



# ALS UNITED WALK

## PARTICIPANT HANDBOOK

[www.alsunitedwalk.org](http://www.alsunitedwalk.org)

[@alsunitedwalk](https://twitter.com/alsunitedwalk)

[events@alsmidatlantic.org](mailto:events@alsmidatlantic.org)

# 2024 ALS United Walk

Thank you for registering for the ALS United Walk! Funds raised from the Walk support local patient care programs and research.

Our Walk Staff is here to help with any questions you may have!

## **Michelle Rogers**

E: [Michelle@alsmidatlantic.org](mailto:Michelle@alsmidatlantic.org)

P: 717-329-9628

## **Event Details**

**Date:** Saturday, June 8

**Check-In:** 9:00 AM

**Walk Start:** 10:00 AM

**Location:** Hershey Middle School

500 Homestead Rd.

Hershey, PA 17033

## **Volunteer**

Support the ALS United Walk by becoming a volunteer! There are so many ways you can help on Walk Day, including set-up, registration, food and beverage, photography, and more.

If you want to get involved before the Walk, join our committee! Committee members work alongside ALS United Mid-Atlantic staff to help prepare for the Walk.

To learn more, contact Michelle Rogers  
([Michelle@alsmidatlantic.org](mailto:Michelle@alsmidatlantic.org))!

## INFORMATION

# ABOUT ALS

Amyotrophic lateral sclerosis (ALS), often referred to as "Lou Gehrig's Disease," is a progressive neurodegenerative disease that affects nerve cells in the brain and the spinal cord.

Motor neurons reach from the brain to the spinal cord and from the spinal cord to the muscles throughout the body. The progressive degeneration of the motor neurons in ALS eventually leads to their death. When the motor neurons die, the ability of the brain to initiate and control muscle movement is lost. With voluntary muscle action progressively affected, patients in the later stages of the disease may become totally paralyzed.

As motor neurons degenerate, they can no longer send impulses to the muscle fibers that normally result in muscle movement. Early symptoms of ALS often include increasing muscle weakness, especially involving the arms and legs, speech, swallowing or breathing. When muscles no longer receive the messages from the motor neurons that they require to function, the muscles begin to atrophy (become smaller). Limbs begin to look "thinner" as muscle tissue atrophies.

## FACTS AND FIGURES



**5,000+**

people are diagnosed per year



**2-5 Years**

is the average life expectancy



**Only 10%**

of cases are inherited  
through a mutated gene

For more information, visit [www.alsmidatlantic.org](http://www.alsmidatlantic.org)





# ALS UNITED MID-ATLANTIC

**Our Mission:** To unite and empower the ALS community through a collaborative approach to fostering bold research initiatives, advancing national and state advocacy, and providing comprehensive care and support to individuals and families affected by ALS.



ALS United Mid-Atlantic is committed to enhancing the quality of life for those living with ALS through comprehensive **care programs**.



ALS United Mid-Atlantic focuses on state and federal **advocacy** for research, health and long-term care, and caregiver support.



Collaboration is the cornerstone of our **research program**. ALS United partners with academia, industry, government, and other nonprofit organizations.

ALS United Mid-Atlantic exists to ensure that anyone facing ALS has someone to turn to for expert advice, essential equipment and support, community, caring conversations, and so much more. Now and always, we remain committed to meeting the needs of individuals and families facing ALS that we serve in eastern and central Pennsylvania, central and southern New Jersey, and all of Delaware.



# ALS UNITED MID-ATLANTIC

## MEET THE HERSHEY WALK TEAM

ALS United Mid-Atlantic is excited to introduce a few key members of our Engagement Team. These staff members are here to help ensure the Hershey ALS United Walk is a wonderful experience for every participant!



**Michelle Rogers**

*Hershey Walk  
Manager*

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Over the past several years, I have been thrilled to work with so many amazing people. I can't wait to continue to work with the wonderful Hershey Walk teams and participants again in 2024! If you have any questions, please don't hesitate to reach out.



**Kerry Braun**

*Director of Community &  
Corporate Engagement*

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As the Director of Community & Corporate Engagement, thank you for your participation in the ALS United Walk! I cannot say thank you enough for your role in helping to support our mission to provide vital care service programs and fund ALS research.



**Lexi Brace**

*Assistant Director of  
Marketing & Engagement*

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As the Assistant Director of Marketing & Engagement, I am here to help with Walk communication and promotion. If you would like to share your story and why you participate, please do not hesitate to reach out by email at [Lexi@alsmidatlantic.org](mailto:Lexi@alsmidatlantic.org).

# GET STARTED TODAY

You can make a direct impact on people living with ALS. Here are a few ways you can help!



## Make a Self-Donation

Get your fundraiser off to a strong start by making a self-donation. Your example will show your commitment and encourage other donors to support you.



## Share Why You Walk

Update your Personal Page with your story. Explain why this fundraiser is so important to you. Then, share your Personal Page with your friends and family.



## Customize your URL

From your Participant Center, you can create a unique URL that goes directly to your Personal Page. Share this URL with your friends and family - or post it on social media!



## Connect with Your Friends

Share your Personal Page on social media! Make a post explaining why you are participating in this meaningful event and ask your friends to support you. Copy your Participant Page URL and include it in your post!



## Ask Your Friends to Join

Ask your friends, family, and coworkers to join your fundraising efforts!



## Send Emails

Share your fundraiser with your friends and family by sending them a personal email.

# FREQUENTLY ASKED QUESTIONS

**I don't remember my username and password.**

**What should I do?**

Our Engagement Team is here to help! Send the Walk Coordinator an email.

**Can other people see the email addresses I upload?**

No. Email addresses you upload to your participant center are only available on your account. No one else has access to the emails added to your account.

**How can my friends and family support me?**

Encourage your friends and family to join your fundraising efforts! Ask them to join your team or make a donation to your personal fundraiser.

**Does everyone have a fundraising page?**

Yes, everyone who registers for the Walk will have their own fundraising page. Through your participant center, you can edit your personal page to share why you Walk and upload a photo.

**Why is my donation not showing up on my page?**

Sometimes it takes a few minutes for your donation to show up on your personal page. If it is still not showing up, contact your Walk Coordinator and they can help make sure the donation went to the right spot.

**What if no one supports my fundraiser?**

Don't worry, you are just getting started! Send some more emails or share your fundraiser on social media. Often, people need multiple reminders.

On behalf of our staff at ALS United Mid-Atlantic, thank you for registering for a Walk! The ALS United Walk is the single largest fundraising event our organization holds each year. ALS United Mid-Atlantic hosts seven walks throughout our service area. In 2023, our Walks raised over \$890,000 to support patient services second to none, cutting-edge research, and advocacy at state and federal levels.

The Walk is an opportunity for our community to come together and celebrate. Celebrate with your friends and family as you enjoy music, food, and fun.

The ALS United Walk offers our community the opportunity to:

- Join in the fight - Donations from the Walks enable our organization to continue to provide programs to serve people with ALS and their families.
- Meet others in your area - The Walk is a great chance for people with ALS to come out and meet other families in the area who are living with ALS.
- Spread Awareness - Tell others about the Walk and encourage them to participate. As more people learn about our mission and our efforts to unite against ALS, we stand a better chance of succeeding!

As always, please feel free to contact us if you have any questions about this year's Walk.



ALS United Mid-Atlantic Engagement Team  
[Events@alsmidatlantic.org](mailto:Events@alsmidatlantic.org)



