

# JOIN THE MOVEMENT AT THE GEORGIA ALS WALK

SATURDAY,  
SEPTEMBER 23, 2023



TOGETHER, WE CAN RAISE...

# \$560,000

FOR FAMILIES LIVING WITH ALS IN GEORGIA

## your fundraising guide

The 2023 Georgia Walk to Defeat ALS

**ALS**  
ASSOCIATION  
Georgia Chapter

# how you can help

You've already taken the most important step & joined the movement by registering for the Walk to Defeat ALS!

## WHAT'S NEXT?



- ★ **Use your Online Fundraising Center!** Your online fundraising center is your one-stop shop to defeat ALS! Forgot your username or password? Check with your walk staff!
- ★ **Share your story!** Use your fundraising center to share the story of why you joined the Walk to Defeat ALS. Once you update your page, customize your URL to send to friends and family, put in email signatures, or share on social media!
- ★ **Send emails!** Did you know you can upload your contacts to your participant center to easily send emails to friends and family asking for support? Use the templates provided for you or create your own. Your participant center will even group people automatically to easily thank donors or ask again!
- ★ **Make a personal donation!** When you support yourself with a gift, others are much more likely to support you, too! Make a donation to yourself, then grow the movement by sharing a link to your page on social media and downloading the mobile app!

# Meet Your Personal Fundraising Coaches!

Ellen and Liza are here to answer your questions, share fundraising tips, and help you reach your goal - so together we can reach our goal of finding a CURE for ALS!  
Thank you for all you do - we can't wait to get to know you!

walk@alsaga.org | 404-636-9909

## Here are a few ways we can help...

### Webpage Customization

Not technologically savvy? Send us a photo and your personal story, and we'll customize your personal and team pages for you!

### Sending Emails

Don't have time to import your contacts & send emails? **Send us your address book, and we'll do the rest!** Give us a call & we will walk you through the process step-by-step!

### Registering Team Members

**Have a lot of team members to get registered?** We can do that for you! Simply email us or give us a call & we will be happy to help speed up the process.

## Raise Money & Earn Prizes!

Use these incentives to motivate your team members & earn cool prizes!

### **\$90 Raised**

Every Walker who raises **\$90 or more** will receive the 2023 Walk t-shirt on Walk Day!



### **\$250 Raised**

Every Walker who raises **\$250 or more** will receive an ALS Swag item

### **\$2500 Raised**

Every Team that raises **\$2500 or more** will receive a team route sign displayed an ALS Swag item

### **Top 4 teams:**

The **TOP 4 TEAMS** will earn a **VIP TEAM TENT** on Walk Day! (the cutoff for this will be 9/20 at 9am)

# Successful Fundraising Tips

## ADVICE FROM THE PROS

### ASK EVERYONE!

Do you know the number one reason people don't give to charity? Because they were never asked. Take this opportunity to **ask EVERYONE you know!** Ask the people you know will support your cause, as well as those who you're unsure about. If you don't ask, you'll never know!

### ASK THREE TIMES!

People don't always remember to take actions as soon as they're asked. Oftentimes, **donors need to be reminded that you need their support.** On average, it takes three reminders before someone will make a donation, so follow up with those who haven't made a contribution yet!

### THANK DONORS & FUNDRAISERS!

We can never say thank you enough! Remember to **thank all of your donors for their contribution.** Don't forget to thank your team members for their valiant fundraising efforts. We even have several email templates loaded in the Participant Center to make it super easy for you!

### BE OPTIMISTIC & ENERGETIC!

**Excitement is highly contagious!** Potential donors and fundraisers should feel how enthusiastic you are about their participation.



# The Team Captain's Role

## TIPS FOR LEADING YOUR TEAM & MAKING A DIFFERENCE

### LEAD BY EXAMPLE

Before you start recruiting teammates, take an action! **Make a self-donation**, update your personal webpage, and send out emails through your participant center. Your leadership will inspire your teammates to take action and raise money for your team!

### RECRUIT TEAM MEMBERS

Teams typically consist of friends, parents, grandparents, children, siblings, neighbors, co-workers, fellow church members, etc. Once you **recruit team members**, make sure they **register for the Walk**.

It's easy—they can register online at [web.alsa.org/atlanta](http://web.alsa.org/atlanta).

Have team members that don't have internet access?

Have them fill out a registration form and return it to our office.

### MOTIVATE! MOTIVATE! MOTIVATE!

Providing incentives can spark competition and **get your team excited to begin working hard for a great cause**. Host a contest or raffle for your team to get their fundraising efforts started! Need help with ideas to get your team motivated? Call the Chapter office, we have so many! 404-636-9909

### LEARN & STRATEGIZE

The ALS Association of Georgia has lots of resources to help you maximize your fundraising potential. **Have a strategy meeting with our Chapter Staff**, attend the Walk to Defeat ALS® Kick-off, and watch the training videos online. We can provide you with everything you need for success!



# TIPS + TRICKS **the tried + true to the uniquely you**

## **DOUBLE YOUR DOLLARS** | matching gifts

After all of 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](http://www.matchinggifts.com/als) to see if your company participates. Don't forget to talk to your company about forming a corporate team, too!

## **BRUSH UP ON YOUR LITERATURE** | posters, brochures, and more!

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, + contests

Attend the kick off 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.

## **LEAD BY EXAMPLE** | talk the talk + walk the walk

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!

# 2022 IMPACT REPORT

**545**

People with ALS served by the Georgia Chapter

**\$203,000**

Awarded in Grants through the **KOSTIUK ALS CARE GRANT PROGRAM**

## Georgia Walk to Defeat ALS

*160 Walk Teams  
Over 2000 Walkers*

**Over \$530,000**

*Raised for families living with ALS*

## ALS SUPPORT GROUPS & EDUCATIONAL SERIES

Support Group Participants

**1100**

**12**

Support Groups

Educational Webinars

**120**

## SALLY PANFEL IN-HOME CARE & RESPITE PROGRAM

**4815**

Hours of In-Home Care

**61**

Trips Made

## PAUL B. WILLIAMS TRANSPORTATION PROGRAM

**37**

Van Rentals

## RICKY P. SWEAT ALS EQUIPMENT LOANER & ASSISTIVE TECHNOLOGY PROGRAM

**36**

Loaned Equipment

New Patients Registered with ALSA-GA

**111**

**232**

Patient Clinic Visits

**ALS**  
ASSOCIATION  
Georgia Chapter

LEARN MORE AT  
[WWW.ALSAGA.ORG](http://WWW.ALSAGA.ORG)



Scan to donate



# FACEBOOK FUNDRAISER HOW-TO

## STEPS TO CONNECT YOUR WALK FUNDRAISING PAGE TO A FACEBOOK FUNDRAISER

### STEP ONE: LOG IN TO YOUR WALK FUNDRAISING CENTER



<http://secure.alsaga.org/GeorgiaWalk>

### STEP TWO: SCROLL DOWN ON YOUR HOME PAGE TO FIND THE PROMPT BELOW. CLICK "EDIT FACEBOOK CONTENT"



**What to do next?**

- ✓ Set up your Personal Page  
Customize your Personal Page with a story about why you are raising funds for this cause.
- ✓ Add Contacts to Your Address Book  
Add contacts to email from your personal Address Book on our site.
- 3 Send an Email  
You have sent no emails to your family or friends. Add them to your Address Book and email them about your fundraising effort.
- 4 Thank your Donors  
Thank your donors!
- 5 Set up your Personal Page  
Your last Personal Page update was 1 day ago. Consider updating it now with new information.

**REACH YOUR GOAL FASTER**  
RAISE MONEY DIRECTLY ON FACEBOOK

- 1 Update your personal page content to configure the content of your Facebook Fundraiser.
- 2 Connect this fundraiser to Facebook.
- 3 Invite friends, share updates and collect donations on Facebook.
- 4 Keep track of your progress. The money you raise on Facebook will count toward your goal.

[Edit Fundraiser Content](#)

Recent Activity

### STEP THREE: FOLLOW THE PROMPTS TO LOG-IN TO YOUR FACEBOOK AND CREATE YOUR FUNDRAISER. ONCE YOU PUBLISH IT, ALL DONATIONS WILL REFLECT ON YOUR WALK THERMOMETER!

\*Need help? Email us! [walk@alsaga.org](mailto:walk@alsaga.org) | 404-636-9909



# WALK DAY FAQ

- WHEN IS THE WALK?** Saturday, September 23, 2023. Entertainment starts at 8:30 a.m. and the Walk steps off at 10:30 a.m. Arrive early to enjoy fun activities for the whole family!
- WHERE IS THE WALK?** We have a new venue this year! Georgia State Stadium is located at 755 Hank Aaron Drive SE, Atlanta, Georgia 30315
- IS THERE PARKING?** FREE PARKING is located in the Gold Lot near Georgia State Stadium. More information will be shared closer to event day so be on the lookout!
- HOW LONG IS THE WALK?** The Walk is about 2 miles long and goes right past the Georgia State Capitol. You can find the complete route on our Walk Website!
- CAN I BRING MY DOG?** Absolutely! All dogs are welcome as long as they are friendly, on a leash, and cleaned up after.
- DO YOU NEED VOLUNTEERS?** ALWAYS! If you know of a group who would be interested in volunteering on Walk Day, please have them reach out to our Walk Staff and we'd be happy to send more information!

<http://securealsaga.org/Georgiawalk>



## Mail Donations To:

The Georgia Chapter  
5881 Glenridge Dr, Suite 200  
Atlanta, GA 30328



## Contact Us:

Georgia Chapter Walk Team  
walk@alsaga.org  
404-636-9909

\*Be sure to include your Walk Team name so we can properly credit you!