



Fundraising for I AM ALS: What You'll Need

As you start to plan your event or online fundraiser, the team at I AM ALS is here to be your resource. Some areas we can help you advance your event include:

- Showing up: I AM ALS would love to be represented at your event. Whether as attendees or speakers, please contact us at give@iamals.org to let us know how we can support you. If an I AM ALS staff member isn't local to/available for your event, we will reach out to community volunteers in your area.
- Custom Fundraising Page: Creating an online fundraising or event ticketing page on Classy isn't hard, but we've created a Classy Fundraising Guide to make it as turnkey as possible. We're happy to coach you through the steps, too - just contact us at give@iamals.org.

- Templates & Messaging: I AM ALS uses specific messages that align with our values and community. We've provided guidance on preferred phrasing, as well as talking points that you can use when speaking about our organization and impact. We've also drafted email templates that you can use when sending our invitations or asking businesses to sponsor your event.

- Digital Assets: We've created all the digital asset templates you'll need for promoting your fundraiser, whether it's an event or online. We are also happy to share your event in our newsletter and on our social media accounts, so please make sure to keep us updated.
- Merch or Gifts for Attendees/Speakers: We're also happy to send you I AM ALS swag to distribute during your event. Just fill out this form to make your requests. We provide additional guidance on gifts for attendees, key supporters, and event speakers.

Important: Please give us one-month's notice (at a minimum) if you'd like us to support your event with social media promotion or by sending branded swag/materials.

- Planning: We understand these events can be a lot to take on. We've created an event planning timeline and a brief description of the priority action steps you'll need to be thinking about in the lead-up to the event.