

The ALS Association Greater New York Chapter

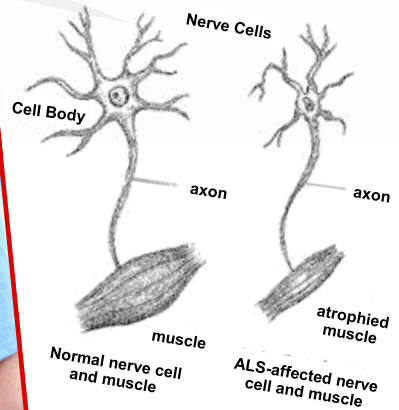
STUDENTS CHALLENGE



Join the fight against Lou Gehrig's Disease!

What is ALS?

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. There is no cure, and only one drug approved by the U.S. Food and Drug Administration (FDA) modestly extends life expectancy.



About The ALS Association Greater New York Chapter

The ALS Association is the only national, 501(c)(3) not-for-profit voluntary health organization whose mission is to lead the fight to cure and treat ALS through global cutting-edge research, and to empower people with Lou Gehrig's disease and their families to lead fuller lives by providing them with compassionate care and support.

The Greater New York Chapter provides a full range of essential patient and family services in all five boroughs of New York City, Long Island, Westchester County, Hudson Valley, and northern and central New Jersey.



Greater New York Chapter

About the Students Challenge ALS Program

Students Challenge ALS is a school-based program supported by The ALS Association Greater New York Chapter that provides students with the tools to become advocates for the ALS community by encouraging and emphasizing community activism. The goal of this program is to increase support for those living with Lou Gehrig's disease by raising funds and awareness to improve the lives of ALS patients and their families.

Grassroots campaigns have the ability to change and empower communities. We saw this when the 2014 ALS Ice Bucket Challenge inspired people from around the globe to join in our cause and support our mission. The unprecedented awareness and funds raised to support the ALS community has dramatically strengthened the fight against this disease to an unparalleled level but we still need your help to bring us another step closer to finding a cure. We challenge you to further these efforts by starting a fundraising and awareness campaign today!

The ALS Association staff is ready and willing to help guide you and your students through the steps to create a successful event or campaign. Whether you lead or participate in a group project, join us on Walk days, or use our baseballs and bracelets to help us Challenge ALS, joining **Students Challenge ALS** is a simple, fun way to support the fight against Lou Gehrig's disease. Above all, this program is a way for students to develop their skills and learn how to take initiative and be leaders in their communities.

Join us!

Pick Your Event

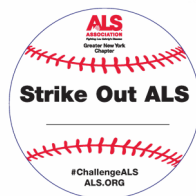
Fight 4 a Cure by Hosting Your Own Fundraiser!

1 Athletic Tournament

Choose your favorite sport and start a single-elimination tournament just for students! Create a celebratory atmosphere with face painting and donated snacks. Hold a track and field day with face painting and donated snacks. Hold a track and field day with a variety of games. If a smaller scale event works better for your school, host a workout class like Zumba or a dance-a-thon. All of these options are fun and competitive ways to get people excited to raise money for ALS.

2 Baseballs & Bracelets

Our Challenge ALS materials are a simple way to engage students at your school. The ALS



and/or bracelets to be sold to students as an amazing awareness campaign and fundraiser. Consider doing this in May during ALS Awareness Month! The items can be priced at an amount that best fits you and your school. We suggest \$5!

3 Walk with Us

Each year throughout New York and New Jersey we hold 7 Walk to Defeat ALS events.

Creating a Walk team for your school is a great way to involve students in a team building event that everyone will love. This is also a simple way for students to ask their friends and family to donate and help support an important cause. For more information visit us at WWW.ALSWALKS.ORG!



4 Build Your Own Event

Get creative! Host a bake sale, fashion show, talent show, or use our paper Ice Bucket Pin-Ups to do an all-school Ice Bucket Challenge! Whether you fundraise with cookies or tickets, The ALS Association



For more detailed How-To Guides, complete the enclosed Event Registration Form

Make it Happen

4 Steps to a Successful Event!

1 Nail it Down

Begin by selecting your event type, set a date, decide on a location, and set a fundraising goal. Once you have answers to all of these questions, you're ready to fill out and send in your **Students Challenge ALS** Event Registration Form.

2 Recruit

Projects need extra hands and pulling off a successful event requires lots of support. Organize a group of students and delegate



responsibilities clearly. Students can be assigned tasks to prepare for the event or can volunteer on event day to ensure that things run smoothly. Consider creating student committees to tackle certain jobs. Detailed job descriptions will keep the project organized and on track.



3 Market Your Event

This is your opportunity to raise ALS awareness! Promoting your event on social media outlets like Facebook, Twitter, or Instagram will spread information regarding your event to your students quickly. Be sure to check with your administrators on social media policies! Designate a student marketing committee to post flyers around campus and contact school or local papers for a press release. Involve your students in letting people know the who, what, where, when, and why behind your **Students Challenge ALS** event!

4 Fundraise!

You can fundraise before, during, or even after your event. Start off by asking for donations to support your **Students Challenge ALS** event but also don't be afraid to think outside the box. Consider securing a sponsor, selling tickets, holding a raffle, or all of the above!



Tips & Tricks

Advice to Help Along the Way

Keep Your purpose in mind

The overall goal of your event is to raise awareness and support for the ALS community. If you keep this in mind while planning your event, it will be easier to make decisions and your team will stay focused.

Keep the Fun in Fundraise!

All of our events are designed to raise funds and awareness but each event is also intended to be FUN! Supporting a great cause is meaningful but it should also be enjoyable. We want you and your students to have a great time.

Highlighting the fun will encourage your students to join and remain active from start to finish ensuring a successful, educational, and memorable event.



Stay Organized

Throughout the planning process, it is crucial to keep everything well organized. The ALS Association event staff can provide you with spreadsheets and a personalized website to keep track of your donations.



Maintaining organization will also make final steps such as filling out your **Students Challenge ALS** Event Completion Form or sending out Thank You notes a breeze!

Speaking of Thank You Notes...

It's important to send out Thank You notes to show your appreciation to all those who helped make your event incredible!

Thank You!

We're Here to Help!



The event staff at The ALS Association is here and happy to help if you have questions or need assistance at any point during the planning process.

See What the Students Say



Who:

Skylar Christensen
Arlington High School

What:

Paint Race for ALS

Where:

Poughkeepsie, New York

When:

Annually since 2015

Why: “I went to Arlington high school and took a Civic Engagement and Leadership class in the fall semester of my Junior year. The whole purpose of the class was to create a project you were passionate about that would benefit the community in some way. I came up with the idea of holding my own version of a color run to fundraise for The ALS Association in honor of my grandfather, uncle, and mother who have the disease. I called it a *Paint Race for ALS*. I had people register online, got volunteers to throw the paint, and picked a day. I had over 200 participants and raised over \$2,500! Myself and everyone involved enjoyed it so much I decided to hold two more while I was a student at Arlington and created a committee to make sure Arlington keeps fundraising even though I have now graduated. The running total we fundraised is over \$4,500 and the number will keep going up every May!”

Who:

Phi Delta Theta
Fraternity

What:

Pie-A-Phi

Where:

Walk to Defeat ALS
Long Island, NY

When:

Annually since 2013



Why: “Most people do not know that Lou Gehrig was a Brother of Phi Delta Theta, which is exactly why we love to extend our help and support to The ALS Association whenever possible. Hosting our Pie-A-Phi event at the Long Island Walk in 2014 was a truly great experience. Having the chance to participate at the Walk and witness the support and encouragement it brings to families was a fun way to see something truly inspiring happen right before my eyes.”



Who:
Bennett Reiss
Student of
Walt Whitman High School

What:

Shoot For A Cure

Where:
Long Island, New York

When:
Annually since 2014

Why: “The success of Shoot For A Cure has been nothing short of remarkable. In its three years, we have raised nearly \$12,000 in our fight for a cure. Organizing this event has been a great way to educate others about ALS, and participating is an incredible way to fundraise in that not only are you helping to find a cure, but you're doing it in ways that are fun. Getting together with great friends and playing some basketball is always a fun time.”

Who:

Kean University

What:

Ice Bucket Challenge!

Where:

University Campus
Union, NJ

When:

September 2014



Why: “Kean University's Ice Bucket Challenge was one of our most successful fundraisers to date. When members of our school's Board of Trustees extended the challenge to university president, Dr. Dawood Farahi, he wanted to recruit the entire Kean community to the effort to raise funds and awareness for ALS research. Developing the event with the ALS-NY team, our big day included hundreds of students, faculty, staff, alumni & community members, all gathering on the steps of our new Green Lane Academic Building to take part. Kean athletics teams and Greek life organizations all showed up to take the challenge together. Contributions from the Kean community, combined with our partners at the campus bookstore, Barnes & Noble: College, and their generous team, totaled over \$40,000. The entire process took a little over three weeks to coordinate and many members of the University team contributed to the successful event. The event was a huge success and brought the entire Kean community together for a great cause!”

Next Steps

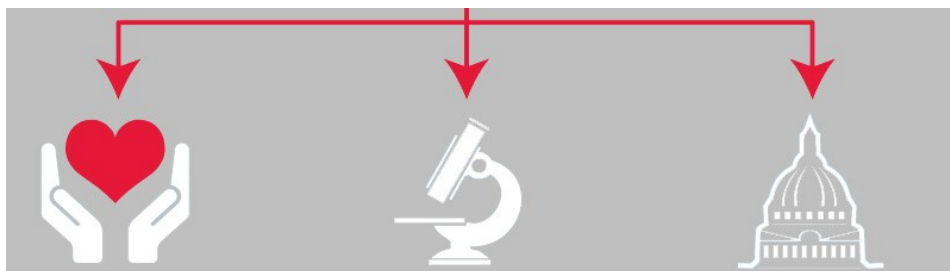
If you are interested in hosting your own **Students Challenge ALS** event, please fill out the enclosed Event Registration form and email/mail it to:

**The ALS Association
Greater New York Chapter
42 Broadway, Suite 1724
New York, NY 10004**

Once your event form has been received, a member of The ALS Association event staff will contact you to help get you started!

EVERY DONATION SUPPORTS:

- 4 multidisciplinary ALS centers
- Support groups and home visits
- Cutting-edge research
- Transportation program
- Equipment loan program
- Patient education programs
- Augmentative communications program
- Public Policy and Educational programs



All donations should be in the form of check or money order and made out to **The ALS Association Greater New York Chapter**. Please include **Students Challenge ALS** on the memo line.

QUESTIONS?

For questions or additional information about our **Students Challenge ALS** program, please contact:

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Fighting Lou Gehrig's Disease

Greater New York Chapter

**The ALS Association
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42 Broadway, Suite 1724
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**WWW.ALS-NY.ORG
www.StudentsChallengeALS.org**