WALK TO DEFEAT ALS

WHEN: Saturday, October 17th at 9:30 a.m.

WHERE: Mini-Walks in your local area

WHY: To raise awareness & funds to support those battling ALS. While we're physically apart, we continue our FIGHT to find a cure for ALS.

LET THE GAMES BEGIN!
OLYMPIC GAMES: DETAILS

WE'RE GOING FOR THE GOLD:

It’s YOU Walk, YOU Way on October 17th! Lace up your walking shoes for the first-ever Mini-Walks to Defeat ALS…..Olympic Style!

This Olympic Training Guide, along with the support of your Coaching Staff will help you cross the finish line as we continue to walk towards a cure for ALS!

EVENT DAY:

1. Gather together as a team at a location of your choice.
2. Tune into the Opening Ceremonies that will be live streamed on social media.
3. After Opening Ceremonies, Walk YOUR Way with your team.
4. Tune into Closing Ceremonies.
5. Celebrate your success with your team!

COACHING STAFF:

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GOING FOR GOLD: WALK IN A BOX

Since we cannot gather in person on Walk Day & provide our teams with all the goodies we normally do, we're putting together an Olympic Style Walk in a Box!

This box will contain party favors and items to help make your Walk day exciting & special!

WHAT'S IN THE BOX?

WALK TO DEFEAT ALS KOOZIES

CUSTOM DOOR HANGERS FOR YOU AND YOUR TEAM MEMBERS

BALLOONS

STREAMERS TO DECORATE YOUR HOUSE / CAR

WALK TO DEFEAT ALS TEMPORARY TATTOOS

AND MORE SURPRISE ITEMS!

NEW THIS YEAR....

EACH WALKER WHO RAISES $250 WILL RECEIVE A CUSTOM WALK BANDANA!
YOUR Walk, YOUR Way!
If you don't know how to start planning for your Mini Walk, don't worry - Your Coaching Staff is here to get you to the GOLD!

1. TEAMWORK MAKES THE DREAM WORK
Communication is key! Stay connected with your teammates to determine your plan of action on Walk Day!
This is also a great opportunity to extend the invitation to new friends, family members and your neighbors!

2. THE COURSE
Where will your team walk? How will your team walk? What distance will your team walk? The choice is yours!

Here are some suggestions:
- Neighborhood
- Park
- Pathways / Sidewalks
- Team Caravan - decorate your cars and ride through town raising awareness for ALS
- Completely Virtual - if you don't want to get out and about, not a problem! Take a walk around your house & join us online for Opening & Closing Ceremonies
3. YOUR SUPPORT SYSTEM
Olympic athletes don't win Gold Medals on their own. They lean on support from friends, coaches, family and teammates.

We're walking to fight ALS & it's important to tap into your support system!

The answer is always "No" until you ask - so ask your supporters to help us reach our goal of $750,000 for those living with ALS and their families!

If you need help or ideas, reach out to your Coaching Staff - we're here for YOU!

4. REMEMBER WHY YOU WALK
You're walking YOUR way & although we cannot physically gather together, we're all walking towards the same goal.

We're raising awareness and funds for ALS patients and their families who need us now more than ever.

So, ask yourself - What drives you to help accomplish this goal? What is your WHY?

Keeping this in mind will help you cross the finish line!
TEAM WEEK:
Team Week is a week-long series of team building, fundraising, and some friendly competition! Each day, teams will participate in different "Games" to win prizes and help us get closer to the finish line. More details on the Games, rules & prizes will be sent closer to the date!

Let the Games Begin!

TEAM WEEK DATES:
Get ready to gear up for the Preliminary Games!

We will kick off Team Week on Friday, July 24th and the Games will officially begin Monday, July 27th and end on August 1st!

THE GAMES:
Each new challenge will be announced that morning, so be sure to check your email and communicate with your team!
Yes, Great Olympic Athletes compete because they love their craft, but that's not the only reason they train tirelessly day in and day out.

At the end of the day, they are focused on Going for the Gold & we are too!

The next page explains where to start when it comes to donations and fundraising!
**FUNDRAISING: WHERE TO START**

**IT STARTS WITH YOU:**
The most important first step in successful fundraising is **YOU**! Participants who make a self-donation raise **6x more money** for the Walk compared to those who do not.

Making a self-donation is easy! Visit the Participant Center Step-By-Step Guide on page 11 to see how!

**IF YOUR SUPPORTERS WANT TO DONATE:**
There are 2 ways for supporters to donate to The Walk -

1. **ONLINE:** Credit card donations are accepted via your personal page link, or at [web.alsa.org/atlanta](http://web.alsa.org/atlanta). Your friends & family can also make donations via your Facebook Fundraiser & the NEW "DONATE" button on Instagram!

2. **CASH/CHECK:** Please ensure any donations made via check are made payable to **The ALS Association Georgia Chapter.** The Memo Line should include "Walk and your name /team name."

**Checks can be sent to:** **The ALS Association Georgia Chapter**  
**Attn: Walk to Defeat ALS**  
**5881 Glenridge Drive, Suite 200**  
**Atlanta, GA 30328**

To download the Mail-In Donation Form --> **CLICK HERE**
OLYMPIC QUALIFIERS: TEAM FUNDRAISING LEVELS

**BRONZE MEDALIST**
- $5,000+
  - Personalized Yard Sign with Team Name for Walk Day
  - OLYMPIC ATHLETE
  - Set of branded 2020 Walk Tumblers

**SILVER MEDALIST**
- $10,000+
  - OLYMPIC ATHLETE
  - BRONZE MEDALIST
  - Team Banner OR Flag for Walk Day

**GOLD MEDALIST**
- $15,000+
  - OLYMPIC ATHLETE
  - BRONZE MEDALIST
  - SILVER MEDALIST
  - $100 gift card for Post-Event Party Supplies/Catering
WHY DID YOU DECIDE TO DO MINI-WALKS INSTEAD OF GATHERING IN PERSON?

Our team will always keep the health & safety of our participants, families and supporters our top priority. After closely monitoring the COVID-19 situation, we felt it was best for us not to gather in person as a group. HOWEVER, ALS has not stopped and neither will we, so we continue our fight to raise awareness and funds for the ALS community, and the best way to do that is for our teams to host their own Mini-Walks!

HOW AND WHERE DO I PLAN MY OWN MINI-WALK?

We have outlined some ideas and best practices for planning your own Mini-Walk on page 4.

We’re also here to help! Please reach out if you’d like to discuss other ideas, ask questions etc.! You can also watch our YOUR Walk, YOUR Way Video here!

WHAT IS THE "WALK IN A BOX?"

We are providing you with an Olympic themed box that will help your team succeed AND have some fun on October 17th! Your box will include items such as door hangers letting your neighbors know you’re walking to defeat ALS, Olympic medals, sidewalk chalk, balloons, koozies & more!

IS THERE A MINIMUM DOLLAR AMOUNT I HAVE TO RAISE?

There is not a required fundraising amount. Every dollar counts!
MINI-WALKS: FAQs

WHAT ARE SOME FUNDRAISING BEST PRACTICES?
Linked [HERE](#) is a Fundraising A-Z document to help you get started! We also created a **Sample Communication Document** with templates and bullet points you can use when communicating to supporters about fundraising!

WHERE DO THE FUNDS WE RAISE GO?
The funds raised from The Walk go towards our care service programs which support people living with ALS and their families across Georgia. For more information and to see a breakdown of funds, you can view the Walk Impact Report [Here](#).

HELP - I CAN'T GET INTO MY PARTICIPANT CENTER!
Don't worry, we can help! We've provided a Step-by-Step Guide for your Participant Center that you can view HERE, or just simply call/email us and we can help!

HOW DO I SET UP MY FACEBOOK FUNDRAISER?
These steps are also included in the Participant Center Step-by-Step Guide.
MINI-WALKS: FAQs

IF PEOPLE DONATE TO MY FACEBOOK FUNDRAISER, WILL IT GO DIRECTLY TO MY WALK PAGE?

If you connect your Facebook fundraiser directly through your Participant Center, any donations you receive will automatically go towards your Walk goal. If you have started a fundraiser through Facebook itself, please contact your Walk Manager.

WHAT IS THE BEST WAY TO STAY CONNECTED WITH UPDATES & COMMUNICATIONS ABOUT THE WALK?

Be sure to check your email for updates, contests and fundraising tips! Also utilize our Walk website at web.alsa.org/atlanta & stay connected with our social media handles:

**Facebook:**
Walk to Defeat ALS - Georgia Chapter
ALS Association of Georgia
Team Captains: Atlanta ALS Walk Team Captains

**Instagram:**
@walktodefeatals_ga
@alsageorgia

**LinkedIn:**
The ALS Association Georgia Chapter
A NOTE FROM YOUR COACH:

UTILIZE YOUR RESOURCES:
Your Coaching Staff wants you and your team to be as successful as possible! That's why we have created this Training Guide, a Walk in a Box, Sample Communications to Supporters, Participant Center Step-by-Step Guide as well as other resources to help you Get to the Gold!
If you need assistance or have questions, please reach out and we will assist with anything we can!

THE 3 ACTIONS
There are plenty of actions you can take to successfully raise awareness and funds for your Walk Team, however we recommend starting with these top three:

1. Update Your Personal Page
2. Make a Personal Donation
3. Send Emails to Supporters

When these 3 actions are put into play, 75x more money is raised!

DON'T BE AFRAID TO ASK
Did you know the #1 reason people don't GIVE is because they were never asked?
This is your time to ask supporters to help you reach your goal.
If you don't know where to start, take a look at our Sample Communications document.
YOUR WALK YOUR WAY

LET THE GAMES BEGIN
10.17.20

Physically distant, but we
never walk alone #ALSinThisTogether