



With 1,000 or more people at some of our Walks, it is worth the effort to take that extra step to stick out from the crowd. We encourage our teams to consider doing something distinctive to be noticed and promote team spirit!

DESIGN A T-SHIRT, HAT, OR OTHER UNIQUE ITEM JUST FOR YOUR TEAM. Include a photo of your pALS or a favorite slogan. Make a banner or special sign to carry at the head of your team during the walk. Use your imagination—the sky is the limit!

And, you don't need to wait until Walk day to distribute the items to your walkers. Hold a pre-Walk party the week before the Walk and hand them out then. It's a fun and effective way to build enthusiasm and a perfect time for the team captain to collect walkers' forms and funds to turn in the morning of the Walk.

SIGNS: We create an individual sign for every registered team to carry as they walk, but you are more than welcome to design your own sign and bring it with you!

You can also order professionally made Trail Signs (\$20.00 each) honoring your pALS or team. These signs are placed along the path at all the Walks. Please order your sign at least two weeks before your Walk date.



Don't delay! Register your team today:

VISIT OUR WEBSITE: www.alsofmichigan.org and follow the links for the Walk 'n Roll for ALS. Make sure your team members join and FUNdraise, too!

OR, SEND YOUR COMPLETED TEAM REGISTRATION FORM TO:

Mail : ALS of Michigan, 24359 Northwestern Hwy, Ste 100, Southfield, MI 48075

Fax: 248-354-6440 (please call 248-354-6100 to confirm receipt)

Email: Joanne@alsofmi.org



For Questions or More Information:
Contact Joanne at (800) 882-5764 ext. 225
or email: Joanne@alsofmi.org



17TH ANNUAL
Walk 'n Roll
for ALS

ALSoFMichigan.org
HOPE. HELP. HERE FOR YOU.™



2017 QUICK GUIDE FOR TEAM CAPTAINS

Presenting Sponsor



Creating Community Chemistry.



KEEP CALM AND STUDY HARD

IT'S TIME TO WALK 'N ROLL!

THANK YOU for participating in our *17th Annual Walk 'n Roll for ALS* and for your willingness to serve as a Team Captain. Your team's participation and fundraising will have a tremendous impact on our Michigan pALS (people with ALS), their families and caregivers by helping them live every day as fully as possible.

This Quick Guide will provide information to help get you started on your Walk 'n Roll experience! Don't hesitate to call or email if you have any questions.

DATES & LOCATIONS

Saturday, September 9, 2017

Lake Erie Metropark in Brownstown at the Food Pavilion
10:00 am Registration 11:00 am Walk begins

Sunday, September 17, 2017

Hawk Island Park in Lansing at the Red Tail Shelter
10:00 am Registration 11:00 am Walk begins

Sunday, September 24, 2017

Kensington Metropark in Milford at North Martindale Beach
10:00 am Registration 11:00 am Walk begins

Sunday, September 24, 2017

Stony Creek Metropark in Shelby Twp. at Eastwood Beach
10:00 am Registration 11:00 am Walk begins

Sunday, October 1, 2017

Emerson Park in Midland
1:00 pm Registration 2:00 pm Walk begins



QUICK FACTS FOR ALL WALKS

Registration Fee: NONE! Your support and the support of your team members are all we need.

T-Shirts: Complimentary to all participants. EACH AND EVERY team member should strive to raise at least \$100 each - and even better - **set a goal of \$150.**

Length of Walk: Approximately three (3) miles on a path that is wheelchair friendly. Walk all or part of the route, or just be there to enjoy the festivities which generally run about 2.5 to 3 hours.

Complimentary Food & Beverages: All Walks serve food and beverages before and after the Walk, ranging from coney dogs to pizza (depending on location) and desserts.

Parking: All parks except for Emerson Park in Midland have parking fees ranging from \$3 to \$10 per car. Consider car-pooling to reduce this cost.

Weather: We will walk rain or shine, except in the event of an electrical storm.

4-legged Friends: Dogs are welcome at all Walk locations! They MUST be restrained on a 6-foot leash, and kept away from beaches and pavilions.



ALS of Michigan rolls out the red carpet for you as a *2017 Walk 'n Roll for ALS Team Captain*. By leading your Walk team, you will ensure success for each and every member of your team. THANK YOU for being one of our heroes!

Here is what a Team Captain does to guide and motivate their team:

- ◆ **RECRUIT** members for your team. Family, friends, co-workers, neighbors, - anyone you know can be a team member. Teams can range from 1 person to Infinity!
- ◆ **REGISTER** your Walk 'n Roll team by signing up online at www.alsofmichigan.org or by completing and returning the Team Registration Form. Be sure to have all your Team members register and build their own Walk page too!
- ◆ **NAME** your Walk 'n Roll team. Be creative! Many people honor their pALS, like:
Dee's Devotees The Team Jack Built Chad's ALS Crushers
- ◆ **ESTABLISH** a fundraising goal for both your team and yourself. Keep in mind that even with just a little effort each team member can easily raise at least \$150.
- ◆ **BUILD** your Walk 'n Roll team and personal pages by simply following the links at: www.alsofmichigan.org. From there add your own photos and personal message.
Be sure to make the first donation and set the example for others!
- ◆ **ENCOURAGE** your team members to set their own fundraising goal.
Multiply your efforts by giving them the confidence to ask their circle of friends, family and coworkers to donate. A simple ASK is all that is needed!
- ◆ **SOLICIT** donations through letter writing campaigns, which include snail mail and email. Letter writing raises (on average) **FIVE TIMES MORE** than other fundraising methods. Remember, the most successful teams have EVERY WALKER do their own fundraising. You will be amazed at the results!
- ◆ **HOST** your very own event such as a garage sale, golf outing, dinner or BBQ, or a bottle and can drive, with all proceeds benefiting your Walk team.
- ◆ **ENJOY** yourself! Know that your efforts make a huge difference in the lives of our Michigan ALS community. Best of all, the funds raised stay right here in Michigan to provide important services to our ALS community at NO CHARGE EVER .
- ◆ **ASK, ASK, ASK** questions. You are not alone! ALS of Michigan staff and volunteers are here to help you. Contact us at 800-882-5764 with any questions, concerns, or suggestions.

Request a copy of our NEW *Walker's Fundraising Guide* filled with helpful tips. It is also available online at www.alsofmichigan.org.

