should then be able to direct you to the appropriate village department. The Foundation can supply documentation, certificates of insurance and/or fees required in order to submit the application. If not provided during the application process, please request a copy of local ordinances that must be followed. The ordinances typically restrict the age of solicitors and the hours/days of solicitation. *\*Please check the local Covid-19 safety guidelines.*

## Identify Locations

With your dates and permits finalized, you now need to identify locations for your volunteers to collect donations. Consider high traffic areas. Some good options include train stations, grocery stores, banks, libraries, coffee shops, etc. Many chain retailers restrict solicitation, so we recommend starting with locally owned businesses. A few exceptions are Jewel and Starbucks, which we’ve found to be supportive of charitable fundraising. However, they may only allow one organization to tag at a time so we encourage you to reach out to your local stores as early as possible. If the location is on private property, you must secure written permission. A sample letter of permission can be provided by request from your Foundation contact. In some towns, you can also tag at street intersections, but this depends on your town’s ordinances and your volunteers’ level of comfort.

# BEFORE YOUR DRIVE

## Recruit Volunteers

In general, the more volunteers that you recruit and the more that each volunteer tags, the more lucrative your drive will be. Once you've recruited volunteers, you will need to assign everyone to a shift and location. A shift is usually two to four hours long.

Captains have had success securing volunteers through the following individuals and/or groups:

- Friends, family and neighbors, local athletic teams, High school service clubs, community groups and social media

At your request, the Foundation can:

- Email information regarding your drive to previous volunteers and potential new volunteers in your area
- Provide you with pull-tab flyers that you can print and post in public places throughout your town (i.e. health clubs, day cares, schools, library, park district facilities, etc.)
- Provide a sample shift schedule

## IDENTIFY A CO-CAPTAIN

Identifying a co-captain can greatly increase your reach within the community and distribute the workload. Consider selecting a co-captain from a different social circle to maximize the number of donors and volunteers involved in your drive.

## Request Supplies

The Foundation will coordinate the delivery of your Tag Days supplies. In order to receive your items on time, please complete the captain confirmation and material request form provided by your Foundation contact ASAP. Below are the supplies that you will receive in your shipment.

## APRONS, COLLECTION CONTAINERS AND TAG CARDS

Volunteers must wear the bright yellow aprons while tagging. The aprons attract the attention of potential donors, increases awareness and provide added safety. Volunteers will be equipped with collection containers to hold the donation and tags cards to hand to pedestrians and drivers. The cards include information about ALS, the Les Turner ALS Foundation and the tag days online donation page link.

## COIN BANKS

Coin banks can be placed in locations throughout your community to collect change. Feel free to place tag cards next to each coin bank so that people can learn about the Foundation.

# BEFORE YOUR DRIVE

## Spread the Word

### SOCIAL MEDIA

Social media makes it easier than ever to let your friends know that you are participating in Tag Days. Utilize online networks to recruit volunteers, raise money and spread awareness. Post a link to the Tag Days fundraising page, ask your friends for support, provide updates on your fundraising progress and thank your followers. To help you do this, we have created sample social media posts that you can customize. Reach out to your Foundation contact if interested.

### MEDIA OUTLETS

Publicity equals awareness, and we've found that people are more inclined to donate or volunteer when they have been educated and exposed to the cause ahead of time. Ideally, you should contact media outlets 3-4 weeks before your drive. Please note that the Foundation distributes calendar announcements and pitches selected feature press release stories to appropriate media outlets. If you do plan on contacting your local media outlets, please let us know so we don't duplicate efforts. Reach out to your Foundation contact if you are interested in sending a press release, as we have a template that you can customize.

## Fundraising Resources

To help make your drive as successful as possible, below are a few ways that you can raise funds in addition to your tagging efforts. All proceeds raised through additional fundraising methods will count towards your Tag Days drive total!

### FUNDRAISING IDEAS

Another way to increase funds is to get your community, friends and family involved. Consider one of the following ideas: matching gifts, jeans day or a restaurant fundraiser. Remember that it doesn't hurt to ask, be sure to follow up and thank your donors. Interested in other fundraising ideas? Get in touch with your Foundation contact for more information.

# DAY OF YOUR DRIVE

## Home Base

On the day(s) of your drive, we suggest selecting a centrally located “home base” where all volunteers can pick up their supplies and find out where they have been assigned.

## Safety

Volunteer safety is our number one priority. Please make sure that all of your volunteers receive a copy of the “Instructions for Tag Days Volunteers” informational and safety sheet or are clearly informed of this information, at the start of their shift. All volunteers are required to wear a face mask and follow local COVID-19 safety guidelines.

## Take Pictures

The best photos feature people at close range and in good lighting. Post your photos on social media and tag the Foundation @LesTurnerALS and use the hashtag #LesTurnerALS. Also be sure to share your photos with your contact at the Foundation.

## Have Fun and Spread Awareness!

## Collect and Return Supplies and Funds

At the conclusion of your drive, gather all of the supplies you were mailed and funds collected. See the “after your drive” section for specific details on returning all necessary items.



# AFTER YOUR DRIVE

## Send Items to the Foundation

Following your drive, please send the following items to the Foundation office as soon as possible. A return envelope is included with your supplies.

### CHECK AND/OR DEPOSIT SLIP

Drop-off or schedule pick up of proceeds, options below:

- Bring your collected proceeds to the First Bank of Highland Park
- Reach out to your local bank and inquire about bringing your coins/bills in for counting
- Bring your collected proceeds to the Foundation office
- Work with your Foundation contact to schedule a staff member or home team member to pick up the proceeds from you

### VOLUNTEER LIST

Email or mail in your completed list of volunteers using the form provided with your supplies.

- Volunteers will not be added to our e-newsletter list unless they specify that they would like to receive our communications

### BUSINESS LIST

Email or mail in your completed list of businesses that allowed volunteer solicitation

### PHOTOS

Send photos taken during your Tag Days drive to your Foundation contact at [events@lesturnerals.org](mailto:events@lesturnerals.org)

## Say Thank You

If contact information is received from captains, the Foundation sends thank you letters to businesses, adult volunteers and acknowledges volunteers under the age of 18 with certificates of appreciation. Letters of participation can be provided as well. You may wish to send out personal thank you notes as well!

## Return Supplies

Instruction on how to return your supplies is included in your folder, sent with your supplies.

# ADDITIONAL MATERIALS AND CONTACT INFORMATION

## Samples and Templates

Reach out to your Foundation contact if you are interested in any of the following:

- Business request for permission (to allow volunteers at their business)
- Sample volunteer schedules
- Press release template
- Sample social media posts
- Sample email solicitation (call for volunteers, donations and awareness)

## Foundation Contact Information

### Les Turner ALS Foundation

5550 W. Touhy Ave, Suite 302

Skokie, IL 60077

P: 847-679-3311

E: [info@lesturnerals.org](mailto:info@lesturnerals.org)

### Foundation Contact

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