

The ALS Association of Oregon & SW Washington

Walk to D'Feet ALS® 2006

Join us in raising much needed dollars for valuable patient services and research for those with ALS

Portland

Salem

Eugene

Bend

Medford

Time:

Registration: 10:00 am

Walk Begins: 11:00 am



General Information

We will walk rain or shine... hopefully, the Oregon sunshine will be beaming down on the walks again this year. In the event of inclement weather, please attend the designated *Walk* event, register, and turn in your donations; we will leave it up to you if you would like to walk. **Please be sure all walkers register.**

At registration, you will be able to walk up to any table, submit your donations and/or register as an individual or a team member and pick up your **t-shirts.**

Wheelchair Availability: Wheelchairs are available for anyone who needs one on the day of the walk. You must reserve one at least **one week** prior to the Walk.

If you would like to reserve a wheelchair, please contact Lance Christian, Services Director at lancechristian@alsa-or.org or call him at (503)238-5559.

Walk Day Activities

There will be fun activities, giveaways, refreshments and live entertainment to get you in the spirit!

Show your support by bringing your signs, cheerleading squad, band, or mascot to the event site. Just give us a call and let us know what you have in mind.

Trained first aid staff will be on hand to offer needed medical assistance.

Volunteer Opportunities

There are plenty of ways you can help make the Walk a success by being a volunteer! Help distribute brochures and posters to area businesses, libraries, schools and other public places.

On Walk day help is needed to register walkers, serve drinks, set up and clean up the event, hand out t-shirts and so much more!

Call Aubrey Mercer, Development Director, for more information. (503) 238-5559.



General Registration Information

Everyone is encouraged to register as soon as possible in advance of the Walk. By registering now, you will be included in all correspondence and updates with everything you need to know about the event.

It's easy to register! Here's How -

Register as a new Team

If you want to captain your own team, choose this option. Your first step is to complete a Team Registration Form. Details about being a Team Captain may be found elsewhere in this packet.

Register to join an existing Team

Have you been asked to join a team already formed? If so, then choose this option.

Register as an Individual

If you do not have a team to join or are not interested in forming one, choose this option. If you think you might want to start a team later, no problem, it is easy to change.

Register as a Virtual Walker

Can't be there on Walk day? You can still form a team or raise money as an individual. Log onto our website <http://walk.alsa-or.org> for more information.

Now you are ready to turn in the Registration form!

Online

Fill out and submit the registration form on our website – <http://walk.alsa-or.org>

Mail

Send the registration form to - The ALS Association of Oregon & SW Washington, 310 SW 4th Avenue, Suite 630, Portland, Oregon 97204

Fax

(503) 296-5590

Hand Deliver

Take the registration form to the Registration tables on Walk day

WALKER REGISTRATION FORM

Complete this form - fax, mail or submit online

All walkers, whether walking on a team or individually, must complete this form and sign waiver below to participate. Every walker who raises \$75 or more will receive a Walk to D'Feet ALS® t-shirt on Walk day. Adult and child sizes are available for t-shirts.

Name _____

Address _____

City _____ State _____ Zip _____

Day Phone _____ Evening Phone _____

Email _____ Fax: _____

Team Name _____

Check One: _____ Walking in honor of: _____

_____ Walking in memory of: _____

_____ Walking in support of the fight against ALS.

Our Thanks To You

Any walker who raises over \$500 can choose to receive a prize. Prizes are based upon the total amount turned in before or on the day of the Walk. Donations received in our office or online will be credited to the appropriate walker.

Check One:

_____ Yes, I want a Walk prize.

_____ No, I want my entire donation to further support patient services & research.

Prize List:

Your prize will be determined once we have received all donations pledged in your support

Raise This Amount

\$500

\$1000

\$2500

\$5000+

Choose This Prize

Walk to D'Feet ALS® long-sleeved t-shirt

Walk to D'Feet ALS® fleece blanket

Walk to D'Feet ALS® fleece jacket

Walk to D'Feet ALS® 3-in-1 parka

The prizes are not cumulative.

If you have indicated that you wish to receive a prize, please select shirt sizes

Adult size: ___ S ___ M ___ L ___ XL ___ 2XL ___ 3XL

Children size: ___ S ___ M ___ L

Waiver: I hereby waive all claims against The ALS Association, sponsors or personnel for any injury that I may suffer from my participation in this event. I grant full permission for organizers to use photographs, videotapes, motion pictures, recordings or any other record of this event.

PARTICIPANT SIGNATURE (or parent/legal guardian if under 18)

DATE

All walkers must sign this Waiver in order to participate in the Walk to D'Feet ALS®.

Thank you for your interest in our 2006 Walk to D'Feet ALS®

About the Walk

The Walk to D'Feet ALS® is The ALS Association's Annual Signature Event in support of local patient services and nationally directed research.

Persons living with ALS, their friends, families and the corporate community join together for a 3 mile non-competitive walk.

In 2005, 150 walks nationwide raised \$10 million.

In 2006, our goal is to have 170 walks nationwide, raising \$12 million.

Locally, our goal is to have 2,000 walkers raise \$200,000 to directly help those with ALS in Oregon and Southwest Washington.

About the Walkers

Everyone is welcome! Some folks form a walk team, some join as an individual walker without joining a team, and some show their support by forming a "virtual team" or being a "virtual walker". The routes are wheelchair and stroller accessible.

About the Fundraising

The ALS Association is a non-profit organization that dedicates itself to improving the lives of those living with ALS while also finding a cure. The money that you raise from the Walks helps to fulfill this mission. That is why it is so important to ask all of your family, friends, co-workers, and contacts to support you in your fundraising effort.

You can ask for donations by mailing letters or by sending emails. We can give you sample letters or you can write your own. When you register online you are given a personal online page to customize as you wish. Your family and friends can receive emails that link to your personal donation page.

Mail or Fax your registration form to this address.
The ALS Association of Oregon & SW Washington
310 SW 4th Avenue, Suite 630, Portland, OR 97204
Phone: (503)238-5559 • Fax: (503)296-5590



Online Fundraising

It's Fun! It's Fast! It's Easy!

Get Started By Creating Your Personal Online Page

- Go to <http://alsow.convio.net> and follow the directions from there.
- Register online. All team captains and all walkers who register online are given a personal page that is already created. You will get a user name and password along with step by step instructions to recruit team mates and donors. You may customize your personal page, include photos and text to add a more personal touch. Make it your own.

Recruit Walkers Or Start Your Online Fundraising Campaign

- Compile a list of email addresses. Family, friends, neighbors, co-workers, college friends all make excellent sources of donations.
- Send personalized, existing email messages or compose your own message. Ask everyone you know to join your team and/or make a tax deductible donation. The email option is located on your "Walk Center" page. Your friends and family can receive emails that link to your personal donation page.

Check Your "Walk Center" Often For Updates

- Log on to the website using your user name and password. Click on the "My Walk Center" button and then click on "My Team Progress." The screen will allow you to view your donor list and amounts donated, your team roster and amounts raised by each team member.
- You will receive automatic email notification when someone donates online in support of your walk.

While you are encouraged to use our online option as a convenient donor and walker recruitment tool, because of the widespread use of spam filters, some of your intended recipients may not receive your email.

A few weeks after sending your email, consider following up by mail with the same email you sent, but with the following additional text:

"If you already received this email message, I apologize. After I emailed you and others, because of the latest technology in spam filters, my message did not reach some of my intended recipients."

A Note About Online Transactions

The industry standard SSL encryption techniques are used to make sure that credit card information, passwords, and personal information travel securely over the Internet.

TEAM T-SHIRTS, HATS, AND BANNERS

Having a way to unify and identify your team is fun, builds excitement and can be done inexpensively. Make a large colorful banner, wear matching hats and t-shirts, and make signs – anything that stands out. Many family teams name their team in honor of a person they are walking for, and may include a picture on a banner or t-shirt.

If creating a t-shirt:

Brightly colored t-shirts are encouraged and will be noticed!

Costs should not be more than \$4-\$6 per shirt. For a small quantity, kits are available in office supply stores which can be printed on a computer and ironed on to plain shirts. The kits generally are sold in packs of ten 8 1/2" x 11" transfers and can be used with most computer software.

Team members may be asked to pay for their own shirts or the family can pick up the cost. Another option is to recruit a local business as the “official team sponsor” by paying for team shirts in exchange for having their company logo printed on the shirts.

It generally takes 1 - 2 weeks to produce t-shirts if you are having them produced commercially. Call the ALS office for t-shirt printers you can use.

Consider distribution of the t-shirts to your teams by having dinner at someone's home the night before the Walk. It's a great way to build enthusiasm and is a good time for the team captain to collect all the forms and funds, and answer last minute questions.

RECRUITING YOUR TEAM

Here are a few ideas as you recruit your team members that you might include in a letter, email or phone call.

Give information about the Walk and that you are forming a team.

The ALS Association is kicking off its annual Walk to D'feet ALS. Sue Jones and I are co- captains of “Angels on the Move” and we're asking you to join our team. The 3-mile Walk will be held on (insert day, date and location) with registration at (insert time).

Explain why you are forming a team.

If it is in memory of or in honor of someone, you might include a bit about that person.

Explain how the Walk works and how they can help.

Funds raised from this Walk will support nationally directed research and local patient services programs of The ALS Association of Oregon & SW Washington. These programs are vitally important in maintaining the quality of life for people living with ALS.

General Donation Information

While there is no specific requirement to raise a fixed amount of money, most walkers send letters or emails to friends, neighbors, and co-workers asking for their support.

Every walker who raises \$75 or more will receive a Walk to D'Feet ALS® t-shirt on walk day. Adult and child sizes are available for t-shirts.

All donations by individuals or companies are tax deductible!

WHERE AND WHEN SHOULD DONATIONS BE TURNED IN?

- Checks may be mailed to our office address in advance of the *Walk* or you may bring them on Walk day. Do not send cash through the mail.
- If you are a part of a team, check with your team captain. Some team captains choose to collect everything from their walkers at one time and turn them in together.
- You may direct a person online. If you have registered online and a person donates online on your behalf, you will be notified.
- All donations received after the Walk should be mailed to our office address.

DONOR ACKNOWLEDGMENTS

- We encourage you to send thank you notes to your own donors; we will also thank those who contribute when provided a complete name & address, including zip code.
- Please help us acknowledge and sort all *Walk* donations by doing the following:
Convert all cash you have collected into a check!
In the memo section of your check, write *Cash Donations*
If you have solicited a donation from a company and the check only lists "XYZ Company," include a name to whom the thank you note should be addressed.

If there is no address on a check, please attach a post-it note with the address. Or, list the full address on your supporter form.

Avoid writer's cramp! In the "My List of Supporters" section, if the address on the person's check is correct, write in their name and in the space for address write, "See Check."

If there are cash donations, and if you want us to acknowledge your donor, clearly print the donor's name, address and zip code on the supporter form.



Some FUNdraising ideas

1. Have a bake sale, car wash or yard sale.
2. Have an ice cream social at your place of business
3. Ask a local business to sponsor your Walk effort by designating a day to donate a percentage of their proceeds to ALS.
4. Signing! Let people sign an ALS t-shirt for \$5.00 and then a walker will wear the shirt during the Walk.
5. Auction a prime parking space in your company.
6. Challenge your boss...if you or your team raises a \$XX.00, then he will come to work in shorts, or grow a beard or dance on the roof.
7. Keep a change jar in a well-traveled area.
8. Jail and Bail! Place a bounty of someone to be arrested, sequester that person and don't set them free until you have raised \$XX.00.
9. Cinema Day! Show a movie at lunchtime and charge admission.
10. WHAT IDEAS CAN YOU ADD TO THIS LIST?

HERE'S HOW TO RAISE \$100 (OR \$250 OR MORE!) IN 10 DAYS!

<u>Day #</u>	<u>TOTALS</u>
1. Make your own \$10 or \$25 contribution	\$ 10 or \$ 25
2. Ask your significant other to also contribute \$10 or \$25.....	\$ 20 or \$ 50
3. Ask your mom and Dad to contribute \$10 or \$25.....	\$ 30 or \$ 75
4. Ask your best friend to contribute \$10 or \$25.....	\$ 40 or \$100
5. Ask your boss to contribute \$10 or \$25.....	\$ 50 or \$125
6. Ask your best friend at work to contribute \$10 or \$25.....	\$ 60 or \$150
7. Ask your sister or brother to contribute \$10 or \$25.....	\$ 70 or \$175
8. Ask your in-laws to contribute \$10 or \$25.....	\$ 80 or \$200
9. Ask a neighbor to contribute \$10 or \$25.....	\$ 90 or \$225
10. Ask a businessperson you support to contribute \$10 or \$25.....	\$100 or \$250

Ask your donors if their workplace offers Matching Donations

Want to raise much more than \$250? In addition to the above, write a letter explaining what it is that you are doing, and mail, email or hand deliver it to:

1. Good friends and relatives who are on your holiday card mailing list.
2. Your co-workers.
3. Local businesses in your community that you have supported over the years.
4. Your accountant, lawyer, physician and anyone else who provides you with professional services.
5. Business associates, vendors, suppliers, consultants.



My List Of Supporters

My Name: _____

Team Name _____ Team Captain's Name _____

When completing this form:
 ✓If the address on your donor's check is correct, you do not need to recopy the address! Just write in the donor's name and, in the space for address write, "See check."
 ✓If you have cash donations and you want The ALS Association to acknowledge the donor, clearly print the donor's name, address & zip code in space below.
 ✓If the tax deductible donation is from a business, if the check has only the company name and address, please include a person's name you wish acknowledged.

To receive proper credit, please include this form with the name of the team and captain every time you submit funds. Prior to the walk, funds may be mailed to the address below or submitted to the team captain. Funds may also be turned in at the Walk. Late receipts should be mailed to the chapter office. Make checks payable to The ALS Association. For safety and security, walkers are encouraged to convert all cash they collect into a check.

Supporter's Name	Supporter's Address	Amount	Cash	Check	Credit Card
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14. Matching Donations	(please include necessary forms or information)				

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