STUDENTS CHALLENGE ALS

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, the Hudson Valley, and northern and central New Jersey.
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.

People from around the globe have joined in our cause by taking the ALS Ice Bucket Challenge. The unprecedented awareness and funds raised by this campaign to support the ALS community has strengthened the fight against this disease to an unparalleled degree 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. Whether you lead or participate in a group project, join us on Walk days, or use our baseballs and bracelets to help us Strike Out 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, 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 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 Strike Out ALS materials are a simple way to engage students at your school. The ALS Association will supply you with paper baseball Pin-Ups 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 $4!

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 staff is here to help you along the way!

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

**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.
In the Fall of 2013, our close friend revealed that her father was diagnosed with ALS. Our friend's golf-fanatic father persistently continued to play his favorite sport despite the fact that he was rapidly losing motor function in his hands. We came up with Swing for ALS, a charity fundraiser event that took place at our town's local driving range. It took months of planning and lots of encouragement from both friends and family members but at our inaugural Swing for ALS event, we not only surpassed our initial goal of $3,000 with an end of over $5,500, but also reached out to the community in a way beyond mere dollars. By contacting local restaurants, our newspaper, and spreading the word through our school and church, we were able to make a difference, one which we hope to expand in the future.

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.
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!

**WHO:** Bennett Reiss  
Student of Walt Whitman High School  
**WHAT:** Shoot For A Cure  
**WHERE:** Long Island, New York  
**WHEN:** March 2014
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 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

QUESTIONS?

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

Reagan Swaine
rswaine@als-ny.org
Phone: (212) 619-1400
Fax: (212) 619-7409

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.