

Raise[®]
2021

Creative Solutions to Drive Event Engagement





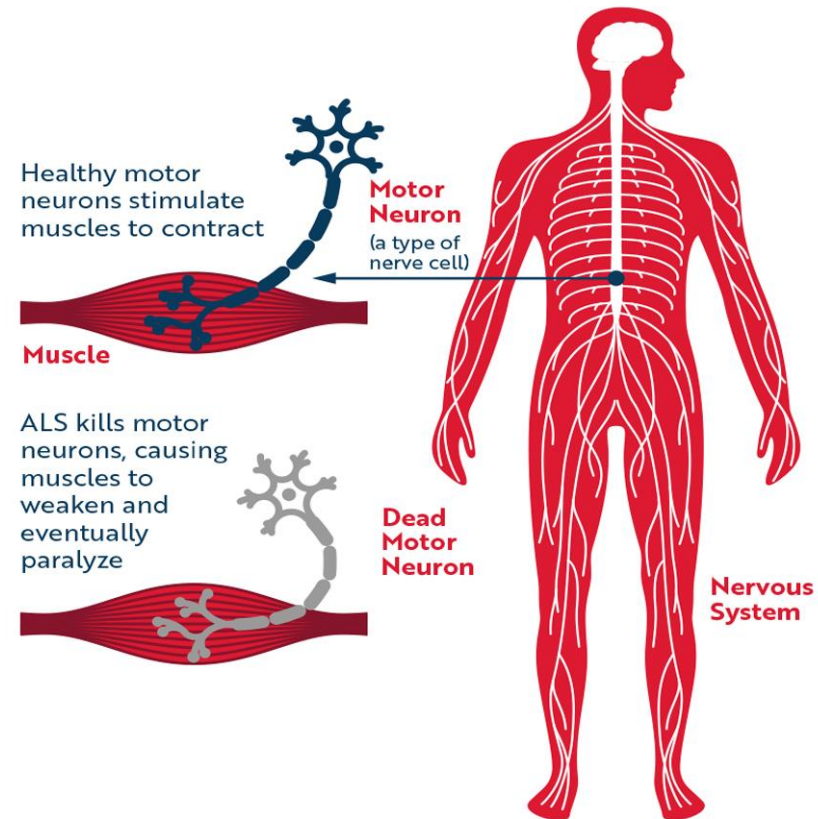
WHAT IS ALS? a·myo·tro·phic lateral sclerosis

ALS is an always fatal neurodegenerative disease in which a person's brain loses connection with the muscles. People with ALS lose their ability to walk, talk, eat, and eventually breathe.



Every **90 MINUTES** someone is diagnosed or someone passes away from ALS

There is **NO CURE** for ALS

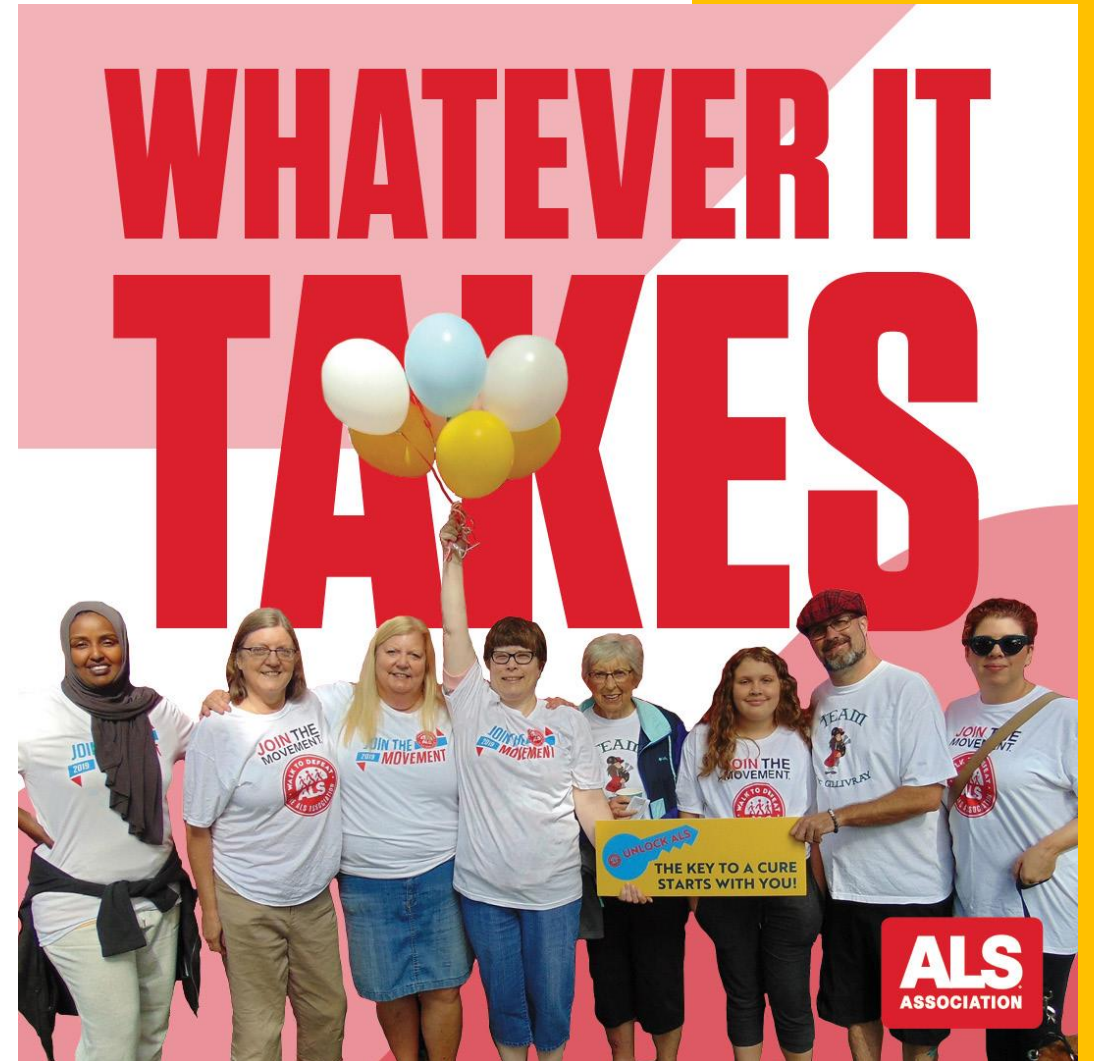


WHAT WE DO HAS NOT CHANGED

COVID only changed **HOW** WE DO IT

The ALS Association is still working to create a world without ALS.

Raise[®]
2021



Sign up
today to

**walk
your
way**



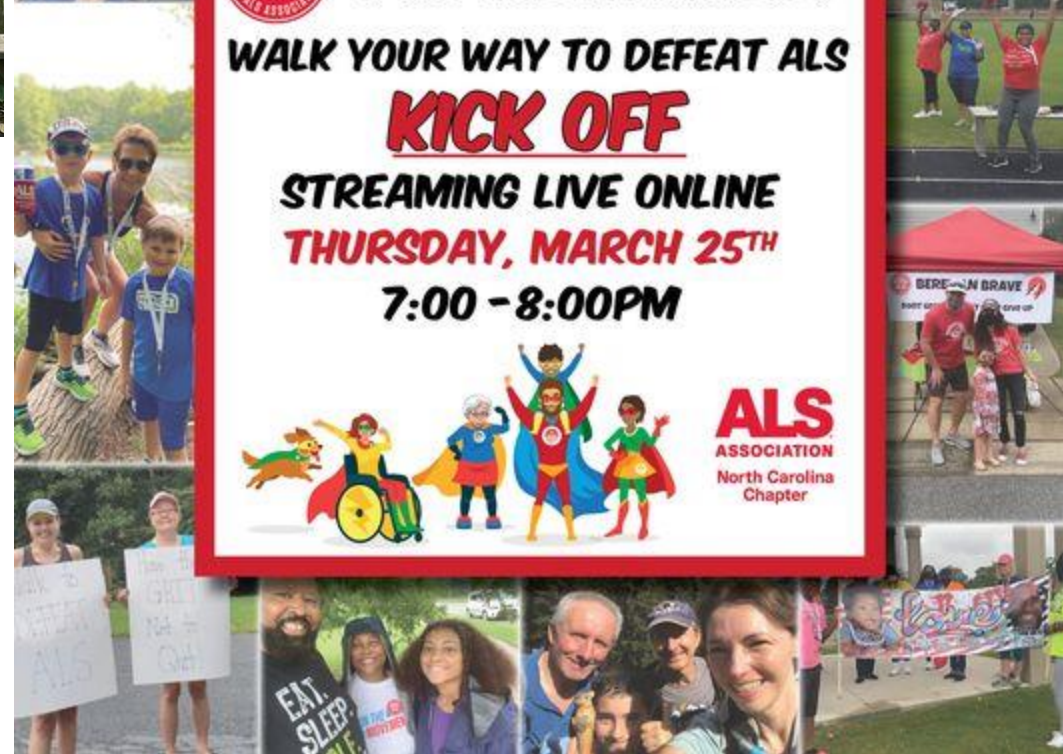
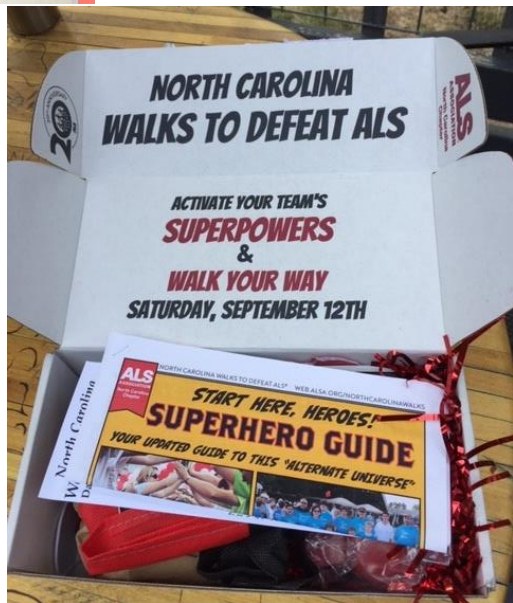
WalkToDefeatALS.org
#WalkToDefeatALS

ALS Walk Your Way

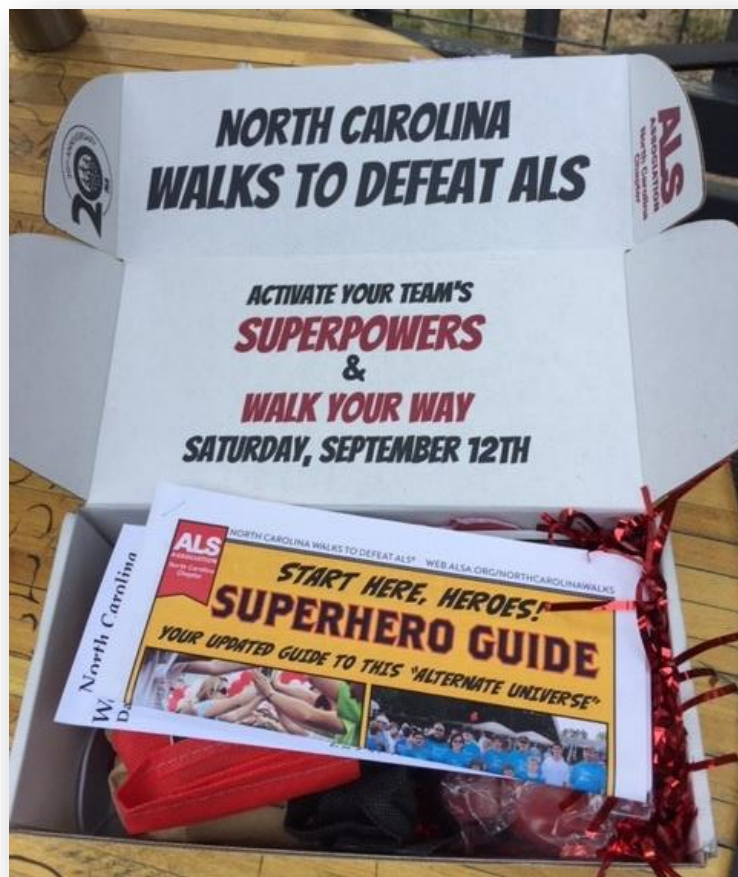


YOU'RE INVITED!
WALK YOUR WAY TO DEFEAT ALS
KICK OFF
STREAMING LIVE ONLINE
THURSDAY, MARCH 25TH
7:00 - 8:00PM

ALS ASSOCIATION
North Carolina Chapter



Walk Supply Boxes



Golf and Galas



25th ANNIVERSARY
Swing
for a CURE
The ALS Association St. Louis Regional Chapter



Virtual Program—Thursday, August 20 • Golf—Friday, August 21

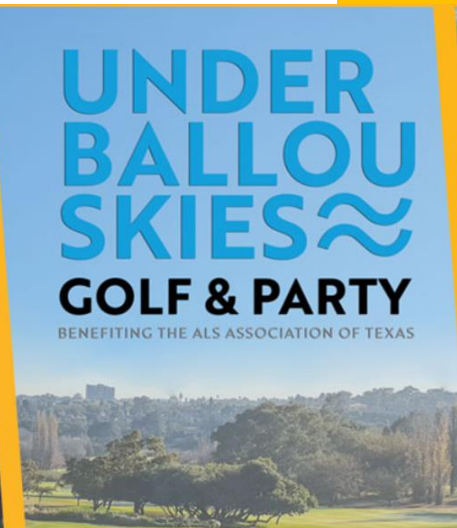


DINE TO
Defeat
ALS AT HOME
Tuesday, October 20, 2020

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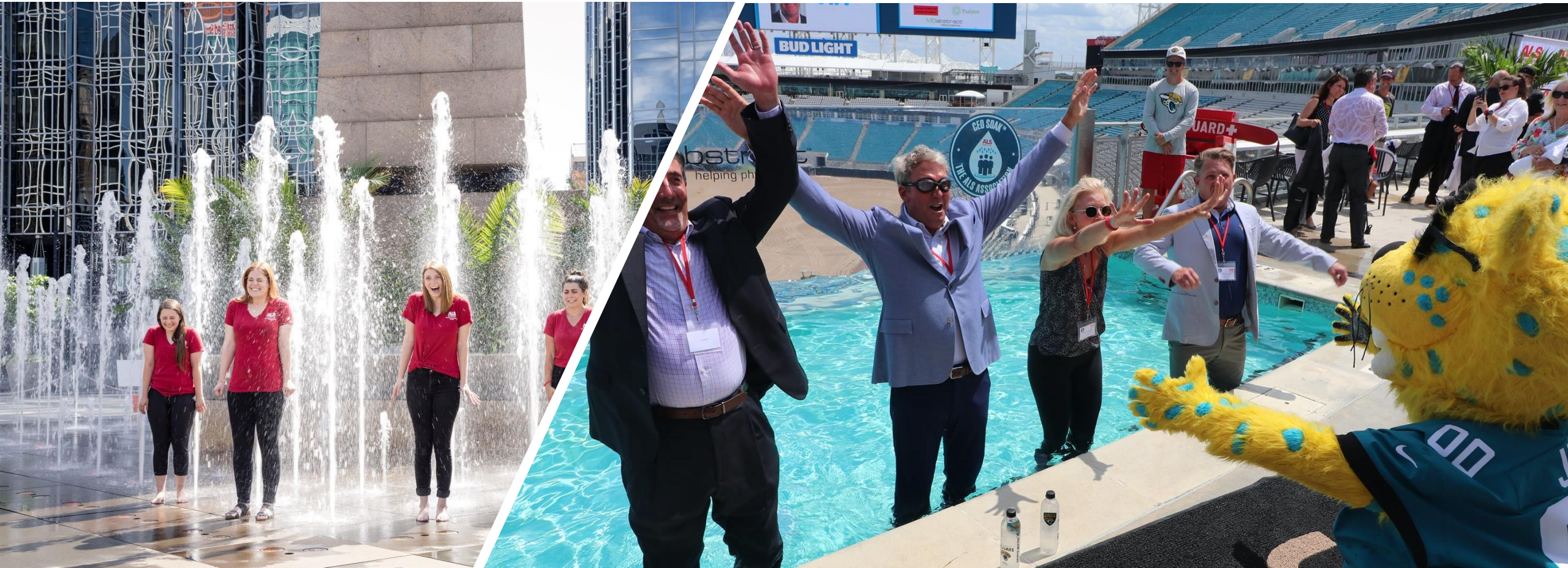


**UNDER
BALLOU
SKIES** ≈
GOLF & PARTY
BENEFITING THE ALS ASSOCIATION OF TEXAS





Corporate Opportunities CEO Soak and the Business Community Challenge



Facebook Challenges

ALS The ALS Association Greater New York Chapter
Sponsored · 🌱

Make walking a habit.

Walk 100 miles in 30 days.

Take this challenge and you'll get motivation and support from hundreds of others in our Facebook Group who are all sweating their way through April.

Sign up today and we'll send you a t-shirt... 🌱

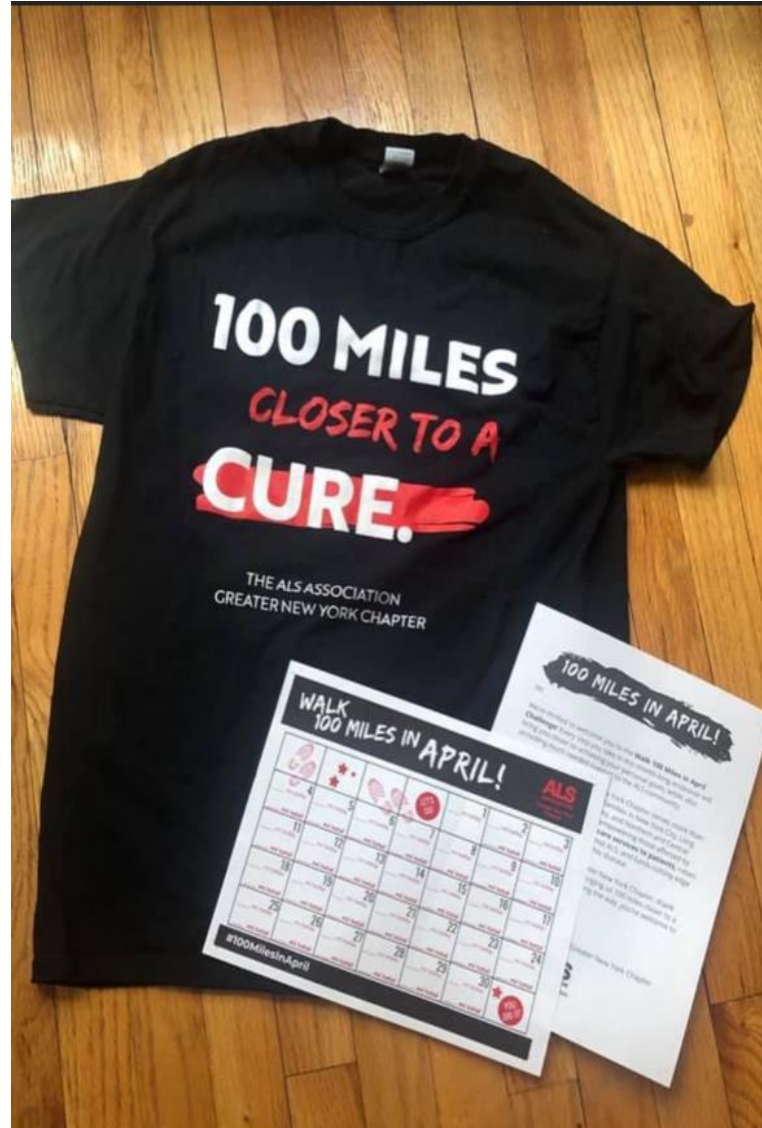


FORM ON FACEBOOK:
Walk 100 Miles in April

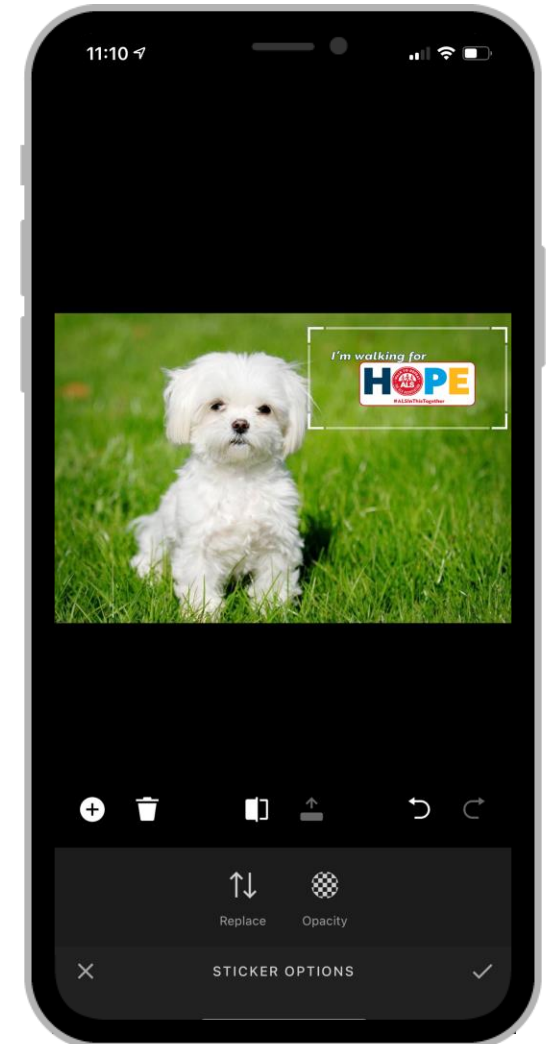
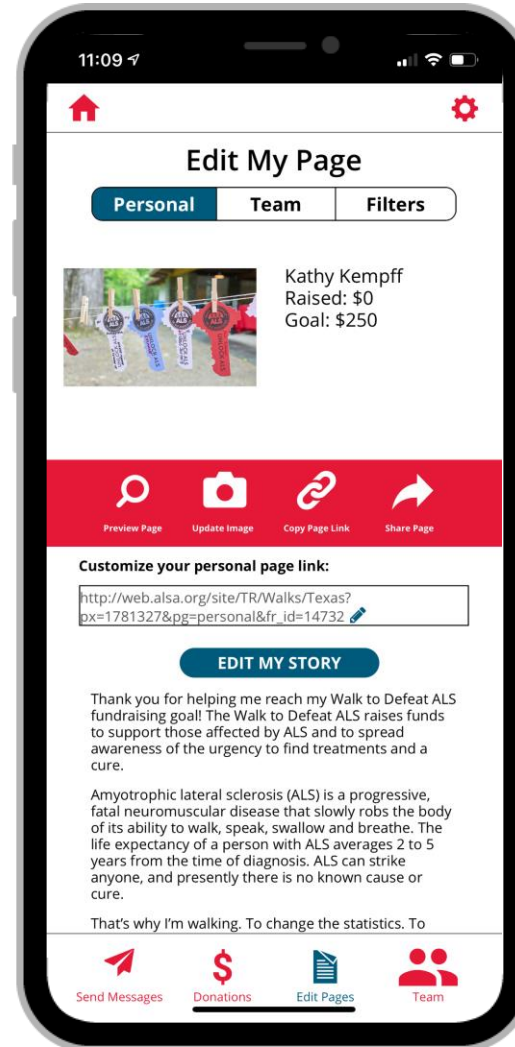
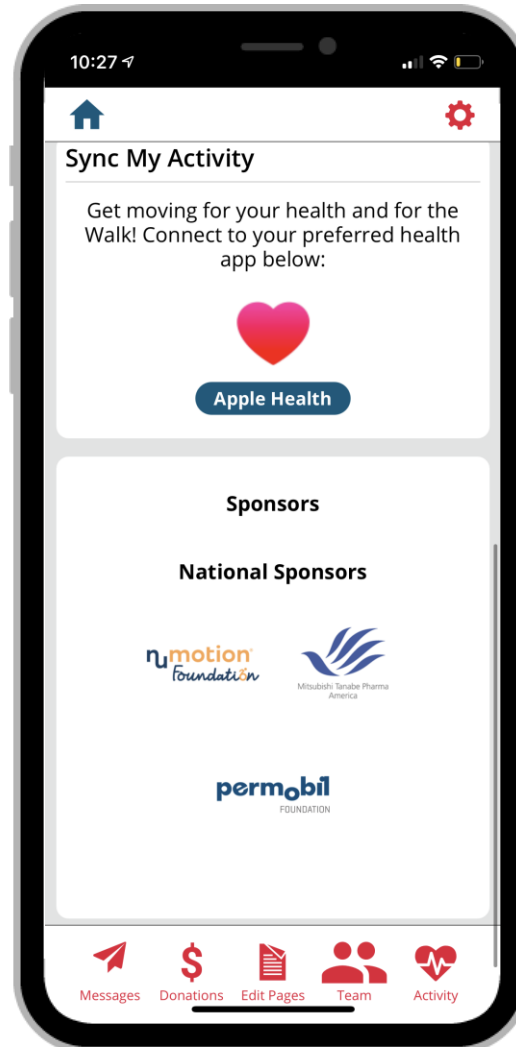
SIGN UP

You, Elen... 96 Comments 80 Shares

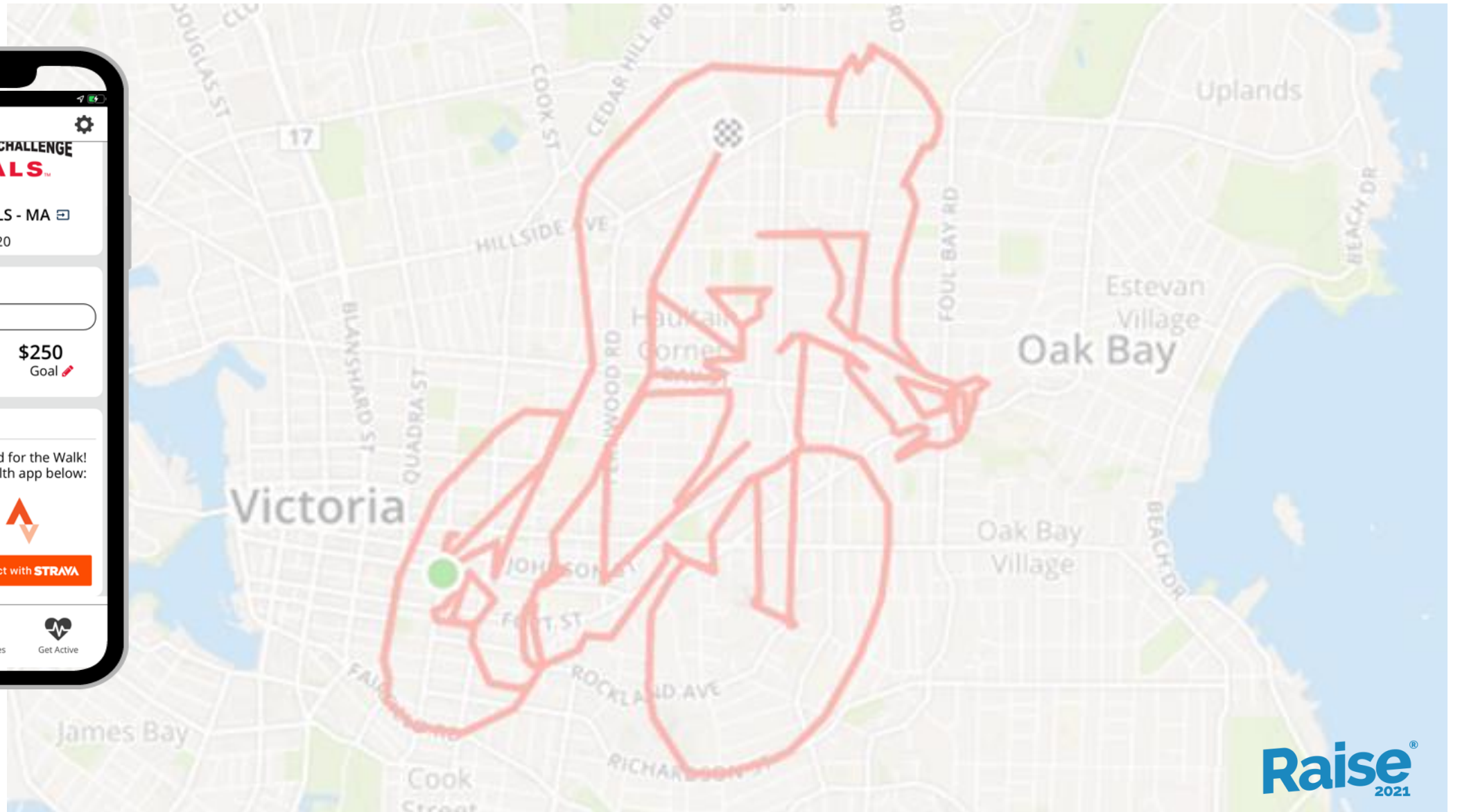
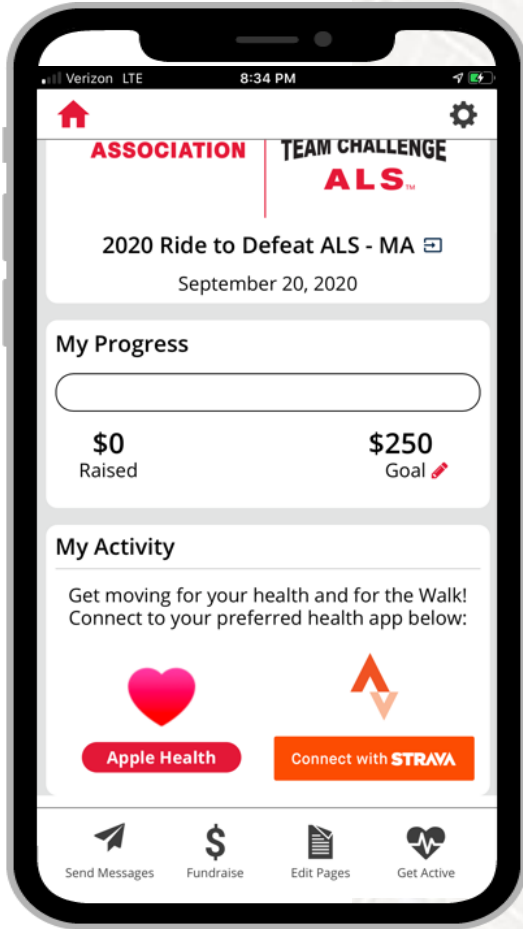
Like Comment Share



Walk to Defeat ALS App



Strava



Technology for Virtual Events



WHERE TO START

- Give yourself enough time to work out all the details before your event.
- Identify your program elements: Welcome Message, Organizational remarks, mission moment, call to action/donate, awards/tribute, entertainment, auction, etc.
- Create Run of Show & talking points.
- Phone a Friend! Do you have a volunteer or local media partner with video production experience?
- Develop a timeline & communication plan both internally and externally.



PLATFORMS

- Zoom and stream to Facebook Live.
- Facebook Premiere: used to upload and schedule the opening ceremony on Facebook.
- Makes sure you get people to "Like" your Facebook page so they will get the notification when you "go live" on event day!
- Content: PowerPoint, Canva, iMovie.
- Videos: cell phone/video camera
- Distinguished Events: GreaterGiving
- Spend strategically, depending on type of event, might need to spend in certain technologies or hire professionals.

BEST PRACTICES

- REHEARSE, REHEARSE, REHEARSE!!! Have A LOT of practice sessions with your team using all platforms!!
- Pre-Recorded is the best option and if run of show is scripted right it can appear as if it is "live".
- Communicate with your participants what to expect and how to stream!
- Have multiple hosts on Zoom calls. This will save you if you lose connection and drop off the call.



VIDEO TIPS

- Use a tripod with a ring light.
- If recording on an iPhone, use iCloud link to export for high quality!
- Export as MP4, 1080p
- Record in horizontal/ landscape mode.
- Don't zoom in, video will look grainy.
- Clothing: wear solid colored branded t-shirts.
- Facebook live through Zoom is delayed! Be aware, you are probably live before you know it.

By Paul Sullivan | Feb. 19, 2021

The New York Times

WEALTH MATTERS

Raising Money for a Nonprofit? Try a Personalized Approach

“People are really looking for something more than a transaction” said Michael Wagner, co-founder of Omnia Family Wealth, which manages \$2 billion for 60 families. “It’s about building a partnership based on a relationship. People used to be OK with just giving the money and being done with it, but that isn’t the case anymore.”

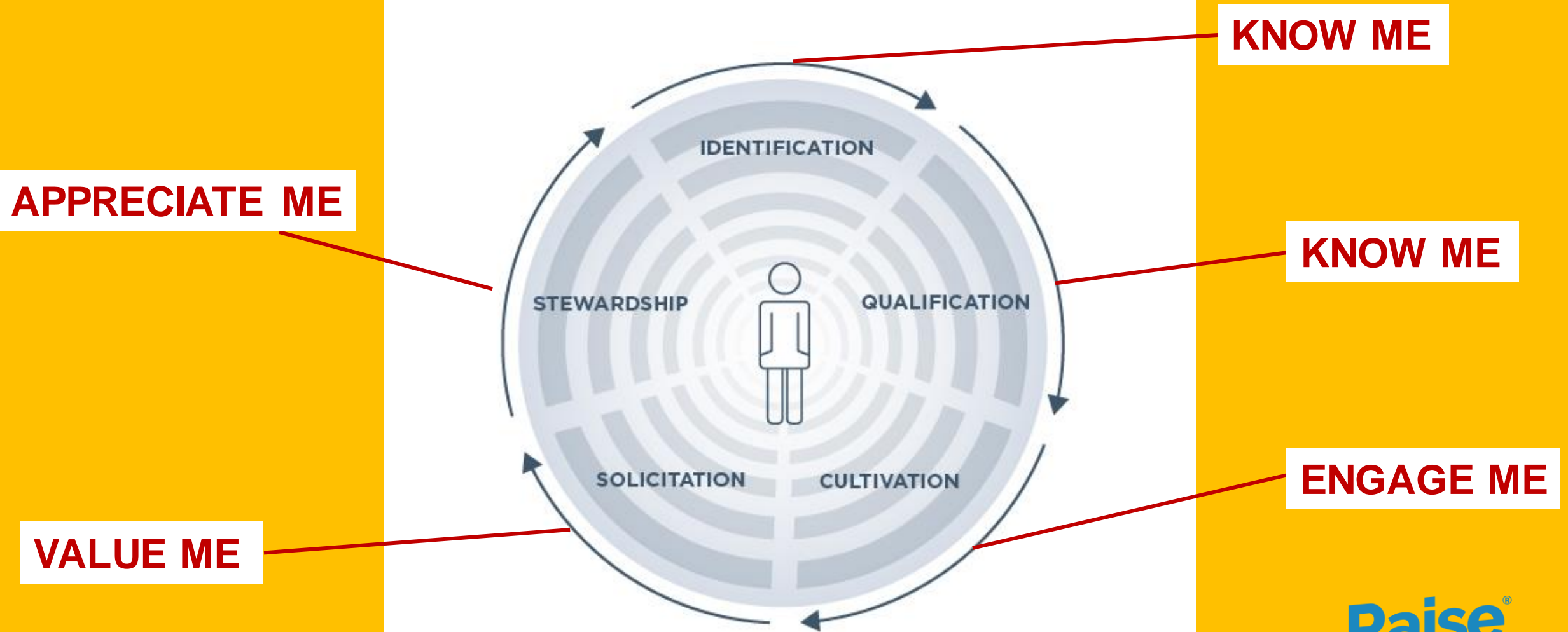
Make Your Donors the Hero



Five Essential Human Truths



Human Engagement Cycle



Rank by Relationship

FLIP THE ABC MODEL



Discover the WHY

BUILD THE RELATIONSHIP

IDENTIFY THE WHY



T R Y I T O U T !

Interactive Activity

ALS ASSOCIATION

VIP VERY IMPACTFUL PERSON

[Placeholder for photo]

ADVICE TO ALS

CONNECTIONS

FAMILY

COMMUNICATION

WORK

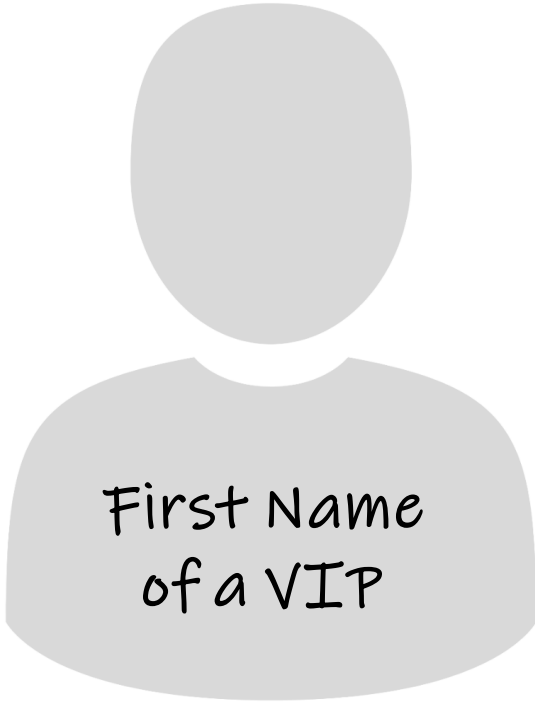
OPPORTUNITIES & GOALS

DONATIONS

FUN FACTS


The form is a white sheet with a central grey silhouette of a person. It features ten colored boxes for notes, each with a specific icon and label: a yellow box for 'ADVICE TO ALS' (lightbulb icon), a green box for 'CONNECTIONS' (network icon), a purple box for 'FAMILY' (family icon), a blue box for 'COMMUNICATION' (speech bubbles icon), a red box for 'WORK' (briefcase icon), a blue box for 'OPPORTUNITIES & GOALS' (target icon), a grey box for 'DONATIONS' (dollar sign icon), and an orange box for 'FUN FACTS' (downward arrow icon).


VIP VERY IMPACTFUL PERSON




MAGNET TO ALS

Diagnosed with ALS

COMMUNICATION

Text message or email

WORK

General Mills
Verizon

FAMILY

Wife, 2 young kids
Large extended family

FUN FACTS

Played college Basketball
Grew up on a farm

DONATIONS

Fundraises \$70,000
Secured sponsorship from company
Gives from IRA

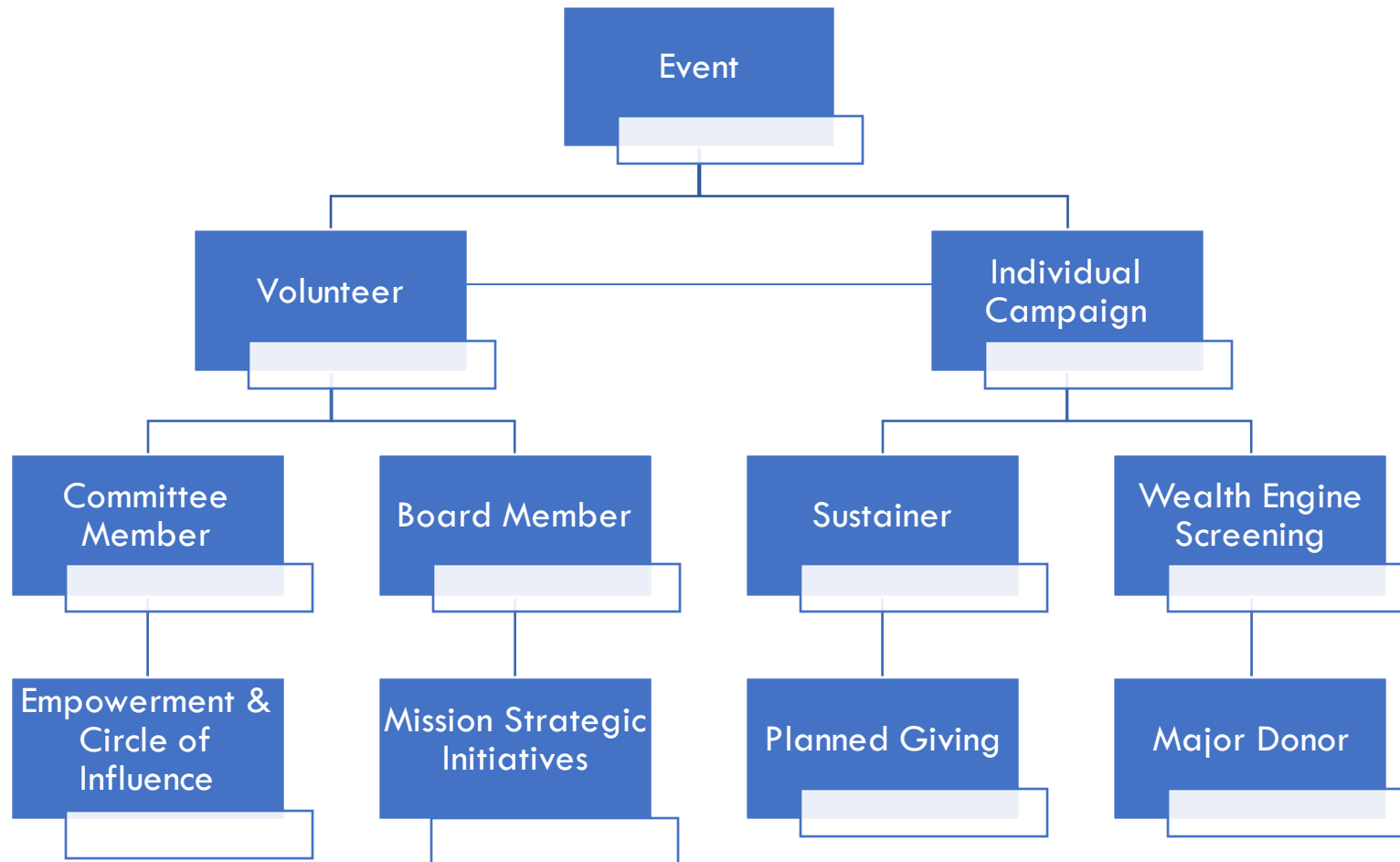
CONNECTIONS

Walk to Defeat ALS
Research trial participant
Attends D.C. Advocacy Days

OPPORTUNITIES & GOALS

Potential Board Member
Feature at the Gala
Engage his family more

EVENTS ARE YOUR DONOR GATEWAY





Raise[®]
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**“We Cannot Become What We Want,
by Remaining What We Are”.**

- M a x D e P r e e

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QUESTIONS?

- Now's my time to hear from you!



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