Talking Points:

*Below we have provided you with some language addressing the COVID-19 pandemic. Please feel free to use these as the foundation of your own communication or points to add to any of the pre-populated templates located in your Participant Center.*

- **ALS is NOT quarantined.** People are still being diagnosed and living with this disease.

- **ALS is relentless; it doesn’t stop for COVID-19.** The impact of ALS continues to be felt by those in our community every day.

- We understand this is an uncertain and challenging time for all – especially for people living with ALS and their families.

- **COVID-19 has changed the way the world operates, and we know everyone is having to adjust to a new “normal.”**

- People living with ALS and their families need us now more than ever.

- The **ALS Association of Georgia** is continuing to evolve services that support people living with ALS while remaining physically distant.

- The **Walk to Defeat ALS** is tentatively scheduled for October 2020. The website is live and we are still inviting the community to create and join teams as well as raise funds and awareness to support our care services programs in Georgia.

- The **ALS Association Georgia Chapter** relies on funds raised through the Walk to Defeat ALS to help provide comprehensive care services to those living with this disease and their loved ones.
We won’t let COVID-19 prevent us from supporting families or stop our fight against this disease.

For the most recent information about the Coronavirus (COVID-19), you can reference the websites for the Centers for Disease Control (CDC), the World Health Organization (WHO), and the Georgia Department of Public Health.

Sample Email for Donors:

{Insert Personal Greeting},

First and foremost, I hope you and your family are staying safe during such a challenging time.

The last few months have been filled with fear, isolation and uncertainty as we all try to adjust to a new “normal” – we must remember that we are all in this together, and now more than ever, it’s important we come together as a community to support those affected by ALS.

The effects of ALS cannot be cancelled or postponed, and the impact of this disease will continue to be felt by those in our community every day.

As COVID-19 has quickly become a global pandemic, we won’t let this prevent us from raising awareness and funds that allow for essential care and services for our patients and their families.

Our work towards finding a cure for ALS continues, and so does the need for your support.

I’d like to ask that you join the movement and consider making a donation to help support our efforts to care for those who rely on our programs and resources.

Any amount you feel comfortable giving is appreciated; every dollar makes a difference.

If you would like to make a donation, you can visit my Walk to Defeat ALS Page [link personal URL] and directly donate.

Even in these times of fear and isolation, there is hope. Hope for a cure and hope for a world where one day ALS doesn’t exist.

Thank you in advance for your consideration -
Sample Walker Recruitment: Join My Team

(Insert Personal Greeting),

First and foremost, I hope you and your family are staying safe during such a challenging time. The last few months have been filled with fear, isolation and uncertainty – emotions that people living with ALS are all too familiar with.

I wanted to let you know I’m participating in the Atlanta Walk to Defeat ALS this fall. I will be walking (in honor/memory of _____) // (for those who can’t) and I need YOU on my team!

(opportunity to include personal story)

Every 90 minutes someone is diagnosed with ALS — it robs a person of the ability to walk, speak, eat, and eventually breathe. And what’s even worse is that right now, there’s no cure.

I’d like to ask you to join me in the movement to find a cure for ALS! You can register for my team (insert team name) online at (insert personal team page URL).

If you are unable to join as a team participant, please consider visiting my personal page (insert link to personal page) and making a donation to support our efforts. Any amount you feel comfortable giving is appreciated!

Thank you in advance for your consideration & I hope to have you by my side on Walk Day!

Sincerely,

(Your Name)