

Southwest Florida

May 15th



2021 WALKER HANDBOOK

A User Guide for Your Best Walk Day Experience



THE 2021 WALK TO DEFEAT ALS

WALK YOUR WAY TO HELP MAKE A DIFFERENCE!

WALK ON YOUR OWN

JOIN A WALK TEAM!



OR



THE ALS ASSOCIATION FLORIDA CHAPTER

**Cal Brooks - Vice President
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CBrooks@alsaf1.org**

ALS Florida Chapter
ASSOCIATION

www.WalktoDefeatALS.org



WALK DAY BRINGING OUR MISSION TO LIFE

SOUTHWEST WALK TO DEFEAT ALS

LOCATION: Walk Your Way on the beach, in a neighborhood, etc.

DATE: 5.15.21

DETAILS: Tune-in: 9:30 am • Unlock ALS: 10:00 am • Walk: 10:30 am

TIPS:

- Plan your walk with family and friends. Determine the location of your walk - make it at the beach, in your neighborhood, at a park, etc. Stretch before the walk!
- Participants who raise \$90 or more receive an official Walk to Defeat ALS t-shirt. Pick up details to be shared prior to the Walk on May 15th.
- After arriving to your walk location, tune-in to ALSFloridaRadio.com or download the app from Apple or Google App Store.
- **Team Week | Pop-Up Campaigns will be announced via Facebook or team texts.**

VOLUNTEER:

Volunteer opportunities include Team Mentors, Sponsorship Leads, and Day-of Emcee and other speaking roles and more. If you'd like to help plan the event, you can join the Walk Committee! Reach out to Cal Brooks at CBrooks@alsaf1.org to sign up or learn more.

WALKING VIRTUALLY?

Be sure to share and post pictures of your walk and use the hashtags #SWFLWalkToDefeatALS and #ALSInThisTogether. Follow along on Instagram, twitter, and facebook @ALSFLORIDA



WALK+TALK WHO WE ARE. WHAT WE DO.

TO DISCOVER TREATMENTS AND A CURE FOR ALS, AND TO SERVE, ADVOCATE FOR, AND EMPOWER PEOPLE AFFECTED BY ALS TO LIVE THEIR LIVES TO THE FULLEST.

Every 90 minutes someone in the United States is diagnosed with ALS.

Amyotrophic lateral sclerosis (ALS) is a progressive neurodegenerative disease that affects nerve cells in the brain and the spinal cord. Eventually, people with ALS lose the ability to initiate and control muscle movement, which often leads to total paralysis and death within two to five years of diagnosis. For unknown reasons, veterans are twice as likely to develop ALS as the general population. There is currently no known cause or cure.

The ALS Association is the only national nonprofit organization fighting ALS on every front. By integrating local care services, cutting-edge global research, and nationwide advocacy on behalf of those living with ALS, The Association builds hope and enhances quality of life while aggressively searching for new treatments and a cure.

OUR VISION: CREATE A WORLD WITHOUT ALS.



YOUR WALK DONATIONS HELP FUND RESEARCH:

FDA Drug
Approved for
ALS



Assistive
Technology
Advanced at
Rapid Pace



Antisense
Drugs Achieved
Significant
Progress



KIF5A ALS Gene
Discovered



UNLOCK ALS

THE KEY TO THE CURE STARTS WITH YOU



These keys represent our commitment to unlocking

- the physical constraints which threaten a person with ALS everyday
- the barriers to effective and compassionate care
- the medical mysteries which will someday lead us to a cure

WHAT COLOR IS YOUR KEY?



GOLD:
I have
ALS



WHITE:
I have
lost
someone
to ALS



BLUE:
I'm
walking in
honor of
someone
with ALS



RED:
I support
the cause
and want
to defeat
ALS

YOUR WALK DONATIONS HELP FUND CARE SERVICES:

20,125 people
living with
ALS served
through the chapter
network in the past year



25,588
attendees at
support groups
offered through our
vast chapter network
across the U.S



Assistance
provided to over
2,400 veterans
through our
nationwide chapter
network



\$4,995,832
in grants
provided
through
our Certified Center
Program



HOW YOU CAN HELP: AT A WALK EVENT OR AT HOME!

YOU'VE ALREADY TAKEN THE MOST IMPORTANT STEP: JOINING THE MOVEMENT BY REGISTERING FOR THE WALK TO DEFEAT ALS.

WHAT'S NEXT?



MAKE A DONATION:

Lead by example and show your commitment to the cause by making the first gift to your campaign.



SHARE YOUR WHY:

Update your personal page and share your connection to ALS



GET SOCIAL:

Set up your own Facebook Fundraiser to reach your broader social network.



CUSTOMIZE YOUR URL:

Create your own URL to share with family, friends, and co-workers. Post it on social media or add it to your email signature so people can easily find your page.



RECRUIT FRIENDS:

Grow the movement to cure ALS by asking your network to join you.



SEND EMAILS:

Prewritten templates make it easy to ask your contacts for support right from your participant center.



GO MOBILE:

Download the mobile app to fundraise from the palm of your hand — anytime, anywhere!

YOUR WALK DONATIONS HELP FUND ADVOCACY EFFORTS:

Joined with other leading patient organizations in the fight to **preserve protections for pre-existing conditions for people with ALS**

under Medicare, Medicaid, private insurance, and all insurance plans



Initiated and led the campaign to increase funding for the ALS

Research Program at the Department of Defense (DOD) to **\$20 million in fiscal year 2020 — a \$10 million increase over the funding levels in previous years**



Continue to play a key role in ensuring people with ALS have access to **noninvasive ventilators, wheelchairs, speech-generating devices, and other complex technology** through legislative and regulatory pressure



FAQS:

YOUR ONE-STOP SHOP FOR ALL THOSE NEED-TO-KNOWS



? I forgot my username and/or password. Help?

a No worries! Contact your Walk coordinator. They can help!

? Do you store email addresses?

a The contacts you upload are available for your eyes only! Your contacts stay attached to your record but The ALS Association cannot see the information.

? My friend won't be at the Walk but still wants to help. How can they?

a Those who won't be present at the event can register as virtual walkers on your team. They will still receive all the same online fundraising tools to make it easy to support, even from far away.

? I'm not the team captain but I still have a fundraising page. Did I register wrong?

a Nope! Everyone on the team has a page and access to all the awesome fundraising tools the team captain does. Then, any funds you (or any other participants on the team) raise, will roll up to the overall team total.

? I made a donation but it's not showing up on my page. Did it go through?

a More than likely it just got credited incorrectly. Check with your Walk staff and they can help track it down for you and apply it to your page.

? My supporters prefer to make a donation by check or cash rather than online.

a No problem! You can also print an offline donation form right from the bottom of your personal page! Use that to mail in checks to ensure they are credited correctly.

? What happens if no one donates?

a Don't give up! The average person receives 100 emails a day. If you haven't heard back from a friend, chances are that they just overlooked your email. Don't be afraid of sending another. Three reminders are perfectly acceptable in a 3 month time span.

LET'S GET STARTED!

EASY WAYS TO JUMPSTART YOUR FUNDRAISING

1. Kick things off with your own donation.
2. Challenge 2 family members to match your donation.
3. Connect your fundraiser to Facebook and invite 10 friends.
4. Share your fundraising page with 5 co-workers, on your next Zoom meeting.
5. Tell 4 of your neighbors how they can help reach your goal.
6. Encourage 5 friends to join you in supporting the cause.
7. Ask your boss for a company contribution (or better yet, find out if your company will match what you raise!)
8. Track your progress and share your success!
9. Visit the FAQ section of the Walk Website for more Fundraising Tools!



TIPS + TRICKS

THE TRIED + TRUE TO THE UNIQUELY YOU

DOUBLE YOUR DOLLARS | MATCHING GIFTS:

After all your fundraising work is complete, you still may be able to increase your impact on the fight against ALS. Many companies will match their employees' charitable contributions. Be sure to check with your employer and ask your supporters to as well! You can also visit www.matchinggifts.com/als to see if your company participates. Don't forget to talk to your company about forming a corporate team too!

Reach out to your Walk coordinator and ask for posters, brochures, or other items to help promote the Walk. Ask local restaurants or community gathering places to display them to help spread the word!

GET STARTED "WRITE" AWAY | SAMPLE LETTERS AND EMAILS:

Check out the sample letters available on the website or create your own and send it out to friends and family asking for support. Include the story of WHY the Walk is important for you and share a photo if you have one!

SIZE IT UP | TEAM T-SHIRTS:

Get creative and boost team spirit sporting matching team shirts! Select a vendor and share your design. Remember to keep it cheap and start early. A good range is usually between \$4 and \$6 and production can take 3-4 weeks.

GET INVOLVED | KICK OFF, TEAM WEEK, AND CONTESTS:

Attend the kickoff party to meet other Walk participants and pick up supplies to ensure your fundraising success. Encourage your team to participate in Team Week and other contests throughout the year for your chance to win cool Walk swag!

BE CREATIVE | PUT THE FUN IN FUNDRAISING:

Use your interests and hobbies as a way to boost your fundraising! Love fantasy football? Use half your league buy-in as a Walk donation. Do you paint, knit, or record music? Sell your art for donations! Check out the Fundraising A-Z list for other ideas.

COMMUNICATE OFTEN WITH YOUR TEAM TO MOTIVATE AND ENCOURAGE THEM:

Make a donation to your cause and provide fundraising suggestions to get to your goal!



VIRTUAL WALK TO DEFEAT ALS

ALS DOESN'T STOP, NEITHER DO WE.

HOW YOU CAN JOIN OUR VIRTUAL WALK

We're looking forward to walking virtually as a community to unite and raise funds for those living with ALS. Each year we drive bold and urgent innovation as we march together toward a cure for ALS. While we won't physically gather at **LOCATION** on **DATE**, we want to see and hear your passion virtually!

Here are some ways you can #WalktoDefeatALS wherever you are:



Start a **TEAM** and **RAISE FUNDS** to help unlock the mystery of ALS.



Claim your **FACEBOOK PHOTO FRAME**. Look for our Facebook photo frames. Instructions can be found on the next page.



WALK YOUR WAY and **SHARE ON SOCIAL MEDIA** via **#WALKTODEFEATALS** or **#ALSINTHISTOGETHER**. Jazz up your walk with family pics, chalk your walk messages



CONNECT with other Walkers and Celebrate the collective journey, Follow along on Instagram, twitter & facebook **@CHAPTERALS**



CROSS THE FINISH LINE STRONG – share where you walk and how far you go, Track your distance with a mapping app and post a picture of your success.



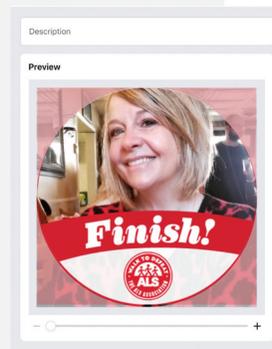
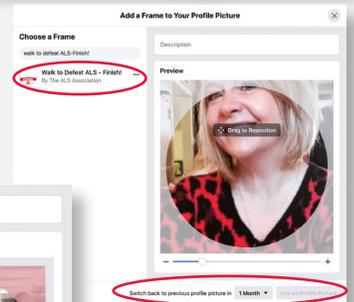
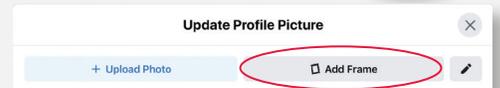
SHARE YOUR VIRTUAL ACTIVITY!

#WALKTODEFEATALS • #ALSINTHISTOGETHER

Collect your virtual Walk to Defeat profile frame. Show your friends and family how you walked to help find a cure for ALS!

How to add your profile frame:

1. Log into your Facebook profile, click on the camera icon  in the lower-left frame of your photo. A box will appear, and select **"Update Profile Picture."**
2. You will see a box that says "Upload Photo" and "Add Frame." Click on **"Add Frame."**
3. In the "Choose A Frame" search area, type **"Walk to Defeat ALS – Finish!"** Select the frame you would like to use, you will see a preview of the frame and you can shrink or enlarge it as needed.
4. Select the **Timeframe** from the drop down when you want to switch back to your previous profile picture.
5. Select **"Use Profile Picture"** to Save!



QUESTIONS? Visit us at www.WalktoDefeatALS.org



IDEAS TO WALK YOUR WAY!

#WALKTODEFEATALS • #ALSINTHISTOGETHER

We are hearing so many innovative ways Walkers are planning to celebrate virtually! Here are some ways that you can **#WalktoDefeatALS** wherever you are.



SHOW YOUR TEAM SPIRIT AND POST A PICTURE OR CHEER WITH #WALKTODEFEATALS #ALSINTHISTOGETHER of you in your team t-shirt or holding a sign with your team name. Tell us why you walk.



SHARE HOW YOU'VE CHALKED YOUR WALK – draw start and finish lines or share messages of gratitude throughout your neighborhood.



HANG YOUR WALK DAY POSTER – color your key, hang it in your window and tell us why you Walk To Defeat ALS

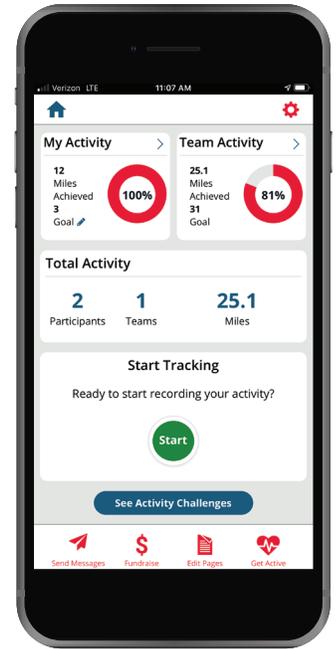
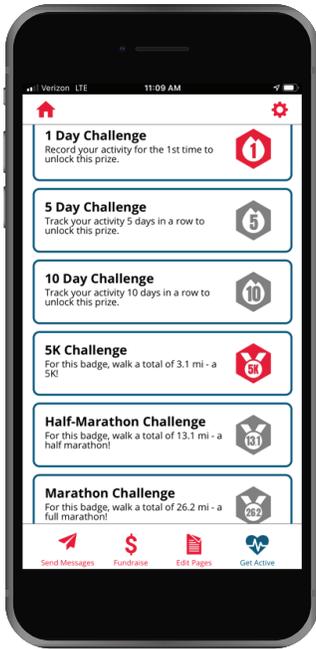


MAP YOUR ROUTE AND DISTANCE – Find apps online and share where you are walking and how far you go.

QUESTIONS? Visit us at www.WalktoDefeatALS.org



NEWLY UPDATED WALK TO DEFEAT APP!



-  **TRACK MILES**
-  **ACTIVITY CHALLENGES**
-  **EARN BADGES**
-  **PHOTO STICKERS**
-  **PHOTO FILTERS**
-  **GET SOCIAL**

The Walk App is available on Apple Health and Google Fit.



The Team Challenge App is available on Apple Health and Strava.



Already have app? Just download the update!

Don't have app yet? Simply go to app store and search ALS Walk or ALS Team Challenge to download.

Questions? Visit us at www.WalktoDefeatALS.org

THANK YOU TO OUR SPONSORS!

As a Walk to Defeat ALS Partner these organizations have an immediate impact on unlocking the mysteries of ALS.

NATIONAL SPONSORS



STATEWIDE SPONSORS



**Venture
Construction
Group**
OF FLORIDA



The ALS Association Florida Chapter
3242 Parkside Center Circle
Tampa, FL 33619



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