



Fundraising Guide Using FirstGiving.com Team Fundraising

Thank you for supporting the ALS Hope Foundation by using FirstGiving.com! FirstGiving is a secure, online fundraising tool that helps us maximize awareness and donations for our cause! Please use this guide as a resource to help you as you reach your fundraising goal!

If you have questions or would like assistance from the ALS Hope Foundation, please do not hesitate to contact our office at: (215) 568-2426 or ALSHF@ALSHopeFoundation.org.

Join a Team

- Visit: www.FirstGiving.com/ALSHopeFoundation
- Choose the event you want to support
- Click the “Teams” tab
- Find your team and click green “Join” button
- On the next page, click the “Join Now” orange button
- Then, follow the instructions to register online

Donate to a Team

- Visit: www.FristGiving.com/ALSHopeFoundation
- Choose the event you want to support
- Click the “Teams” tab and select your team
- Click green “Donate” button
- Enter donation amount, display name and comment, and payment information
 - Be sure to indicate if your company will match your donation
- Confirm your donation and print your receipt

Sample Email Message to Solicit Donations

Dear Friends,

ALS, more commonly known as Lou Gehrig’s disease, is a neuromuscular disorder that robs its victims of their ability to walk, talk, swallow, and, eventually, breathe. Relying heavily on private donations, research organizations and patient care facilities are making headway to discover the intricacies of this devastating illness, of which there currently no known cause or cure.

Join me, today, in helping to make a difference in the lives of those affected by ALS. The money we raise through FirstGiving supports the programs of the ALS Hope Foundation and MDA/ALS Center of Hope, a multidisciplinary patient clinic at Drexel University College of Medicine.

If you would like to join our fundraising team, please visit (URL) and click the green “Join Now” button.

Thank you for your generosity!



Fundraising Guide Using FirstGiving.com Fundraising Tips

Raise \$250 in a Week!

Day 1: Sponsor Yourself	\$30
Day 2: Ask 2 Family members for \$25	\$50
Day 3: Ask 3 friends for \$20	\$60
Day 4: Ask 4 Co-Workers for \$15	\$60
Day 5: Ask 5 Neighbors for \$5	\$25
Day 6: Ask a loved one for \$25	<u>\$25</u>
Day 7: Celebrate!!!	\$250

Tips for Fundraising Success

- **Make it personal:** If your team is running for someone who has ALS, share the story when you are asking for pledges
- **Set a goal:** Set the bar high among your teammates and keep each other accountable for fundraising
- **It doesn't hurt to ask:** The moment you limit who you ask, you limit the amount you raise
- **Check:** Log-on to your FirstGiving account often and keep your Team page updated
- **One a day:** Ask one person a day to sponsor you online
- **Gifts:** Find out if your company has a matching gift program
- **Get the word out:** Send letter and emails to family and friends asking for support.





Fundraising Guide Using FirstGiving.com Information About ALS

About Amyotrophic Lateral Sclerosis (ALS)

- ALS is more commonly known as Lou Gehrig's disease, named after the New York Yankee who succumbed to the disease at the age of 36.
- ALS is a neuromuscular disease that causes damage to the nerve cells controlling voluntary muscle movement
- Currently, there is no known cause or cure for this debilitating disease
- First, ALS affects the muscles in a person's legs, arms, and/or throat and mouth, but ultimately affects all voluntary muscles, resulting in paralysis
- Cognition remains unaffected in most cases of ALS
- Every 90 minutes, someone is diagnosed with ALS
- Typically, a patient lives 3-5 years following ALS diagnosis

To learn more, please visit: www.ALSHopeFoundation.org

About the ALS Hope Foundation

Fast Facts

Founded: 1999

Founders: Dr. Terry Heiman-Patterson & Dr. Jeffrey Deitch

Tagline: "Hope is on the horizon"

Primary goal

To provide long-term support to:

- Basic and clinical research programs leading to a cure
- Clinical centers of excellence for the care and treatment of patients with ALS
- Support programs for patients and care-givers that optimize care and promote patient independence
- Programs that promote patient and physician education about the diagnosis, treatment, and caring for the patient with ALS

Secondary goal

The ALS Hope Foundation is working to:

- Establish a team of talented and imaginative scientists who will work cooperatively to accelerate ALS research
- Provide these researchers with stable funding to ensure that ALS research continues uninterrupted
- Provide funding for innovative, groundbreaking research across the country and around the world where traditional funding sources are not forthcoming.