



2024

**Team
Captain
Guide**





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YOU are the Walk to Defeat ALS

DID YOU KNOW TEAMS RAISE 81% OF ALL WALK FUNDS THAT PAY FOR FAMILY SUPPORT SERVICES AND RESEARCH?

As the leader of your team, you have a powerful impact by helping to fund:



Care services for those living with ALS, such as transportation, educational seminars, referrals, and equipment loans.



Over 165 research projects around the world. That's right — you're funding genetic research, clinical trials, and promising new scientists.



Grassroots advocacy to ensure federal funding for ALS research and public policies that enable people with ALS to live longer lives on their own terms.

But you know what? The Walk to Defeat ALS is more than that.

Walk to Defeat ALS is the #1 way raise awareness and funds to support people affected by ALS. Each year, we come together as a community to celebrate, honor, and remember our loved ones as we work towards making ALS a livable, for everyone, everywhere.

Together, we can DEFEAT ALS. Thank you for being a team captain. Let's get started!



Register. Recruit. Raise Funds. Recognize.

HOW TO BE A TEAM CAPTAIN: THE FOUR R'S:



REGISTER: Your first step as a team captain is to register and create your team page. Your online team page allows you and your team members to easily track your team's fundraising progress. Stuck on a name? No worries — we offer ideas on page 9 to inspire a creative and meaningful team name.



RECRUIT: Spread the word and encourage others to join your team. Send an email to everyone you know asking them to join your team and give a donation. See pages 8 and 15 for ideas on whom to recruit and how to ask them.



RAISE FUNDS: The Walk to Defeat ALS is a fundraising event, so team members are encouraged to raise funds online or offline. Help your team members get registered and encourage them to set up a personal fundraising page where their friends, family, and co-workers can easily contribute to their efforts online.



RECOGNIZE: Recognition of your team members is your most important job. Be generous with emails, texts, social media shout-outs, and calls to let your team know you're proud of their work.



Team Captain Checklist



Get started: (3-4 months before your event)

- Name your team something meaningful, inspiring, fun, or all three!
- Set your team goals.
- Create your team and register yourself as the team captain.
- Customize your team page.
- Brainstorm who you want to recruit.
- Practice your recruitment script, especially "why we walk."
- Invite everyone on your list to join your team or support your efforts with a donation.
- Make sure all team members register.
- Have a kick-off call or meeting, especially if you're a corporate team.
- Check your company's matching gift policy.
- Leverage the prewritten templates to send emails to everyone you know asking them to join your team and make a donation.
- Place articles in your company newsletters or intranet site to recruit team members.
- Email your team weekly with fundraising updates and be sure to highlight new team members with a hearty welcome.

Keep up your momentum: (1-2 months before your event)

- Send out fundraising emails to ask for donations and remind your team to send out their emails too!
- Update the team page with personal stories, photos, and progress.
- Distribute Walk to Defeat ALS flyers to shops and restaurants in your neighborhood.
- Host a team fundraising event (bake sale, garage sale, tip night, garage band challenge).
- Email your team weekly with fundraising updates and recognize your top fundraisers.
- Collect team checks and cash. Make sure they are posted online and submitted to your local office.
- Order your custom team T-shirts.
- Reach out to your contact at the ALS Association for additional fundraising tips and tricks to help you reach your goal!



Team Captain Checklist

Continued

The week before your event

- Coach your members to send one more fundraising email.
- Register any new team members.
- Email your team with the event details: team meet up location, start time, where to get their team t-shirts, parking, etc. Don't forget to recognize your fundraising leaders and anyone who has met the fundraising minimum of \$100. Post on social media to remind your friends to donate NOW!

Event day — on your own or at an event.

- Gather your team at an established time.
- Register any unregistered team members at the event or help them register online if walking from home.
- Turn in any outstanding donations.
- Take team photos.
- Enjoy the day and bask in the feeling of doing something great.

- Post photos from the event on social media and recognize team members in your captions. Don't forget to use the event hashtag **#WalktoDefeatALS**
- Thank each of your team members for being on your team via text, call, or email.

Immediately after your event

- Send thank-you notes to all your donors with a team photo from the event (and send your team photo to your walk coordinator too!)
- Send an email to all team members with team standings and event results.
- Send follow up emails to those who didn't make a donation. Share your experience with them and give them one more chance to donate.
- Collect and turn in any outstanding pledges.
- Host a team wrap party to thank your team members and enjoy your success!



Team Goals



Research shows when your team shares the same goal, it dramatically boosts your success. Use this worksheet to set a high yet attainable goal. You can always increase your goal if you hit it early.

Team Name: _____

Company (if applicable): _____

Team Captain: _____

Team Co-Captain (if applicable): _____

Team Fundraising Goal

How many team members do I want to recruit? _____

Suggested amount raised per participant, \$100 or \$ _____

X

=

# of Team Members	Suggested Amount	Team Fundraising Goal
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Factor in any fundraising events your team will organize and hold.

Team Fundraising	Activity Date	Team Fundraising Goal
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Team Fundraising	Activity Date	Team Fundraising Goal
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Team Member Fundraising	Event Fundraising	Total Team Fundraising Goal
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Who to Recruit



EVERYONE YOU KNOW IS A POTENTIAL TEAM MEMBER!

Immediate family (spouses, siblings, parents)

.....
.....

Extended Family (aunts, uncles, cousins, grandparents)

.....
.....

Friends

.....
.....

Health care contacts (pharmacy, nurses, doctors, insurance agent)

.....
.....

Work colleagues

.....
.....

School friends

.....
.....

Clubs, church, or synagogue

.....
.....

Register at walktodefeatal.org



Name Your Team



BRING A SENSE OF MISSION, FUN, AND BELONGING TO YOUR TEAM NAME.

You can show a loved one support by naming the team after them or show company pride by incorporating your company name. Your team name should represent our ultimate vision: to create a world without ALS.

Here are some example team names to stoke your creative juices.

Team [Name of honoree]

[Name of Honoree]’s Heroes

[Name of Honoree]’s Buddies

Team [Name of Company]

Holy Rockamolies

[Name of Honoree]’s ALStars

[Name of Honoree]’s Posse





Team T-Shirts

NEW FEATURE! The ALS Association has partnered with Bonfire to provide teams with a risk-free, cost-free, and fun way to fundraise for Walk to Defeat ALS. Get creative and design custom t-shirts for your team today through your Participant Center.



Hand Out Postcards

Recruit team members with these handy postcards. Include your team name and custom team URL so new members can easily register for your team. Connect with your Walk coordinator for postcards, posters, and other Walk to Defeat ALS resources.

**REGISTER TODAY
TOGETHER,
WE CAN
DEFEAT ALS**

Join a Walk near you!
WalktoDefeatALS.org/Register

Walk to Defeat ALS
Your city

Your date, 2024
Your location

Walk to Defeat ALS
Your city

Your date, 2024
Your location

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Team Fundraising Tools



COACH YOUR TEAM TO USE THE GOOD MOVE APP

Download the **Good Move** app from the App Store or Google Play Store to your phone or tablet. It's the easiest way to send email and text all of the contacts on your device. You can also post to social media, update your personal page or photo, and track progress right from the app!



OTHER ONLINE TOOLS

Visit the Participant Center on the website for Fundraising Tools!





Team Events



TEAM WEEK

Team Week hosts a series of fun and interactive challenges aimed at putting a BIG dent in our Walk goal.

As team captain, you play a crucial role in the fight against ALS. During Team Week, you'll have the opportunity to shine as you raise money, rally your team, and compete for prizes. Encourage your team members to take action in the following ways:

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
Recruit new members	Engage as many donors as possible using the Walk to Defeat ALS App	Send emails	Make a self-donation	Update your personal page and launch a Facebook Fundraiser



WalktoDefeatALS.org





Host a Team Fundraising Day (or two)

Part of being on a team is enjoying a social get together. Here are some ideas that raise money while having a good bit of fun and building camaraderie.

- A THEME PARTY:** Host a Theme party (come as your favorite Game of Thrones or Disney character!)
- MOVIE NIGHT:** Host a fun movie night with snacks, drinks and a beloved movie. Have everyone attending donate what they would have paid at the theater. You can also make this a virtual watch party for a contactless option.
- HAPPY HOUR:** Host a happy hour party where you serve drinks and munchies. Ask attendees to donate what they would have spent at a happy hour. This can also be a virtual happy hour!
- GARAGE BAND:** Host a garage band competition.
- SILENT AUCTION:** Conduct a silent auction.
- GARAGE SALE:** Host a garage sale.
- OTHER IDEAS:**
 - Host a bake sale (seriously, who doesn't love a sweet treat to defeat ALS?)
 - Host a Saturday morning car wash.
 - Collect bottles for redemption.



Coach Your Team



COACH YOUR TEAM ON HOW TO ASK IN 5 EASY STEPS

Asking for a donation can be hard, but here's a sure-fire script to make it easy. Coach your team members to use this script to make asking for a donation a breeze!

1. Identify the need you are trying to address.

Example: "ALS can affect anyone, but military veterans are twice as likely to develop ALS."

2. Explain why it is important to you.

Example: "My brother is living with ALS and I want him to know how much I love and support him, I want treatments to slow his progression, and I want to find a cure."

3. Share what you are doing about it.

Example: "I am leading a team of walkers in the Walk to Defeat ALS on May 20. We have a great time, my brother is so appreciative and enjoys the day, and I feel like we're fighting back when we raise money to find a cure and provide help to those living with ALS until we do."

4. Ask your donor to take a specific action.

Example: "Will you make a \$50 donation to The ALS Association? It will go to support ALS research, family care services, and advocacy for more research and faster clinical trials."

5. Stop talking and give your donor time to answer.



Sample Script



USE THIS SCRIPT TO INSPIRE YOUR TEAM MEMBER RECRUITMENT CALLS:

The average life expectancy of a person with ALS is between two and five years.

Once it starts, ALS always progresses and usually takes away the ability to walk, dress, write, speak, swallow, and breathe. The speed and order of the disease's progression is different for each person.

I know because my **[FAMILY MEMBER, FRIEND, SPOUSE]** is living with ALS.

Sometimes I feel like I'm helplessly standing on the sidelines.

But not today.

To show **[FAMILY MEMBER, FRIEND, SPOUSE]** my support and raise money to fight this disease, I'm leading a team, **[TEAM NAME]**, in the Walk to Defeat ALS. It's the nation's largest event to raise awareness and funds to find a cure for ALS.

We unite for a fun and inspiring day on **[DAY, DATE, AT LOCATION]** to Walk to Defeat ALS.

The funds raised provide support for families living with ALS, like equipment loans, support groups, or grants — the things that insurance doesn't cover. In addition, funds raised support promising research and clinical trials, as well as advocacy to speed up the development and approval of new treatments.

The end of ALS starts with us.

Please join my team!

Contact me at **[YOUR CONTACT INFO]** to find out how to register or login to my team page at **[YOUR TEAMPAGE LINK]** and register online right now.

[TEAM CAPTAIN NAME HERE]

P.S. If you can't join us in person, you can be a member of our team virtually too! Just select "virtual walker" when you register. Or, if you can't do either, please make a donation to show your support.



Communicate



COMMUNICATE REGULARLY WITH YOUR TEAM

It's important for you to stay in touch with your team members so they feel like they belong and are having an impact.

You'll find a handy roster on the next page. Take five minutes NOW to print the roster out and jot down all your members' info. We added the minimum number of touch points you'll want to check off when you've connected with each team member.

Contact with your team members by telephone is best, but whether you contact your team members in person, on the phone, text, or email, the minimum basic team communications you'll have with each team member are:



WELCOME TO THE TEAM! Warmly welcome each member to the team within 24 hours of registering. Remind them of the important impact they'll have for families, research, and advocacy.



CONGRATULATIONS ON HITTING YOUR FUNDRAISING GOAL! Once your team member hits their fundraising goal, be sure to congratulate them personally, recognize them publicly for the impact their achievement has on both your team and the mission, and encourage them to increase their goal and keep fundraising!



HOW CAN I HELP YOU HIT YOUR FUNDRAISING GOAL? Make at least one, if not two or three calls to support team members that haven't yet hit their fundraising goal. Coach them with the fundraising tools we've made available to you and help them brainstorm ideas to boost their own efforts.



EVENT DAY LOGISTICS AND EXCITEMENT. 48 to 72 hours before your event, you'll want to get your team excited about their event day experience and give them instructions where and when to meet. Include any specific information they'll need to know, such as where to check in or pick up their Walk T-shirt.



THANK YOU FOR BEING A VALUABLE MEMBER OF OUR TEAM! You'll thank each member for being part of your team with every contact but be sure to send a special post-event thank you. Maybe even include a team photo! Be sure to thank your team member for their valuable contribution and remind them of the good work they have helped to fund.



Team Roster



Name	Phone					
Email	Fundraising Goal	Check for communications accomplished.				
Name	Phone					
Email	Fundraising Goal					
Name	Phone					
Email	Fundraising Goal					
Name	Phone					
Email	Fundraising Goal					
Name	Phone					
Email	Fundraising Goal					
Name	Phone					
Email	Fundraising Goal					
Name	Phone					
Email	Fundraising Goal					
Name	Phone					
Email	Fundraising Goal					



ALS Ice Bucket Challenge

THE ALS ICE BUCKET CHALLENGE WAS A GLOBAL PHENOMENON THAT CHANGED THE FIGHT AGAINST ALS FOREVER.

IN THE SUMMER OF 2014, THREE YOUNG MEN STARTED THE ALS ICE BUCKET CHALLENGE. They inspired people around the world to dump ice water on their heads and donate to an ALS organization. Over 17 million people participated in the Challenge and raised \$115 million for the ALS Association.

"The Ice Bucket Challenge dramatically accelerated the fight against ALS. Since then, we've seen new genes discovered, new assistive technology developed to help people living with ALS, and far more people living with ALS have access to care services than ever before."

– Calaneet Balas, ALS Association President and CEO

This year, we're celebrating the 10 year anniversary of the ALS Ice Bucket Challenge. Learn more at als.org/ibc





Thank **YOU** for being a Team Captain!

WE'RE HERE TO HELP YOU.

QUESTIONS? SEND US AN EMAIL AT WALKTODEFEATALS@ALS.ORG

NATIONAL PARTNERS



2024 Team Captain Guide

OUR MISSION. THEIR DREAM. YOUR LEGACY.

**Become a Legacy Society
member today.**

als.plannedgiving.org

ALS
ASSOCIATION

als.org