

DIY EVENT MANUAL



SEE HOW YOUR ALS COMMUNITY
MEMBERS ARE MAKING AN IMPACT
WITH DO-IT-YOURSELF EVENTS

[ALS.ORG/WISCONSIN](https://www.als.org/wisconsin)

A LETTER FROM THE EXECUTIVE DIRECTOR

DEAR FRIENDS,

Thank you very much for your interest in holding a fundraising event for The ALS Association, Wisconsin Chapter. The ALS Association is the only not-for-profit voluntary health organization dedicated solely to the fight against Amyotrophic Lateral Sclerosis. Since 1984, the Wisconsin Chapter has grown from a single support group to a vital organization providing unique and incomparable services and programs available for those with ALS and their families. It is through the generosity of people like you that the Wisconsin Chapter is the most successful and active chapter in the country.



The Development Department has put together a package of information for all first-time fundraisers for the ALS Association. This package is designed to help you successfully hold a fundraising event from the conceptualization stage through event day. The package contains information about ALS and The ALS Association, sample solicitation letters, fundraising tips, a special event agreement and guidelines for the use of The ALS Association's logo and much more. Please remember that the packet is intended to be a guide to help you through the planning of your event. However, if you need to speak with someone from the Development Department, please do not hesitate to call the office.

Thank you again for your dedication to The ALS Association. I hope you find this packet helpful and wish you success in your endeavor. The help you give today changes everything in the lives of those with ALS tomorrow.

Sincerely,
Melanie M. Roach-Bekos

MELANIE M. ROACH-BEKOS
Executive Director
melanie@alsawi.org



REQUIRED INFORMATION FOR YOUR DIY EVENT

PLEASE SEND THE FOLLOWING INFORMATION TO: info@alsawi.org

1. Name of the Event
2. Location of the Event
3. Date and Time of the Event
4. Contact(s) Information - name, email, phone number
5. Allocation of Funds (choose from the following):

Area of Greatest

Need: Funds go to the area of our chapter that requires the most funds.

Walk Team: Funds can be applied to your walk team. All walk monies go to the area of greatest need.

Brian Trinastic Grant Fund: Funds help defray the costs associated with transportation and lodging for treatment and events, medical equipment and home modification for individuals living with ALS and their families.

Research: Funds support finding treatments and a cure for ALS.

Augmented Communication

Devices: Funds support providing speech-generating devices to improve quality of life for patients who have lost their speech.

Equipment Loan Program: Funds go to our chapter's inventory of wheelchairs, scooters, walkers, and other equipment for individuals living with ALS.

Care Services: Funds help our chapter's Care Services team offer free, supportive programs and services to individuals and families living with ALS.

6. Event Activities & Description
7. How will the event raise money?
 - Are you charging registration?
 - Will there be a raffle or auction?
 - Are you soliciting sponsorship?
8. Do you want an online donation page?
9. How will the event be promoted?
10. Social media
11. Email Campaign
12. Posters
13. What is your fundraising goal?

HOW WE'LL SUPPORT YOU

- **Create a Fundraising & Registration Website** for you; where you can direct people to either register for your event or make donations that go directly to the Chapter.
 - For an Example: [Click Here](#)
 - At a minimum, we'll need the event name, date, time, and location, but the more compelling pages have lots of pictures and a great story.
- **Include your event in our monthly *Here's What's Happening* newsletter** in a special section for upcoming community events.
 - At least two weeks before the newsletter goes out (so by Nov. 15th if you want it in the December newsletter) we'll need the event name, date, time, and the person to contact for more information.
- **Share your fundraiser on our Social Media** (Facebook & Instagram) pages – either by sharing your own posts or creating our own, whichever you prefer.
 - Like us on FaceBook / Follow us on Instagram.
 - Tag us in your event (FaceBook) and any posts about your event **@ALSAWisconsin**
 - Share photos from past events via text to Erin: 252-527-7892, so we can build posts to promote you.
- **Brainstorm** fundraising and promotion ideas with our team.
- **Assign a team member to your event** so that you may directly contact us with questions or for assistance, as well as:
 - confer all proper use of the ALSA Wisconsin Chapter name and logo to you
 - maintain regular communications with The Group leader.
- **Supply reasonable amounts of materials** about ALS and the ALSA Wisconsin Chapter free of charge.
- **Use all funds received** from The Group to support the work of the ALSA Wisconsin Chapter. The Group may elect to restrict the use of funds to a specific chapter program, research or part of the service area, but not to a specific patient.



RECEIVING DONATIONS & ACKNOWLEDGEMENTS

CHECK DONATIONS

- Checks should be made out to the ALS Association Wisconsin Chapter
- In the memo line, write the event or walk team the donation is for

CASH DONATIONS

- If the donor would like an acknowledgement of their donation, they need to provide their contact information along with the amount that they donated

ONLINE DONATIONS

- The ALS Association Wisconsin Chapter can set up a donation page for online donations
- You can contact the ALS Association Wisconsin Chapter about using a Square, credit card reader, for your event

INFORMATION WE NEED FROM DONORS:

- Name
- Address (for mailed acknowledgement letter)
- Email
- Amount of donation (if cash)

The ALS Association WI Chapter may be able to provide donation envelopes for your event.

PLEASE NOTE: The ALS Association can only provide acknowledgement if the donation is made directly to our Association and if we have current and updated contact information of the Donor

AUCTIONS & RAFFLES

AUCTIONS

If you would like to host an auction, here are some things to consider:

- Choose from the following options:
 - a. Silent Auction
 - b. Live Auction
- What will make-up your auction?
 - Baskets
 - Items
 - Local
 - Big-ticket items

If you want donors of items/baskets acknowledged for their donation to the ALS cause, **we need the donor to tell us** the fair-market value of the item(s) that they donated. We are not able to determine that value.

Some organizations ask that donation requests are made through an online platform or may require proof of non-profit status – if you would like to request items from the Milwaukee Bucks, for example, our team can help you put in that request.

The information we will need in order to submit these requests includes: **what is the event, where is it, how will the donations be used.**

Your assigned team member will be happy to talk through this with you.



RAFFLES

If you would like to host a raffle, under our license, please note the following:

- Choose from the following options:
 - I would like to sell raffle tickets leading up to the event, and not just at the event. (Class A raffle)
 - I would like to sell raffle tickets ONLY on the actual event date. (Class B raffle)
- Are any of the items I'll be raffling off worth \$600 or more?
 - **If yes**, you will need to report the winner's name and address to Maggie at maggie@alsawi.org
 - **If no**, no action is needed.

Other Raffle Rules:

- You'll need a copy of the corresponding (A or B) raffle license at the event when you draw your winners.
 - Electronic copies fulfill this requirement, so as long as you have an email from Maggie at maggie@alsawi.org with the raffle license, this requirement is met.
- If you do a 50/50 raffle, you'll need to inform Maggie at maggie@alsawi.org of how much money was paid to the winner.
- Class A (sold in advance) Specific Rule: All sold tickets should be returned to The ALS Association for their records after the event.

COMMUNITY IMPACT: WHERE YOUR DOLLARS GO

ALS Association - Wisconsin Chapter services are fully funded by our Walk to Defeat and Gala events as well supporting community fundraisers.

Care Services Staff Helps patients and families fighting ALS find local resources and cope with the challenges they're facing.

ALS Support Groups Provides a supportive environment for patients and families to deal with the many challenges stemming from battling ALS.

Equipment Loan Program Patients and their families have access to our inventory of wheelchairs, scooters, walkers, special utensils and other equipment.

Augmentative Communication Loan Program If speech becomes affected, provides guidance, resources and possible loan of high- or low-tech equipment to ALS patients at no cost.

ALS Care and Research Symposium This annual event highlights cutting-edge research, advocacy and support, and allows patients and families to learn, engage and share experiences.

ALS Association Certified Center, VA ALS Clinic & Affiliated Clinics provides a multi-disciplinary team of healthcare professionals specializing in ALS.

Brian Trinastic Grant Program Helps defray costs associated with transportation and lodging for treatment and events, medical equipment and home modifications.

Public Policy and Advocacy Represents Wisconsin ALS patients and families in lobbying efforts on state and national levels.



als.org/wisconsin

GENEROSITY IN ACTION

When you contribute to our Chapter, you make possible the programs and services we offer to our Wisconsin residents living with ALS. Listed here are examples of this impact from January to December 2021.

171

New patients served

642

Wisconsin individuals living with ALS served

692

Patients seen at clinics

79

Support group meetings, serving

850

patients, family members, & caregivers

83

Veterans served

220

Pieces of communication related equipment loaned out

Did you know...?

\$60 can buy tools to help people living with ALS maintain independence longer, specifically when dressing and dining.

Did you know...?

\$120 can buy a person living with ALS a voice recorder, so their voice and wishes can be heard and preserved for all who know and love them.

645

Pieces of durable medical equipment loaned out

Did you know...?

\$300 can buy mobility equipment such as wheeled walkers, manual wheelchairs and ramps to help a person living with ALS to access their home and community.

\$60,119

Trinastic Grant dollars disbursed to **59** recipients

ALS
ASSOCIATION

Wisconsin Chapter

AUTHORIZATION TO OPERATE AN EVENT FOR THE BENEFIT OF THE ALS ASSOCIATION WISCONSIN CHAPTER

Thank you for offering your support in the fight against ALS. In order to protect the Chapter's 501.C.3 status, we require the following agreement:

I, the undersigned, agree to represent a group to be known as (The Group) **

which will organize and sponsor an event to be known as,

I understand that the primary purpose of this event shall be to raise funds for The ALS Association Wisconsin Chapter (ALSA Wisconsin Chapter) and that all funds raised shall be submitted to the ALSA Wisconsin Chapter in support for its programs and research.

Expenses for the event will not be paid for by either ALSA Wisconsin Chapter or from funds received from the event. Payment of any expenses must be paid for directly by the sponsoring group.

I understand the (The Group) shall conform to all regulations and policies and practices of the ALSA Wisconsin Chapter pertaining to fundraising. This agreement shall be in force for the duration of the event.

The ALSA Wisconsin Chapter Board reserves the right to cancel support of the event for any reason regarded by the Board to be sufficient.

In the event of termination of this agreement, the (event name) shall forward all funds raised in the name of (The Group) to the ALSA Wisconsin Chapter.

Further, if (The Group) continues to raise money for ALS, the ALSA Wisconsin Chapter shall take affirmative steps to inform the public and all persons with whom (The Group) has contact, including all persons who have contributed money to (The Group) that (The Group) is no longer affiliated with the ALSA Wisconsin Chapter.

Signature: _____

Date: _____



