

test your strength. push your limits. FIGHT ALS.

DENVER COLFAX MARATHON

Run to Defeat ALS

MAY 16TH-17TH, 2020

your fundraising guide

THE ALS ASSOCIATION ROCKY MOUNTAIN CHAPTER

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The ALS Association Rocky Mountain Chapter Team Challenge

our relationship with denver colfax marathon



-  The Denver Colfax Marathon has a Charity Partner Program. They work with about 250 charities and non-profits each year. When an individual goes to register for the race of their choice they have the option in registration to choose a charity they would like to run for. All registration fees for races go to Colfax Marathon.
-  Denver Colfax Marathon is providing the opportunity to bring the community together and run for common causes, to help charities get their name out there, and to provide a platform for the charity to raise funds.
-  When you register for the Denver Colfax Marathon, and choose to run for The ALS Association Rocky Mountain Chapter we ask that you join our Team Challenge page to become part of our community! Go to <http://web.alsa.org/Colfax>.



The ALS Association Rocky Mountain Chapter Team Challenge

who we are + what we do

To discover treatments and a cure for ALS, and to serve, advocate for, and empower people affected by ALS to live their lives to the fullest.

Amyotrophic lateral sclerosis (ALS) is a progressive neurodegenerative disease that affects nerve cells in the brain and the spinal cord. Eventually, people with ALS lose the ability to initiate and control muscle movement, which often leads to total paralysis and death within two to five years of diagnosis. For unknown reasons, veterans are twice as likely to develop ALS as the general population. There is currently no known cause or cure.

The ALS Association is the only national nonprofit organization fighting Lou Gehrig's Disease on every front. By integrating local care services, cutting-edge global research, and nationwide advocacy on behalf of those living with ALS. The Association builds hope and enhances quality of life while aggressively searching for new treatments and a cure.

OUR VISION: CREATE A WORLD WITHOUT ALS.

your donation funds:

\$89+
MILLION



dedicated to research since the ALS IBC to advance treatments and a cure



Played a key role in ensuring people with ALS have access to wheelchairs and complex rehab technology by applying legislative pressure on the Centers for Medicare and Medicaid Services. A big advocacy success!



13

Affiliated clinics nationwide

770+
MEETINGS



11
ACTION ALERTS

\$10M
NATIONAL ALS
REGISTRY



126+

FUNDED GLOBAL
RESEARCH PROJECTS
IN 8 COUNTRIES

...AND



ALS
ASSOCIATION

The ALS Association Rocky Mountain Chapter Team Challenge

how you can help

You've already taken the most important step and joined the movement by registering for the Colfax Marathon and our Team Challenge ALS page



Your online fundraising center is your one-stop shop to defeat ALS! Forgot your username or password? Check with your event staff!



Use your fundraising center to share the story of why you joined the Run to Defeat ALS. Once you update your page, customize your URL to send to friends and family, put in email signatures, or share on social media!



Did you know you can upload your contacts to your participant center to easily send emails to friends and family asking for support? Use the templates provided for you or create your own. Your participant center will even group people automatically to easily thank donors or ask again!



When you support yourself with a gift, others are much more likely to support you, too! Make a donation to yourself, then grow the movement by sharing a link to your page on social media!



The ALS Association Rocky Mountain Chapter Team Challenge

TIPS + TRICKS

DOUBLE YOUR DOLLARS | matching gifts

After all of your fundraising work is complete, you still may be able to increase your impact on the fight against ALS. Many companies will match their employees' charitable contributions. Be sure to check with your employer and ask your supporters to as well! You can also visit www.matchinggifts.com/als to see if your company participates. Don't forget to talk to your company about forming a corporate team, too!

BRUSH UP ON YOUR LITERATURE | posters + brochures

Reach out to your event coordinator and ask for posters, brochures, or other items to help promote. Ask local restaurants or community gathering places to display them to help spread the word!

GET STARTED "WRITE" AWAY | sample letters + emails

Check out the sample letters available on the website or create your own and send it out to friends and family asking for support. Include the story of WHY the event is important for you and share a photo if you have one!

REPRESENT | marathon swag

Get creative and create running tees! On a marathon relay team? Boost team spirit with matching team swag! Select a vendor and share your design. Remember to keep it cheap and start early.—a good range is usually between \$4 and \$6 and production can take 3-4 weeks.

GET INVOLVED | connect with other runners

Connect with other runners that are running for The ALS Association Rocky Mountain Chapter! Chat about fundraising ideas, how to spread the word, and getting other runners to join in on the experience!

BE CREATIVE | put the FUN in fundraising

Use your interests and hobbies as a way to boost your fundraising! Love fantasy football? Use half your league buy-in as a Walk donation. Do you paint, knit, or record music? Sell your art for donations! You can even see if your work will sponsor each mile you run! Check out the Fundraising A-Z list for other ideas.

LEAD BY EXAMPLE | talk the talk + walk the walk

Communicate often with your team or with your events coordinator to get motivated and excited for the event. Make a donation to your cause and provide fundraising suggestions to get to your goal!



The ALS Association Rocky Mountain Chapter Team Challenge

flaunt your success

We know you fundraise to fight ALS, but it's always nice to receive a pat on the back for a job well done. This penny is our way of shouting from the rooftops that we think you're the greatest! Also, what better way to represent The ALS Association Rocky Mountain Chapter than wearing this awesome running penny!

Raise **\$250*** or more for this awesome Team Challenge
ALS penny!

This will help get a loaner ramp to make a more accessible home through the progression of the disease.



**Fundraising efforts must be credited towards your own personal fundraising efforts and page.*



The ALS Association Rocky Mountain Chapter Team Challenge

team challenge ALS



DENVER COLFAX MARATHON

location: Denver | location varies depending on race

date: May 16th-17th, 2020

details: Check on runcolfax.org for details

Fundraising: On <http://web.alsa.org/Colfax>

tips:

- The event will happen rain or shine. Plan to visit our tent in Charity Village when the run is over!
- Participants who raise \$250 or more receive an official ALS penny. Pick up yours before the event, or we can mail it to you!
- Arrive early to ensure you have enough time to park, check in and get warmed up!
- Don't forget to fundraise!

volunteer:

Volunteer opportunities include assistance at our tent in Charity Village!

If you would like to help with outreach for the marathon or volunteer in the tent please reach out to your event coordinator to sign up or contact events@alsaco.org.



The ALS Association Rocky Mountain Chapter Team Challenge

ALS

ASSOCIATION
Rocky Mountain
Chapter



We appreciate your support to The ALS Association Rocky Mountain Chapter by signing up for the Colfax Marathon and our Team Challenge!

THANK YOU TO OUR CORPORATE PARTNERS



The ALS Association Rocky Mountain Chapter Team Challenge