



ALS UNITED WALK

TEAM CAPTAIN TOOLKIT

www.alsunitedwalk.org

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

events@alsmidatlantic.org

2024 ALS United Walk

Thank you for creating a team for the ALS United Walk! The Team Captain Handbook includes everything you need to get started, from recruitment tips to tracking your fundraising progress.

The ALS United Walk helps advance our mission while bringing our community together. It's an opportunity to show support and raise vital funds that have a local impact. Donations from the Walk help support local patient care programs and research.

If you have any questions, please reach out! Our Walk Staff is here to help.

Michelle Rogers

Email: Michelle@alsmidatlantic.org

Phone: 717-329-9628

Event Details

Date: Saturday, September 28

Check-In: 9:00 AM

Walk Start: 10:00 AM

Location: Cedar Crest College
100 College Drive, Allentown, PA



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.

GET STARTED

Looking for where to start? Here are a few tips!



Register

As a Team Captain, your first step is to form a team! Once you register, you can create a fundraising page for your team. This page is the best way for you and your team members to track your fundraising progress!



Grow Your Team

Reach out to your friends, family, and coworkers with information about your team. Explain why the ALS United Walk is important to you and how they can help.

Through the Participant Center, you can create a custom URL for your team page. Share that custom URL with your friends and family so they can easily join your fundraising efforts!



Encourage Fundraising

The ALS United Walk raises vital funds for local patient care programs and research. Each team member is encouraged to fundraise.

Help motivate your team members to create a fundraising goal. Then, help them set up their own Personal Page to collect donations.



Share Your Appreciation

Your team is all in this together! Make sure to recognize the fundraising milestones of your team members. Send them a text or email to congratulate them and encourage them to keep up the great work!

RECRUITMENT LETTER

Use the template below to help grow your team!

On Saturday, September 28, I am participating in the Lehigh Valley ALS United Walk.

ALS, or amyotrophic lateral sclerosis, is a progressive neurodegenerative disease that affects nerve cells in the brain and spinal cord. ALS destroys a person's ability to control muscle movement. As the disease progresses, it takes away a person's ability to move, speak, and eventually breathe.

This year, I am participating to show [name of the person you are walking for] my support. As the team captain for [Team Name], I hope to raise [Fundraising Goal], which will support local patient care programs.

Each year, more than 20,000 people in the United States are diagnosed with ALS. The cost of caring for someone with ALS can be as much as \$250,000 a year. In too many cases, the cost of care can exceed that amount.

So that is why it is so important for me to participate in the ALS United Walk. Please consider making a donation today and support my efforts to make a difference for people living with ALS and their families.

Any amount is greatly appreciated. Every dollar makes a difference in supporting ALS United Mid-Atlantic's mission to unite and empower the ALS community.



GROW YOUR WALK TEAM

Use the worksheet below to brainstorm potential team members. Don't leave anyone out, you never know who will be willing to support your Walk Team!

IMMEDIATE FAMILY

Ask your spouse/significant other, siblings, and parents.

<hr/>	<hr/>
<hr/>	<hr/>

EXTENDED FAMILY

Ask your cousins, aunts, uncles, and grandparents.

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

FRIENDS AND COLLEAGUES

Ask your friends, colleagues, and any vendors you work with.

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

CLUBS AND LOCAL ORGANIZATIONS

Ask people involved in your local clubs, sports, church, or synagogue.

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>



ENCOURAGE FUNDRAISING

Use this custom ALS United Walk checklist to ensure you are supporting your team. Each step will help increase your fundraising or encourage your team members to go the extra mile!

CREATING YOUR TEAM

- ☐ Set a fundraising goal for your team.
- ☐ Add your story to your team page.
- ☐ Recruit your friends and family to join your team.
- ☐ Ask HR if you can share your fundraiser with your coworkers or if your company can start a corporate team.
- ☐ Host a team kick-off to share fundraising ideas.
- ☐ Ask if your company has a matching gift policy.
- ☐ Reach out to your Walk Coordinator for a sponsorship packet. Share the packet with your employer or any local companies you frequently visit.

FUNDRAISING PROGRESS

- ☐ Welcome new members with a text, phone call, or email.
- ☐ Contact your team every week with fundraising updates and highlights.
- ☐ Hand out ALS United Walk flyers to local shops, restaurants, and coffee shops.
- ☐ Review the “Fundraising A to Z” Guide and find inspiration for a team fundraiser.
- ☐ Design and order custom t-shirts for your team.
- ☐ Ask your Walk Coordinator for any fundraising tips!
- ☐ Make sure to keep track of cash or check donations. Hand in any offline donations to ALS United Mid-Atlantic Staff on Walk Day.
- ☐ After Walk Day, send thank you emails to all your team members.



ENCOURAGE FUNDRAISING

The worksheet below will help you create a fundraising goal for your team. Setting a goal from the beginning will help your team stay on track.

TEAM NAME: _____

TEAM CAPTAIN: _____

TEAM CO-CAPTAIN: _____

NUMBER OF TEAM MEMBERS: _____

SUGGESTED FUNDRAISING MINIMUM, \$100 OR: _____

	X	=
_____	_____	_____
NUMBER OF TEAM MEMBERS	SUGGESTED FUNDRAISING MINIMUM	FUNDRAISING GOAL

You can always update your fundraising goal if you hit your goal early! Through the Participant Center, you can easily change your fundraising goal to encourage your team members to keep up their great work!

If you are having trouble deciding on a suggested fundraising minimum, reach out to your team! Ask your team members what they think is an attainable goal. Based on their feedback, you can set an attainable fundraising goal for your team.



SHARE YOUR APPRECIATION

Make sure to stay in touch with your team members. Communicate regularly to share fundraising progress and highlights. Don't forget to share why the ALS Untied Walk is so important. Every dollar raised has an impact!

SAMPLE MESSAGES

☐ **WELCOME TO THE TEAM!**

Thank you so much for joining our team! I am so grateful that you will be a part of my team for the ALS United Walk. This year, I am hoping our team can raise [team fundraising goal]. Thanks to people like you, I am positive that we can achieve our goal if we all work together! As your team captain, please let me know if you need anything.

☐ **50% OF GOAL**

Wow! It is amazing to see that you are halfway to your fundraising goal. Thank you for doing such an amazing job and keep up the great work! Your support goes a long way towards ALS United Mid-Atlantic providing local care service programs, which is very important to me because [add your story].

☐ **CONGRATULATIONS!**

I am so thrilled to see you reached your fundraising goal! Thank you for going above and beyond for [team name]. Your support means a lot to me and the over 1,200 people with ALS that ALS United Mid-Atlantic serves each year.

☐ **HIGHLIGHTING OUR PROGRESS**

Thank you for your support of [team name]! So far we have raised [total raised], which is tremendous progress towards our fundraising goal. I am so grateful to each one of you, but I want to give a special shout-out to [team member's name] for raising [add amount]!

TEAM ROSTER

Keep track of your team by using the chart below! Through this chart, you can easily add your team members and ensure you have their contact information, so you can reach out with encouraging messages or share event details.

[illegible]

