

Walk ALS

Greater Chicago

pick-off presentation

March 19th, 2024

before we start ...

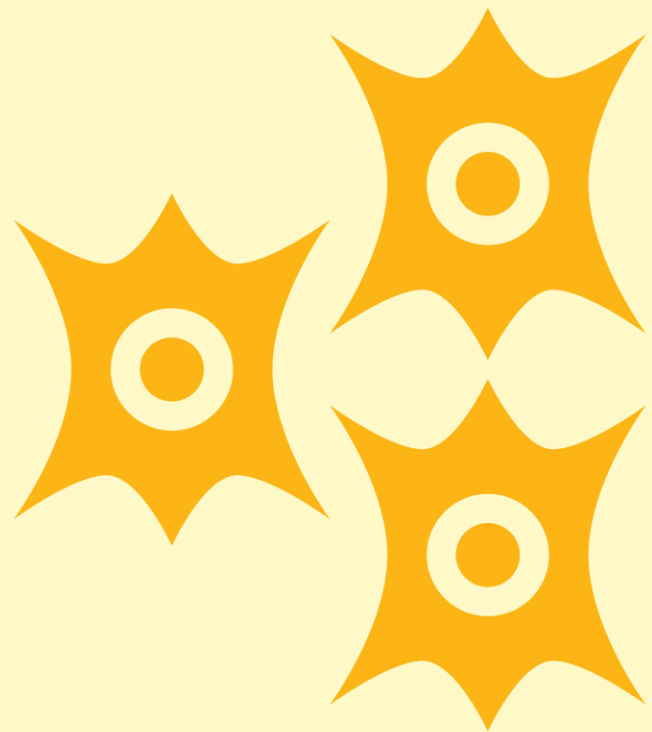
Thank you



a celebration is in order...



who we are:



ALS United

Greater Chicago



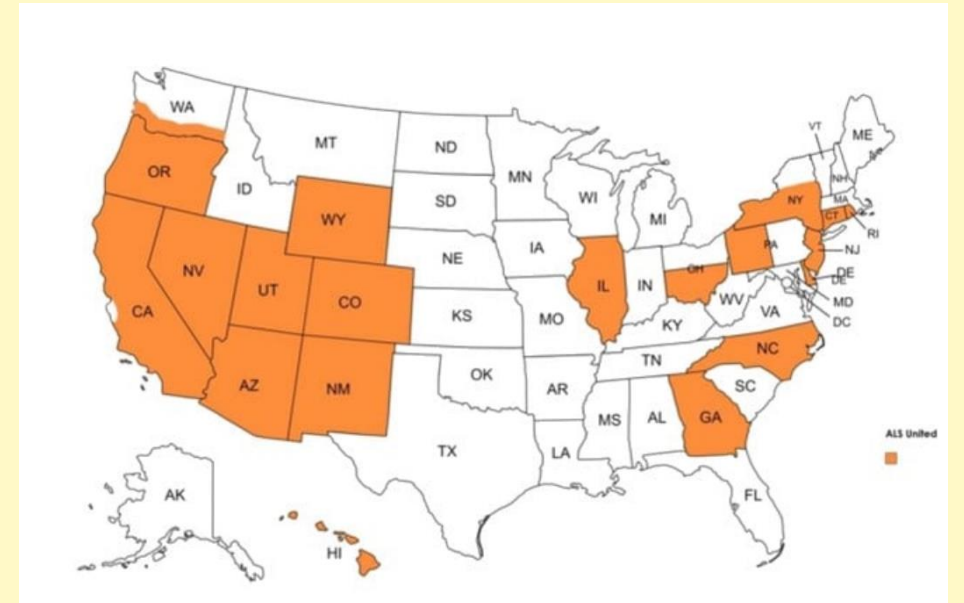
what and who is ALS United?

Our Mission:

ALS United exists to unite the ALS community in our collaborative approach to foster bold research initiatives, advance national and state advocacy efforts, and provide comprehensive care and support to individuals and families affected by ALS.

Who are the members of ALS United?

ALS Arizona	ALS Central & Southern Ohio
ALS Network	ALS New Mexico
ALS New York	ALS of Nevada
ALS North Carolina	ALS Orange County
ALS Rhode Island	ALS Rocky Mountain
ALS United Connecticut	ALS United of Georgia
ALS United Greater Chicago	ALS United Mid-Atlantic
ALS United Northwest	



what has changed and what has stayed the same?

CHANGE

OUR NAME/LOGO

OUR COLORS

Primary Color | Orange
Secondary Color | Yellow

OUR WEBSITE*:

alsunitedchicago.org

OUR SERVICE TERRITORY

OUR RESEARCH INITIATIVES

amazing new opportunities

SAME

OUR STAFF**

OUR MAILING ADDRESS

5315 N Clark St
#650
Chicago, IL 60640

OUR SYMBOL

Sunflower

OUR PHONE NUMBER

312.932.0000

OUR CARE & SUPPORT***

for individuals living with ALS and
their families



* our new website:

alsunitedchicago.org



NAVIGATING ALS
Our Care Services



GET INVOLVED
Calendar
Events



WHO WE ARE



GIVE 
Donate
Ways to Give



The screenshot shows the homepage of the ALS United Greater Chicago website. At the top left is the logo for ALS United Greater Chicago. The navigation menu includes: Who We Are, Understanding ALS, Navigating ALS, Research, Advocacy, Get Involved, and GIVE with a heart icon and a search icon. The main content area features a large hero image of a man and a woman smiling, with the text: "Fighting for a cure and helping people with ALS live their lives to the fullest." Below this is a yellow button labeled "OUR CARE SERVICES →". To the right of the hero image is a vertical orange sidebar with the text: "DIAGNOSED? START HERE", "US: (312) 932-0000", and "¿HABLAMOS ESPAÑOL?: (312) 932-0000". Below the hero image is a section titled "Serving 46 Illinois Counties" with a map of Illinois and a yellow button labeled "FIND LOCAL SUPPORT →". The bottom section is titled "Everything we do advances the search for effective treatments and cures for ALS" and features three circular icons: 1. "RESEARCH" with "\$12.6M Raised for ALS Research" and a yellow button "RESEARCH WE'VE FUNDED →". 2. "CARE SERVICES" with "475 People Served This Year" and a yellow button "GET SERVICES →". 3. "ADVOCACY" with "123 Actions Taken" and a yellow button "OUR POLICY PRIORITIES →".



***Chicago-based care services Team*



JOUMANA



PEGGY



GEMA



BRIANNA

- please stand -

our care services team still:

- delivers a comprehensive **care management** plan
- conducts **home visits**
- provides **family assistance**
- hosts **educational programs**
 - **Living Well with ALS**
- runs our **Caregiver Boot Camps**
- produces insightful **newsletters**
- oversees our **adaptive equipment lending program** as well as our **assistive technology program**
- makes **ALS online counseling services** available to all
- manages **multidisciplinary clinics** with certified centers
- grants **respite care grants**
- leads a variety of **support groups**:
 - General (5 locations)
 - Together is Better Caregiver Support Group
 - Familial ALS Positive Support Group
 - Spanish Language
 - Always Loved and Supported Bereavement Group
- is **with you** every step of the way!



new in our care services repertoire:

COLLABORATION

with Your ALS Guide



YOUTH SUPPORT

joining forces with:

- Hope Loves Company
- Winning with ALS
- Barr Harris Childrens Grief Center
- Catholic Charities
- Wonders & Worries
- The National Alliance for Grieving Children

recommending books such as:

- And Love Speaks: Helping Children Understand ALS
- But She Can Still Love: A Child's Understanding of ALS

coming soon:

- a book written by our very own, Brianna Neal



what does all of this mean?



NEW OPPORTUNITIES

- to educate about ALS
- to work with other ALS organizations
- to grow our territory and those we serve
- to tell OUR stories



FUND RESEARCH WE CHOOSE

- select nominating committee members
- team up with ALS United members to have a larger impact
- listen to projects our constituents are passionate about

***already invested in **two** promising projects*



OWN OUR INFORMATION

- website is 100% managed by us
alsunitedchicago.org
- upgraded event and donation software
- we control our constituent messaging

Disclaimer | if you receive communication (email, postal mail, phone calls, etc.) from The ALS Association, please note, that is NOT us!

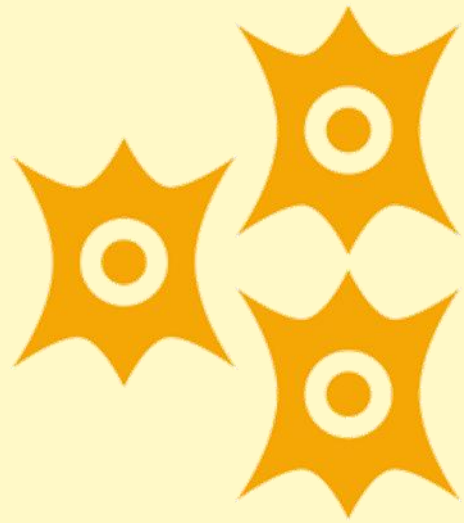


SPORT NEW MERCH

- because this part is fun!
alsmerch.com

**and orange is Kendra's favorite color*

The main event ...



Walk ALS

Greater Chicago

your Walk ALS Team



LAUREN
Walk ALS Lead



SAM
Walk MarComm



KAT
Walk Volunteers



BETTY
Walk Associate

- please stand -

and yes, Julie and I are still here, too!



JULIE
President & CEO
2005



Kendra
VP, Development
2015



2023 walk



Total Fundraising



92 Teams

New Teams
\$1,807/avg

Returning Teams
\$6,649/avg

F&F Teams
\$3,327/avg

All Teams
\$5,280/avg

Top Teams from 2023

Corporate
Teams

Team
Constellation
\$154,423

Team
Gene
\$46,390

Team
Accenture
\$8,774

Family &
Friends
Teams

Team
Martel
\$54,850

Queen
Ronna and
Her Jesters
\$51,200

Tuny's
Favorite
People
\$21,980

Top New Team | Just Beat It | \$10,775

2024 walk

in our
UNITED
ERA



 **Walk ALS**
Greater Chicago



 **Walk ALS**
Greater Chicago

Walk ALS 2024

WHO

Individuals living with ALS and their families/friends/caregivers/etc.
Individuals who have lost someone to ALS
Individuals who are currently fighting for someone living with ALS
Individuals passionate about finding a cure and/or ending ALS
+ staff, volunteers, sponsors, and vendors



WHAT

Large scale themed event with
- a tent village* (tents, music, merchandise, food, etc.)
- a walking path throughout Cantigny Park grounds

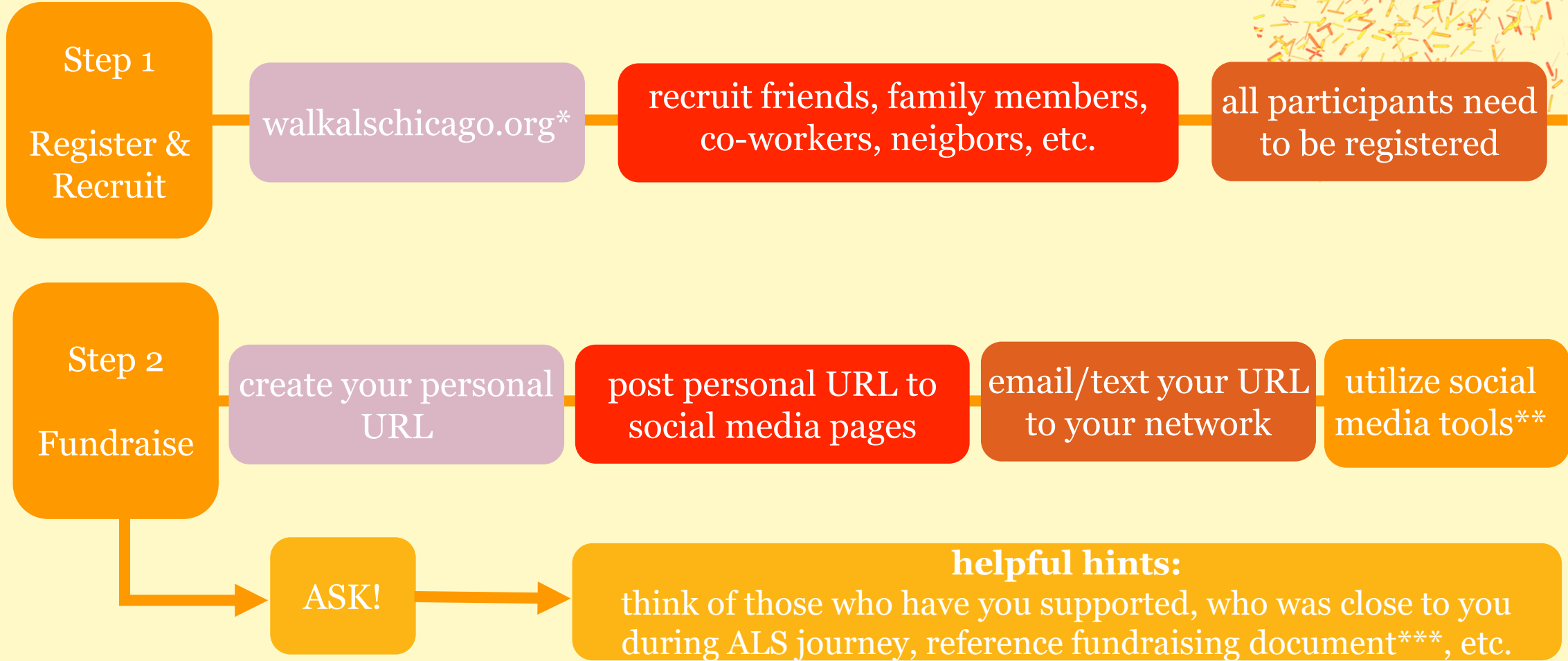
WHEN & WHERE

Saturday, June 1st

Cantigny Park
- 1S151 Winfield Rd, Wheaton



pre-event



* event website

walkalschicago.org



EVENT INFO

Event Schedule
Helpful Documents
Announcements
Social Media Tools



MAPS & DIRECTIONS



DONATE ❤️



REGISTER FOR THIS EVENT

The screenshot shows the homepage for the Walk ALS Chicago event. At the top, there are logos for ALS United and Walk ALS, along with navigation links for Home, Event Info, Donate, and Log In. A banner for the upcoming event on Tuesday, March 19th, is displayed. The main section features a countdown timer for June 01, 2024, with 74 days, 11 hours, 36 minutes, and 17 seconds remaining. Below the timer are buttons for REGISTER and DONATE. A photo of a team in blue shirts is shown. Three key information boxes provide details on the date (June 01, 2024), location (Cantigny Park), and contact information (Lauren Gross). A 'Why We Walk' section highlights Research, Advocacy, and Community. A 'Register for This Event' section offers options to form a team, join an existing team, or register as an individual. At the bottom, a campaign progress bar shows that 11% of the \$600,000 goal has been reached, with a 'MAKE A GIFT!' button.



** social media tools

IDEAL FOR FACEBOOK/INSTAGRAM STORIES


Walk ALS
ALS United

THIS OR THAT

Spring Walk *or* Fall Walk

Sunny Weather *or* Overcast Weather

First Time Participant *or* Returning Participant

Fundraise via Email *or* Social Media Butterfly

Team Shirt *or* Team Signs

Arrive at 8:30 *or* Fashionably Late

All About Me and
#WalkALS

I WALK FOR:

MY WALK LOCATION:

MY TEAM NAME:

TO ME, WALK ALS MEANS:

THIS YEAR, I HOPE THAT...

...WILL JOIN ME!


Walk ALS
ALS United

Let's Play Walk ALS Bingo!

ATTEND OR WATCH KICK-OFF	ASK A STAFF MEMBER A QUESTION	SET A FUNDRAISING GOAL	SHARE YOUR CONNECTION TO ALS	SPREAD HOPE ON WALK DAY
ASK A FAMILY MEMBER TO JOIN YOUR TEAM	SHARE YOUR PAGE ON FACEBOOK	CELEBRATE AN ALS HERO	SEND A FUNDRAISING EMAIL	TELL YOUR COWORKERS ABOUT THE WALK
CUSTOMIZE YOUR TEAM PAGE	LEARN ABOUT ANOTHER ALS UNITEDCITY EVENT OR PROGRAM	FREE	THANK A FELLOW PARTICIPANT	PERSONALIZE YOUR PARTICIPANT PAGE
MAKE A TEAM T-SHIRT	ASK A FRIEND TO JOIN YOUR TEAM	LEARN ABOUT A CHAPTER SERVICE	TWEET OR POST ABOUT WALK ALS	SHARE A WALK PHOTO ON SOCIAL MEDIA
REGISTER FOR THE WALK ALS EVENT	JOIN THE FACEBOOK GROUP	MAKE A SELF-DONATION	MAKE A TEAM SIGN	EARN YOUR EVENT T-SHIRT

All About My
Walk ALS
Team


MY TEAM'S NAME:

WE WALK FOR:

THIS IS OUR # YEAR PARTICIPATING:


OUR TEAM GOAL IS:

OUR TEAM'S PAGE IS:


Walk ALS
ALS United

Help Me Reach My #WalkALS Goal!

\$20	\$25	\$30
\$25	\$20	\$25
\$10	\$25	\$20
\$15	\$10	\$25


Walk ALS
ALS United

- interactive -

****** social media tools

**IDEAL FOR
INSTAGRAM, FACEBOOK, LINKEDIN POSTS**



- awareness -

** social media tools

IDEAL FOR
INSTAGRAM, FACEBOOK, LINKEDIN POSTS



- fundraising -



****** social media tools

IDEAL FOR

X (formerly known as Twitter) **POSTS**



Walk ALS
Greater Chicago

Saturday, June 1, 2024
Cantigny Park, Wheaton, IL



Walk ALS
Greater Chicago

in our United Era



Walk ALS
Greater Chicago

Care • Advocacy • Research • Education

in our

UNITED
ERA



Walk ALS
Greater Chicago

*** fundraising tips

WHY FUNDRAISE?



SUPPORTS OUR MISSION

Provide Care & Support
Advance Advocacy Efforts
Fund Research Initiatives



WIN PRIZES

Season-long challenges



EARN THE OFFICIAL 2024 WALK ALS T-SHIRT

\$90 in donations



MAKES YOU FEEL GOOD!

Easy Steps to Jumpstart Your Walk ALS fundraising



01

Start by customizing your fundraising page URL.

06

Challenge two family members to match your donation.

02

Utilize the Good Move app to ask for donations & track your progress.

07

Share your "why" on social media and post your customized URL.

03

Send your fundraising page to five friends.

08

Encourage your team to participate in challenges and other contests.

04

Encourage your neighbors to join you on Walk day.

09

Take advantage of the Participant Center by uploading contacts, sending thank yous, etc.

05

Receive an online badge by making a personal donation.



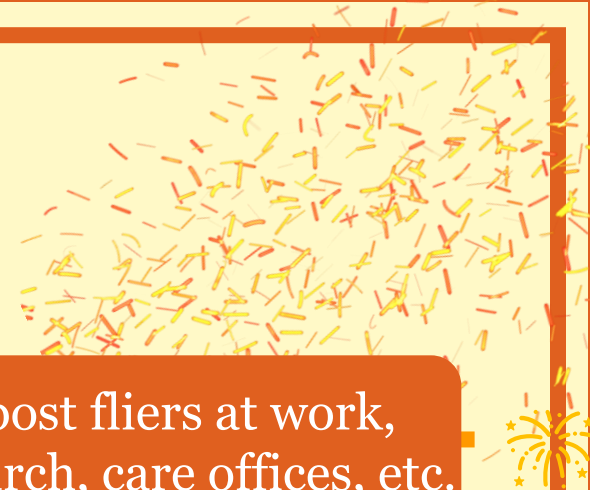
Need assistance? Contact your Walk ALS team at 312-932-0000 or email walk@alsunitedchicago.org.

Let's Connect! [facebook.com/alsunitedchi](https://www.facebook.com/alsunitedchi)

Share ideas, inspiration, and get to know other Walk ALS participants in our Facebook group. Don't forget to tag @ALSUnitedChi in your posts!



pre-event



Step 3
Spread the Word

place yard signs in your yard and around your neighborhood/town/etc.

hand out business cards to those you come across

post fliers at work, church, care offices, etc.

Step 4
Prep for Walk Day

decide if you want a Team Tent

make personalized friendship bracelets*

read communications from ALS United Staff

have FUN!

dedicated space for your team to gather

helpful hints:
reserve space by 05/17 with Lauren
tent/tables/chairs are NOT provided
set-up Friday (05/31) or before 7:30am on 06/01

**friendship bracelets



TEAM BUILDING



CATHARTIC



PERSONALITY



CONNECTIONS



MISSION

To unite the ALS community in our collaborative approach to foster bold research initiatives, advance national and state advocacy efforts, and provide comprehensive care and support to individuals and families affected by ALS.

COLORS

ALS United Greater Chicago's new colors are orange and yellow but use whatever colors best represent your team on Walk Day!



#E0601F



#FDB515

SUNFLOWER SYMBOL

"The sunflower stands tall and strong, ever hopeful and ever reaching higher. Sunflowers grow in clusters and support each other as they grow, just as family, friends, and community offer support to those impacted by ALS."

-Shirley Hoffman Schmelzle



IN OUR UNITED ERA

2024 Walk ALS Theme

In addition to our name change of ALS United, we are UNITED in our quest to raise awareness about ALS, advocate, fundraise, and of course, support the individuals and families affected by ALS.

Join in the fun and incorporate this year's Walk ALS theme into your Walk Day...

FRIENDSHIP BRACELETS

- Make and decorate friendship bracelets with your Walk Team leading up to Walk ALS.
- Tell your story through these bracelets! Incorporate favorite colors or charms that exemplify your ALS hero or journey.
- Meet others in the ALS community when you trade bracelets at the event.
- Kits are available in stores or online. Contact your 13 year-old niece for bracelet-making tips.



TEAM TENT

- Email lauren@alsunitedchicago.org to reserve a tent space for your team on Walk Day.
- Decorate the space with a space that shows off your team's spirit! Are you "Fearless" in the faceoff against ALS? Have you entered your "ALS Advocacy Era"?

TEAM SHIRTS

- Show off your team spirit by designing and crafting custom t-shirts featuring a fun design or your team's name.
- We recommend placing your order 1-2 months prior to the event. Please note that ALS United Greater Chicago does not oversee the production of team shirts.



speaking of bracelets

SURPRISE!!



new for 2024

Walk ALS App



INTRODUCING Good Move

YOUR WALK ALS FUNDRAISING APP

Personalize Your Page

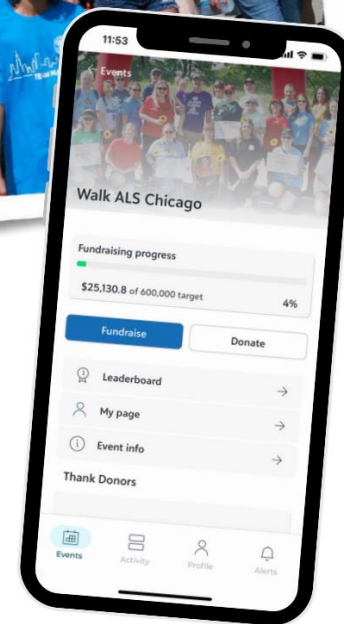
Quickly edit your personal page from your smartphone by adding photos from previous Walks and sharing your "why" with donors.

Ask for Donations

Take out the guess work: easily ask for donations via email using prewritten templates.

Download the App Today!

Scan the QR Code to download the free Good Move app and have your fundraising page at your fingertips to reach your goals with ease.



download now!



event day

Ensure you are up to date with event day schedule

open and **READ** emails from Walk ALS Staff

check event website: walkalschicago.org

communicate timing with team members

Arrive to Cantigny no later than 9:15am

allows you time to: park, check-in, visit tents, get photos, see opening ceremony

NOTE: the registration/check-in tent closes at 10:05am

ENJOY!

once you are settled, take a moment to take it all in!

take lots of photos!

meet other teams

ask questions if you need to!

event day schedule



KEY TIMES

Grounds Open
Team Photos
Team Captain Photo
pALS Photo



NO PETS



RAIN OR SHINE



FOOD AVAILABLE



QUESTIONS & ANSWERS



Event Day Schedule

AS OF 03.06.2024 - SUBJECT TO CHANGE

8:00 AM Tent Village Opens

- Registered Participants: turn in donations and pick-up earned t-shirts
- Unregistered Participants: register
- Wheelchair check-out opens
- Visit the Merchandise Tent for branded ALS United Greater Chicago merchandise
- Say hello to the ALS United staff at the Staff & Clinic Tent
- Team Captains: Visit the Sunflower Station to get your sunflower and make your team sign
- Refreshments: bagels, bananas, and water available
- Photo Tent: open for selfies!
- Kids Zone: inflatables will be ready for jumping!

8:45 AM Team Photos @ the Arch until 9:15 AM

9:15 AM Dance Troupe Performance @ the Stage

9:30 AM Team Captains Photo @ the Arch

9:35 AM PALS Photo @ the Arch

9:40 AM Pre-Walk Program @ the Stage

10:00 AM Walk Starts

- Throughout the grounds of Cantigny Park
- Approximately 1.5 miles long total

10:45 AM Walk Participants Return

- Food Tent Opens: hot dogs, chips, cookies, etc.
- Additional team photos under the arch

11:50 AM Closing Remarks @ the Stage

12:00 PM Tent Village Closes

- Cantigny Park grounds are open for Walk ALS participants

★ SATURDAY, JUNE 1

★ CANTIGNY PARK
★ 1 S, 151 WINFIELD RD
★ WHEATON, IL 60189

★ GET THE LATEST INFO:
★ WALKALSCHICAGO.ORG

Quick Facts

PET FREE: Please leave all pets at home as Cantigny Park prohibits pets.

VOLUNTEERS: will be in orange shirts on Walk Day. If you need anything, please ask!

TEAM TENTS: Must be set up no later than 7:30 am on Saturday, June 1. Each Team Tent space comes with one parking space in Lot 2.

KIDS ZONE: Children must be supervised at all times.

Special guests will be at the Kids Zone from 8:30am - 10:00am and 10:30am - 12:00pm!

WEATHER: Walk ALS Chicago will take place rain or shine!

HAVE FUN!



walk day logistics

TENT VILLAGE

South lot **THREE**

ACCESSIBLE PARKING

South lot **TWO**

TEAM TENT PARKING

South lot **FOUR**

GENERAL PARKING

South lots 4 – 7
North lots 3 - 6

OFF SITE PARKING

NOT mandatory at this time



tent village tents

REGISTRATION

turn in donations/pick up event t-shirt(s)^

ALS MERCHANDISE*

purchase all new ALS United branded gear

SUNFLOWER STATION

make “why I walk” signs
Team Captains pick up your sunflower

STAFF/CLINIC TENT

meet with ALS United Care Services Staff
or ALS Clinic Staff

SELFIE STATION

photo backdrops for selfies

MOBILITY CHECK-OUT

mobility devices available for checkout

CORPORATE TENTS

local sponsor spaces

FOOD

pre-walk | coffee, water, bananas, bagels
post-walk | hot dogs, chips, cookies, water

KIDS ZONE

inflatables, face painting, balloons,
games, etc.

STAGE

music, dancing, program, etc.

*merchandise tent

alsmerch.com

The screenshot shows the website's navigation menu with links for HOME, ABOUT, NEW!, UNISEX, ACCESSORIES, STATIONERY, HEADWEAR, and CONTACT. The main header features the text "ALS UNITED GREATER CHICAGO" and "Official Online Store". The main content area is split into two columns: the left column displays the ALS United Greater Chicago logo, and the right column features a promotional message: "New Merch has arrived!" followed by text stating, "We have worked hard on bringing you the newest, on-trend items with our new logo...and the wait is over! More new merch is on the way and should be here by February 2024! Happy shopping and thank you for your support of ALS United Greater Chicago." A "Shop Now" button is located at the bottom of the right column.



 **Walk ALS**
Greater Chicago

event day



ask the experts

Things I can't not say...

SPONSORSHIP

Opportunities are available!

\$500 - \$25,000

Contact Kendra | kendra@alsunitedchicago.org

VOLUNTEER OPPORTUNITIES

Seeking volunteers for Walk Day and beyond!

Individuals and groups welcome!

Walk Volunteers will receive an **ORANGE** shirt!

Contact Kat | kathryn@alsunitedchicago.org

DONATIONS

In-Kind

Monetary

Food

Kids Zone Prizes

Contact Lauren | lauren@alsunitedchicago.org



The graphic features three women in yellow 'HOUSES HEARTS OF HOPE' shirts on the left. On the right, there are two photos: one of a large crowd in blue shirts and another of a woman in a blue shirt holding a sign. The text 'Walk ALS Greater Chicago' is at the top right. Below the photos, it says 'Sponsorship Opportunities'. At the bottom, it lists the date 'Saturday, June 1, 2024' and location 'Cantigny Park, Wheaton, IL', along with the 'ALS United Greater Chicago' logo and 'PRESENTED BY: Constellation'.

Walk ALS
Greater Chicago

HOUSES
HEARTS OF HOPE

HOUSES
HEARTS OF HOPE

HOUSES
HEARTS OF HOPE

Sponsorship
Opportunities

ALS
United
Greater Chicago

Saturday, June 1, 2024
Cantigny Park, Wheaton, IL

PRESENTED BY: Constellation.

Walk ALS
Greater Chicago

singing is in order...

happy 30th birthday
Betty

action items



REGISTER FOR THIS EVENT



BUILD A TEAM



UTILIZE SOCIAL MEDIA



FUNDRAISE



MAKE FRIENDSHIP BRACELETS




PUT OUT YARD SIGNS
HAND OUT BUSINESS CARDS
POST FLIERS



challenge #1

FILL YOUR ROSTER


Walk ALS
ALS United

MARCH MADNESS
LET'S FILL THE TEAM ROSTER

First Four!


Walk ALS
ALS United

MARCH MADNESS
LET'S FILL THE TEAM ROSTER

Elite Eight!


Walk ALS
ALS United

MARCH MADNESS
LET'S FILL THE TEAM ROSTER

Sweet Sixteen!

HOW IT WORKS:

- Make sure you are registered
- Recruit folks to join your team
- Each person registered from now through April 1st, will be entered to win a prize package!
- Each team registered between now and April 1st, will be entered to win a prize package!

+ PLUS...fill out the templates, post to social media, tag @alsunitedchi and get an extra entry! (up to 3)



challenge #1

FILL YOUR ROSTER



- additional graphics -



contact info

WALK STAFF

LAUREN GROSS

lauren@alsunitedchicago.org

SAMANTHA COURTER

samantha@alsunitedchicago.org

KAT LAMAR

kathryn@alsunitedchicago.org

BETTY MAGANA

betty@alsunitedchicago.org

KENDRA ALBERS

kendra@alsunitedchicago.org

CARE SERVICES STAFF

JOUMANA BAROODY

joumana@alsunitedchicago.org

PEGGY O'CONNOR

peggy@alsunitedchicago.org

GEMA RAMOS

gema@alsunitedchicago.org

BRIANNA NEAL

brianna@alsunitedchicago.org

PRESIDENT & CEO

JULIE SHARPE

julie@alsunitedchicago.org



312.932.0000

9am – 5pm

M-F



before you go...

Thank you