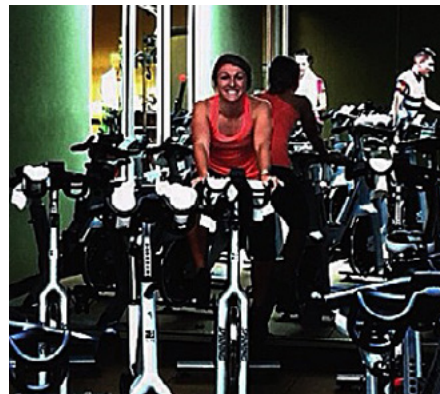




GET INSPIRED TO START YOUR FUNDRAISER!

As the largest nonprofit biotech focused on ALS research, the ALS Therapy Development Institute (ALS TDI) relies on community fundraisers to support our work. The ALS TDI Fundraiser Inspiration Book provides a variety of ideas and examples of successful community-led fundraisers. Browse our book and get inspired to organize your own event to help end ALS.

To get started on your own fundraiser, please reach out to ALS TDI's Events Team at events@als.net or 617.441.7205.





WALKS/ROLLS/ STROLLS/RUNS

EXAMPLE: ROCK, ROLL & STROLL

ALS robs individuals of their movement so we want you to celebrate your movement and do what moves you.

Whether it's walking, running, dancing, rowing, lifting, clogging, you name it! We invite you to do any activity of your choosing, from wherever you are, and help us fundraise for ALS TDI.

GENERAL PLANNING STEPS

1. Determine a date and location with parking availability
2. Create a walking or running route, depending on your networks wants/needs
3. Get route approved with your local ordinances and make sure all rules and regulations for your location are being followed including permits.
4. Set up a ticketing RAISE page, encourage people to make teams and bring their friends.
5. Promote event and have a blast.

HOW ATTENDEES WERE RECRUITED AND HOW THEY REGISTERED

Local newspapers, social media, word of mouth. Register online through RAISE or registration day of the event.

ATTENDEES FUNDRAISED INDIVIDUALLY

Yes, individuals could recruit other runners and share their individual or team fundraising event.

PLANNING AND HOSTING DIFFICULTY RATING

★ ★ ★ ★ ★ ★ ★ ☆ ☆ ☆
Easy Difficult

POTENTIAL FUNDRAISING IMPACT RATING

★ ★ ★ ★ ★ ★ ★ ☆ ☆ ☆
Minor Significant

NUMBER OF PEOPLE IN ATTENDANCE

50-300

TIPS FOR HOSTING THIS EVENT

Try and choose an activity relevant for your network, or allow them to choose activities that mean a lot to them! Have a crew of runners? A 5k may be perfect to reach out to them and find local sponsors. Not runners? Group walks and virtual challenges are also a great option!

POSSIBLE COSTS OF EVENT

Cost of snacks/drinks/swag given out at the event. Bibs and chip timers must be rented if the race is a timed race. Tables, chairs, tents, and route signs.

HEAR FROM A HOST

"I need to help them to find a resolution, a cure, or a treatment for my sisters, my brothers, our children, their children. It's a family affair. Its personal. And that keeps me fighting."

-Lisa Cross Bonahoom, Rock, Roll & Stroll host





FUNDRAISING PARTY

EXAMPLE: COREY'S CRUSADE, ALS CHARITY BASH, COCKTAILS FOR JERRY

Hosting a party is a great way to engage your network to raise money for ALS through a live event. Parties can raise money for ALS both through ticket/table sales as well as through sponsorships, raffles/auctions, and donations. Parties can range from informal events such as cocktails or BBQs, to formal events like a seated dinner Gala. The level of planning and investment will depend largely on the type of party that you want to host and how many people you want to include. Corey's Crusade is an example of a more formal event where the Reich family hosts a night of dinner and dancing at a local country club and attendees make donations before or during the event. An informal party might be hosted in a backyard or at a more casual venue like a public park or a local bar. Knowing what would appeal to your specific network is key when determining the type of party that you want to host.

GENERAL PLANNING STEPS

1. Determine a venue and set a date
2. Create a guest list
3. Set ticket prices and sponsor levels if desired
4. Create RAISE page for donations and/or tickets if applicable
5. Send out invitations
6. Secure food/beverage and entertainment
7. Determine if there will be auction or raffle items
8. Develop the run of show

HOW ATTENDEES WERE RECRUITED AND HOW THEY REGISTERED

Mailed invitation, email, social media. Donate or register online through RAISE or mail RSVP cards.

HEAR FROM A HOST

"We wanted to take an evening to celebrate Jim's 67th birthday, his 2018 retirement and raise our glasses and our wallets to help find a cure for ALS!"

-Tamara Hillard, [ALS Charity Bash](#) host



PLANNING AND HOSTING DIFFICULTY RATING*



POTENTIAL FUNDRAISING IMPACT RATING*



*Varies depending on type of party

NUMBER OF PEOPLE IN ATTENDANCE

50-1000

TIPS FOR HOSTING THIS EVENT

Invite your whole network, even if they don't live in the immediate area. You never know who will attend and/or contribute!

Soliciting in-kind donations like donated auction/raffle items, food, and beverages can help to reduce costs.

POSSIBLE COSTS OF EVENT

Venue, food/beverage, invitations, décor, entertainment

RESOURCES REQUIRED

Champion to organize event and invite network



BAR CRAWLS

EXAMPLE: BAR CRAWLS FOR ALS

We have many bar crawls that happen annually around the U.S. to benefit ALS TDI. One example, was the 50in1 Bar Crawl, inspired by the Get A Clue Bar Crawl series, took place in many cities in January 2020. Local organizers planned bar crawls in their cities based on what worked best for their networks. Some did full takeovers of breweries and bars where bar hopping around town was more difficult, while some cities did full crawls throughout the city. Large networks and enthusiasm for a good time and silly teams is a key for success for this event.

GENERAL PLANNING STEPS

1. Come up with the theme for your event. Scavenger hunt with challenges, beer bingo, or just relaxing with friends, you can choose what fits best for your community.
2. Find locations that are interested in joining the bar crawl, create your route, come up with drink specials and or specialty cocktails.
3. Collect items to raffle or have people bid on at the end of the crawl.
4. Recruit sponsors who can donate and help promote the event. Whether that be local companies, alcohol brands, participating bars, and be sure to include their logos on event swag to thank them for their support!
5. Send out invitations and encourage people to make teams from people in their community.

HOW PARTICIPANTS WERE RECRUITED AND HOW THEY REGISTERED

Personal invitations and Facebook invites. Registering their teams and individuals online through RAISE platform.

PARTICIPANTS FUNDRAISED INDIVIDUALLY

Creating fundraising pages and sharing throughout the event. Day of fundraising through challenges at each bar.

HEAR FROM A HOST

“I was the captain of our bar crawl team, Palo Alto pALS. We were one of 100s of teams across the nation participating in the 50 states in one day ALS Bar Crawl! I had so much fun putting our route together, going to a walkable route of bars and asking if they would participate with a specialty cocktail for a reduced price or getting a percentage of the bar during the time we were there. Every single bar was happy to help! And we had a blast! We even had one bar donating drinks to our team! Such a fun night!”

-Glynis Murray, 50in1 Bar Crawl Captain

PLANNING AND HOSTING DIFFICULTY RATING



POTENTIAL FUNDRAISING IMPACT RATING



NUMBER OF PEOPLE IN ATTENDANCE

50-100

TIPS FOR HOSTING THIS FUNDRAISER

Be sure to consider what the people in your area would want to participate in and remember that logistics are key to a multiple step bar crawl.

RESOURCES REQUIRED

Network of people aged 21+

POSSIBLE COSTS OF EVENT

Signage between bars and giveaways.





PLANNING AND HOSTING DIFFICULTY RATING

★ ★ ★ ★ ★ ☆ ☆ ☆ ☆ ☆
Easy Difficult

POTENTIAL FUNDRAISING IMPACT RATING

★ ★ ★ ★ ★ ★ ★ ☆ ☆
Minor Significant

NUMBER OF PEOPLE IN ATTENDANCE

10-300

TIPS FOR HOSTING THIS FUNDRAISER

Engage your community and create a friendly competition between community groups. Make the rules simple and clear.

RESOURCES REQUIRED

Network of people to participate and spread the word.

POSSIBLE COSTS OF EVENT

Venue fee, purchase of rope and line marker, competition judge (if not volunteer)

EXAMPLE: ARREST & EXTINGUISH ALS

Tug-of-war involves an athletic contest between two teams at opposite ends of a rope, each team trying to drag the other across a center line. Tug-of-war events are a great way to unite members of the community in friendly competition while raising funds for ALS research. Arrest and Extinguish is an example of a tug-of-war event that took place in Lenox Massachusetts and invited local first responders to form teams and compete against each other. The event was held at an outdoor venue and invited community members to donate in support of their favorite team as well as to come and attend the event in-person as spectators. Events require teams of 4-5 people, a venue, a rope, a sandpit (if possible), and a judge. Engaged community members are a key to success for these events.

GENERAL PLANNING STEPS

1. Determine a location with parking availability and set a date.
2. Invite members of the community to form team and register.
3. Set up a RAISE page.
4. Ask community members to donate in support of their favorite team.
5. Secure a judge, rope, and mark the line.
6. Secure event sponsors and concessions if desired.
7. Determine if there will be prizes for winners.

HOW PARTICIPANTS WERE RECRUITED AND HOW THEY REGISTERED

Local newspapers and social media. Registering their teams and individuals online through RAISE platform.

PARTICIPANTS FUNDRAISED INDIVIDUALLY

By reaching out to their networks to donate and by securing sponsors.

HEAR FROM A HOST

“I feel that awareness and funding for research are the only ways we can “Arrest and Extinguish” this terrible disease...I dedicated my life to saving others and this gives me a chance to continue on that road.”

- Mike Polidoro, Organizer of Arrest & Extinguish event





LEMONADE STAND

EXAMPLE: THE AWESOME LEMONADE STAND

Setting up a stand to sell food or beverages, like lemonade or cookies, is an easy way to raise funds for ALS, and can be surprisingly effective. In seventh grade, Ole Miss punter Mac Brown started selling lemonade for 25 cents, with a modest goal of raising \$500 for ALS research. Over 10 years later, his Awesome Lemonade Stand has raised over \$70,000 thanks to Mac and friends, who host the Awesome Lemonade Stand each year in his hometown of Eden Prairie, Minnesota. Whether you want to setup a small stand outside of your home, or to setup at a popular event/location, communicating your passion for the cause is a key to success.

GENERAL PLANNING STEPS

1. Determine a location and date (ex. sporting event, holiday, parade).
2. Decide what you are going to sell and set a price point.
3. Set up a RAISE page.
4. Volunteers if needed: servers, cashiers and prep people.
5. Create signage to attract attention.

HOW PARTICIPANTS WERE RECRUITED AND HOW THEY REGISTERED

Local newspapers, RAISE page, and social media. No registration necessary, in-person purchase.

PLANNING AND HOSTING DIFFICULTY RATING



POTENTIAL FUNDRAISING IMPACT RATING



NUMBER OF PEOPLE IN ATTENDANCE

10-300

TIPS FOR HOSTING THIS FUNDRAISER

Can be easily organized in 4 weeks or less.

RESOURCES REQUIRED

Coordination of RAISE, marketing the event, volunteers

POSSIBLE COSTS OF EVENT

Ingredients, paper products, signage.

ADDITIONAL INFORMATION

Volunteers can wear custom t-shirts.

HEAR FROM A HOST

“It just really took off. It was really special seeing the community all rally behind it. Each year we’ve just tried to keep building on it, making it bigger and bigger.”

-Mack Brown, [Awesome Lemonade Stand](#) host





GOLF EVENT

EXAMPLE: KENNEDY EVENT, TUCKER EVENT, PINK WHALES, 447 FOUNDATION, AZZUR

Golf tournaments can raise money for ALS both through individual/team registrations as well as through potential sponsorships. Tournaments can be held throughout the year depending on your location and will generally require getting approval from a club and determining how many people can be involved. A “scramble” style tournament is sometimes preferable to keep things moving quickly. Event can be enhanced by including games and competitions throughout the day (longest drive, closest to the pin, etc). Hosting a lunch/dinner, and adding raffle and auction items. Consider soliciting sponsors for the event and/or for each hole and offering recognition.

GENERAL PLANNING STEPS

ALS TDI's has outlined the steps and tips to guide you in planning your golf event. To get started, ask an ALS TDI team member to share our “Golf Event in a Box” with you.

HOW PARTICIPANTS WERE RECRUITED AND HOW THEY REGISTERED

Social media, email, work colleagues. Register online through RAISE platform.

PARTICIPANTS FUNDRAISED INDIVIDUALLY

Creating fundraising pages and sharing throughout the event. Day of fundraising through challenges at each bar.

HEAR FROM A HOST

“We fundraise for ALS TDI, because when Tony lived 18 years with the disease, he researched all the places that he felt could really make a “ALS Cure” difference in the world, “ Tony told us ALS TDI was as motivated as he was to finding a cure, so we started working with ALS TDI” now 20 years ago.

As for why a golf outing, it is a way we could get people together to understand the plight of ALS patients and there families and to try to find money to find a cure and end this for everyone.”

-Walt Tucker, Golf event host

PLANNING AND HOSTING DIFFICULTY RATING



POTENTIAL FUNDRAISING IMPACT RATING



NUMBER OF PEOPLE IN ATTENDANCE

50-100

TIPS FOR HOSTING THIS FUNDRAISER

Hosting at an exclusive golf club can help to attract a wider audience.

RESOURCES REQUIRED

Champion to organize event, RAISE page

POSSIBLE COSTS OF EVENT

Venue, food, swag, and prizes.



POLAR PLUNGE

EXAMPLE: CORPUS CHRISTI PLUNGE

Through a polar plunge, a group of individuals or teams, participate in an event where they jump into an ocean or lake, during the winter months, to raise money for ALS research. Corpus Christi has been hosting an annual polar bear plunge for over five years, and has raised over \$50,000 for ALS TDI. Through the Corpus Christie Polar Bear Plunge, teams and individuals register and solicit online donations in exchange for jumping into the ocean on New Year’s Day.

GENERAL PLANNING STEPS

1. Choose a location for the plunge.
2. Inquire about any permitting required.
3. Set up a RAISE page at ALS TDI.
4. Recruit volunteers and possible sponsors.
5. Use network and social media to recruit plungers and plunge teams.
6. Arrange for media coverage.
7. Take the plunge!

HOW PARTICIPANTS WERE RECRUITED AND HOW THEY REGISTERED

Social media, email, local media. Register online through RAISE.

PARTICIPANTS FUNDRAISED INDIVIDUALLY

Creating fundraising pages.

HEAR FROM A HOST

“The spark came after my dad was diagnosed with ALS in 2011. Since there is no cure yet, one way to address ALS is to focus on positive activity and bringing the community together in understanding and fighting the disease. A Polar Bear Plunge was the natural event to choose. We launched the Corpus Christi Polar Bear Plunge on January 1, 2015 at North Beach. The community embraced it, and it became an annual tradition.”

-Alissa Mejia, Polar Plunge host

PLANNING AND HOSTING DIFFICULTY RATING



POTENTIAL FUNDRAISING IMPACT RATING



NUMBER OF PEOPLE IN ATTENDANCE

50-500

TIPS FOR HOSTING THIS FUNDRAISER

Encourage costumes; have teams compete; silly awards for top fundraisers and best costume; consider where people will change and warm up; consider entertainment: a band,DJ, dance contest to warm up, cheerleaders.

RESOURCES REQUIRED

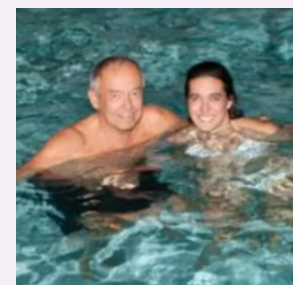
RAISE page

POSSIBLE COSTS OF EVENT

Venue rental, lifeguard, police, and give-aways or raffles.

ADDITIONAL INFORMATION

Requires fewer moving parts and permits than an athletic event.
Can be good for attracting media coverage.





FITNESS CLASSES

EXAMPLE: POUND OUT ALS (BARRY COTTERMAN FUND), SPINNING (DANA MILLER FUND), MOOCH B\\ SPOKE FUNDRAISERS, HIP HOP DANCE CLASS (SHAMBO FUNDRAISER FOR TREK)

A workout class can be done in an indoor studio, outdoors, or virtually online. Once you identify what type of fitness class you are hosting, and confirm an instructor, you can choose the best venue. Examples of successful events that have been held for ALS TDI include Pound Out ALS, where a fitness class was hosted at a local brewery, and Dana Miller’s Ride for Research, where participants were invited to B/Spoke studio to spin and raise funds for ALS. In addition to fitness instruction, successful events often include concessions and additional activities that attendees can enjoy.

GENERAL PLANNING STEPS

1. Identify a coach or studio willing to participate/host the class
2. Choose date, time, and location or identify if it will be Virtual and choose Virtual Platform (Examples: Zoom, Facebook Live, Google Hang)
3. Work with ALS TDI to set up registration page
4. Begin marketing the event within your network to obtain registrants
5. Create a Day-Of Agenda: Welcome your attendees, What will the class look like? Do you have Raffle Items to give out to participants? Will you have beverage/food available? Closing remarks.
6. Day of: As the host, welcome everyone and share why they are working out to #EndALS!
7. Thank coach/studio and attendees for their participation and support.

HOW PARTICIPANTS WERE RECRUITED AND HOW THEY REGISTERED

Host’s network of friends and family, Coach’s network, Studio Marketing. Attendees can register through ALS TDI’s RAISE platform and then share reports with studio/coach, or the studio can collect registrations directly.

PARTICIPANTS FUNDRAISED INDIVIDUALLY

Attendees fundraised by recruiting others to join, they were not encouraged to fundraise as an individual or team.

PLANNING AND HOSTING DIFFICULTY RATING



POTENTIAL FUNDRAISING IMPACT RATING



NUMBER OF PEOPLE IN ATTENDANCE

20-100

TIPS FOR HOSTING THIS FUNDRAISER

Have a Donation Jar available for additional donations the day of the event; Include raffle items and sell tickets for additional fundraising opportunities; Recruit sponsors for the event, for example: A nutrition or supplement company could set up a table at the event in exchange for a sponsorship.

RESOURCES REQUIRED

Fitness Coach

POSSIBLE COSTS OF EVENT

They key is to have a connection with a coach or a studio for there to be no cost.



SELLING GOODS AND PRODUCTS

EXAMPLES: END ALS CALENDARS, BAKE SALES, T-SHIRTS

Selling goods and products, whether in-person or online, can be a fun way to share your talents and passions while also raise funds for ALS research. Whether you want to create your own hand-made goods, or to purchase customized products from a third party, you can donate the proceeds to ALS TDI, while covering your own costs. For example, photographer Mandi Bailey creates an annual End ALS Calendar that includes her own photography on each page. She then works with a local vendor who prints the calendars for her at a discounted rate. Mandi personally pays for the cost of the calendars and then sells each for \$25 through ALS TDI's Raise platform. Mandi donates the proceeds to ALS TDI and personally mails out each calendar herself. As another example, brothers, and race car drivers, David and Scott Lloyd, have created a Racing For ALS brand to share their passion and support the research at ALS TDI. They create branded apparel which they sell through their own platforms and donate proceeds to ALS TDI. Items can be promoted at no cost using things like social media, email, websites, and word of mouth!

GENERAL PLANNING STEPS

1. Identify what you want to sell.
2. If needed, partner with a 3rd party to produce the product.
3. Determine what the price point of the item will be.
4. Work with ALS TDI to decide if you want to sell online through the RAISE fundraising site, or sell in-person at an event or location.
5. Determine how you want to market the product (Ex. social media, email, local event signage).
6. If selling online, determine how items will be shipped/delivered to customers.
7. Send out invitations and encourage people to make teams from people in their community.

HOW PARTICIPANTS WERE RECRUITED AND HOW THEY REGISTERED

People can purchase items through ALS TDI's RAISE platform or directly from the host.

PLANNING AND HOSTING DIFFICULTY RATING



POTENTIAL FUNDRAISING IMPACT RATING



NUMBER OF PEOPLE IN ATTENDANCE

50-100

TIPS FOR HOSTING THIS FUNDRAISER

Choose an item that your network would be interested in; Identify if there is a special occasion coming up that can support your item.

POSSIBLE COSTS OF EVENT

The associated costs will be for producing the product (if using a 3rd party) or for raw materials (if creating your own hand-made product). You can consider getting a sponsor to cover these costs or paying for these costs yourself.



CHALLENGE/DARE

EXAMPLES: DARE ME TO END ALS, ALS PEPPER CHALLENGE

What would you do to end ALS? Shave your head? Eat a hot pepper? Take the Ice Bucket Challenge five times in a row? Through a challenge or dare you can come up with an activity for yourself (or ask your friends to create one for you) and pledge to do it in exchange for donations to ALS Research. As a part of the Dare Me to End ALS Challenge, ALS TDI's leaders, COO, Bashar Al-Nakhala, and CSO, Dr. Fernando Vieira, offered to shaved their heads to help raise money for our mission to #EndALS. They simply created a fundraising page on RAISE and asked community members to donate by Fathers' Day to have them shave their heads. They both ended up following through on the dare and sharing the results with photos on social media. This easy event ended up raising over \$2,000 for ALS research.

GENERAL PLANNING STEPS

1. Decide on a challenge or dare.
2. Determine a fundraising goal amount or an end date.
3. Create your fundraising page on RAISE.
4. Promote your fundraiser to family and friends and ask for donations.
5. Make sure to follow through with your challenge and share it with donors using photos or video.

HOW PARTICIPANTS WERE RECRUITED

Social media, email, website, RAISE. Donated online through RAISE platform.

HEAR FROM A HOST

"Asking for donations to shave our heads was an easy way to demonstrate our commitment to ending ALS. It began as a competition, but in the end we both shaved in solidarity and had fun sharing the before and after photos with the community."

-Fernando Vieira M.D., [Dare Me to End ALS](#) participant, CEO and CSO at ALS TDI

PLANNING AND HOSTING DIFFICULTY RATING
★ ★ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆
Easy Difficult

POTENTIAL FUNDRAISING IMPACT RATING
★ ★ ★ ★ ★ ★ ★ ☆ ☆ ☆
Minor Significant

TIPS FOR HOSTING THIS FUNDRAISER
Choose a fun challenge that your network will get excited about.

RESOURCES REQUIRED
RAISE fundraising page, engaged network

POSSIBLE COSTS OF EVENT
Cost of venue/service/product if needed to complete challenge

ADDITIONAL INFORMATION
You can have a larger impact by challenging others in your network to participate. Potential to create a competition where person with the most donations has to perform challenge.

