

Welcome Captain!

Thank you for stepping up to the plate and leading a 2010 Tag Days Drive! The captains are who make Tag Days such a success.

In your folder you will find:

- Tag Days Captain Manual
- Background information
- Materials Request Form (yellow) – return by 3/12/2010
- Captains Questionnaire (yellow) – return by 3/12/2010
- Samples Packet –  
*Business Permission letter, press release, volunteer recruitment pull tab flyer, volunteer recruitment flyer, volunteer informational sheet*

Thank you again for serving as a Tag Days Captain. I look forward to working with you over the next few months. Please don't hesitate to contact me if you have any questions.

Sincerely,

Amber Payne  
Special Events Manager  
847-745-6018  
[apayne@lesturnerals.org](mailto:apayne@lesturnerals.org)



# Tag Days Captain Manual

Les Turner ALS Foundation

## General Responsibilities

### BEFORE THE DRIVE

- **DATE & CITY PERMITS:** Select a date for your drive and work with your local municipality to obtain any applicable permits. The municipality will supply a copy of local ordinances that must be followed. These typically restrict the age of solicitors (usually over 16 in streets) and the hours of solicitation (usually daylight). The Foundation can supply documentation, certificates of insurance and/or fees required by the municipality. Please contact the Foundation staff if you need assistance.
- **LOCATIONS:** Identify ideal/key locations for volunteers to collect donations, both in the streets and in front of businesses. **Volunteer safety is more important than anything else – only select intersection locations with a safe place for volunteers to stand when traffic resumes.** Secure permission if the location is on private property (in front of a store, bank, library, etc.). If you get verbal permission, it is a good idea to follow-up with a letter to confirm your plans. Sample confirmation letters are available; please contact the Foundation staff if you need any assistance.
- **VOLUNTEERS:** Recruit volunteers (see **Volunteer Recruitment**, p. 2). Assign volunteers to shifts and locations. A shift is usually two hours long, but anywhere from one to three is common. Working in the streets requires more physical activity than standing in front of a store, so expect people to last longer in a stationary location.
- **SUPPLIES:** Obtain supplies from the Foundation (see **Supplies**, p. 3).
- **COMMUNITY INVOLVEMENT:** Some local businesses will match the donations that you collect in front of their store front. Speak to the owner and see if this is a possibility. One business held a wine tasting event on the day of the drive and gave 20% of sales during the tasting to the drive. Several offices had a dress down day and collected money for the drive in their city. One school held a penny wars to raise money for a drive. Be creative, and you'll be surprised, sometimes all you have to do is ask!

### DAY OF THE DRIVE

- **HOME BASE:** On the day(s) of the drive, you will need a “home base” where volunteers can pick-up their supplies (aprons, cans and tags) and find out where they have been assigned. It works best to have individual volunteers responsible for picking up and returning their materials. In some drives, location captains (and their cars) are in charge of each location. In this case, volunteers just show up at their location and everything is right there. Captains can work this out as they wish.
- **SAFETY:** Volunteer safety is more important than anything else. Please make sure that your volunteers read the “Instructions for Tag Days Volunteers” informational sheet.

- **TAKE PICTURES:** We use pictures for our newsletters, annual report, web site and press releases. The best photos feature people at close range and in good lighting. Please send copies of your photos, with picture ID's to the Foundation- you might see yourself in a Foundation publication or the newspaper!
- **GET THE MONEY:** At the conclusion of your drive, after all collection containers have been turned in by volunteers, empty the collection containers and gather the cash! Bring the cash to a local bank for counting. The bank will generally expect you to sort the bills and face them the same way for quick counting. They will have a machine that counts the coins (phone first as several banks have stopped this service). Please ask for a cashier's check made out to **Les Turner ALS Foundation OR** if you prefer to deposit it directly to your local *Chase Bank* branch, please call the Foundation at 847.679.3311 for the Foundation's account number.
- **HAVE FUN!**

## AFTER THE DRIVE

- **ITEMS TO SEND TO THE FOUNDATION OFFICE ASAP:**

**(1) CHECK:** Return the cashier's check to the Foundation office as soon as possible OR If you do decide to make a direct deposit to your local *Chase Bank* branch, the Foundation will need a copy of the deposit slip along with your name.

**(2) VOLUNTEER LIST:** Provide a list of your volunteers to the Foundation staff using the form provided with your supplies. Include full names, mailing addresses, email addresses and telephone numbers. Please indicate if the volunteer is under the age 18. This information will be entered into the Foundation's database to produce and mail thank you letters. Certificates of Appreciation will be sent to those under age 18. Please indicate if any volunteers would NOT like to be on the general mailing list, email list or would NOT like to be solicited for donations.

**(3) BUSINESS LIST:** Please provide a list of businesses that allowed your volunteers to stand in front of to solicit money using the form supplied. Please include the name of the business, contact or manager's name and address. Thank you letters will be sent to them from the Foundation office.

- **SAYING THANK YOU:** The Foundation staff will send thank you letters to all adults who volunteered and certificates of appreciation to volunteers under age 18. You may wish to send out personal thank you notes as well.
- **RETURNING MATERIALS (APRONS/COLLECTION CANS)**  
Following your Tag Days drive, the Foundation staff will contact you to help coordinate the return of your supplies. You will return all materials to:

Les Turner ALS Foundation  
c/o Gold Eagle Distribution Center  
Pedro Vega  
Distribution Manager  
Gold Eagle Distribution Center  
4404 W 42<sup>nd</sup> Pl  
Chicago, IL 60632

Complete mailing instructions will be included when you receive your supplies.

## Volunteer Recruitment

Volunteer recruitment is probably the most challenging part of Tag Days. Here are some ideas and materials available to you:

- **FLYERS:** The Foundation staff can provide flyers with pull-tabs to be posted in public places.
- **MAILINGS:** At your request, the Foundation staff can mail out information regarding your drive to previous volunteers in your area, and potential new volunteers.
- **ASK YOUR FRIENDS:** Email or call your friends. Try using your holiday card list. Ask each one to bring a friend.
- **COMMUNITY GROUPS:** Contact civic/religious/school groups/baseball teams/ (Kiwanis, Rotary Club, Knights of Columbus, JCC's, etc.) about participating in your drive. Many high schools have a community service requirement and/or a service club that can be helpful. However, you must be careful about age requirements and providing adequate supervision. **We encourage you to contact schools and civic groups early in the calendar year before your drive.** If a group is not interested in volunteering, perhaps they would take up a collection at a meeting. If they cannot make a donation, they might announce the drive in their newsletter.
- **INTERESTED VOLUNTEERS WHO ARE ALREADY BOOKED:** What about the person who is interested in volunteering but unavailable on the day of your drive? Be creative and adaptive! If someone has to work on the day of your drive, they could take a collection container to work. A container on a restaurant counter or in a beauty shop can do very well. Suggest putting a stack of tag cards in front of the container. Some are unavailable because they are taking their children to sporting events --- ask them to take a collection container to the game! You can also refer them to another tag days drive in the area.
- **VOLUNTEERS IN THE NEIGHBORHOOD:** Look for volunteers who are already in your neighborhood, for example:
  - School/PTA
  - Post a flyer at or an ad in your local high school/community college/university newspaper
  - Chamber of Commerce
  - Post an ad in your local civic/religious organization newsletter
  - Home Owners Association
  - Condo Association
  - Post a flyer at your child's day care center
  - Post a flyer or an ad at your health/country club
  - Post a flyer at your local library or park district building

## Supplies

- **DELIVERY & RETURN:** The Foundation staff will help coordinate the delivery and return of the supplies listed below. Supplies will arrive to address of captains choice at least one week in advance.

- **APRONS AND COLLECTION CONTAINERS:** Volunteers wear bright yellow aprons. They will use collection containers (they look like bleach or anti-freeze bottles) with yellow and black labels.
- **DONOR HANDOUTS:** Volunteers will hand out “tags” to donors. Tags come in two formats – with or without a hanging slot. There is information about ALS and about upcoming Foundation events on the back of each card. In addition, cards will have differing images on the front of the cards. One card has Lou Gehrig’s image on the front, and several other cards have an image of an ALS patient. Please use your discretion as to which image to hand to donors. However, please make sure to give kids the image of Lou Gehrig. **Tags are not just for donors.** Feel free to give them out to anyone and everyone. Some volunteers have given tags to everyone going into a restaurant in the hopes that they would donate on the way out. Tags Days has two important goals - raising money and creating public awareness.
- **VOLUNTEER INSTRUCTIONS:** A copy of the “Instructions for Volunteers” informational sheet must be given to volunteers at the beginning of their shift or sent to volunteers with a confirmation letter in advance of your drive. These sheets give **very important safety instructions** as well as other information about ALS and the Les Turner ALS Foundation.

## Publicity

1. **CAPTAINS’ QUESTIONNAIRE:** Tag Days captains are asked to complete a questionnaire for use by the Foundation in developing feature stories promoting Tag Days.
2. **PUBLICITY:** Materials are available that you can customize to gain media attention in your community about your drive. By securing pre-event and post-event media attention, residents in your community will understand how their money helps people and families dealing with ALS.
  - Press Release (sample included in folder)
  - Tips for Taking Photographs
    - “Action shots” of volunteers and donors are great for the media as they tell the story of Tag Days. Posed photographs are better for the Foundation publications.
    - Try to get as close to the subject as possible. If volunteers are wearing aprons, attempt to get “ALS” into the picture as it helps with awareness.
    - Kids and dogs make great subjects for photographs, especially if they are wearing aprons.
    - When emailing photographs to the Foundation, please make sure that the photos are in high resolution. Please also indicate the town/city where each drive took place and the names of the volunteers.
    - If possible, take a group picture with your volunteers and family.
3. **PRESS RELEASES:** The Foundation will distribute press releases and calendar announcements to all the major media outlets. We will also include listings of all the Tag Days drives in the Foundation’s newsletter (circulated in April) and web site.
4. **PUBLICITY EQUALS AWARENESS:** People will be more inclined to give when they have been exposed to the cause more than once.

## Background Information



### Les Turner ALS Foundation

Established in 1977, the Les Turner ALS Foundation is one of the nation's preeminent organizations dedicated to raising funds for the treatment and elimination of amyotrophic lateral sclerosis (ALS), better known as Lou Gehrig's disease. The Foundation has been affiliated with Northwestern University Feinberg School of Medicine since 1979, where it funds **two** world-class scientific research programs (Les Turner ALS Research Laboratories I and II) and an innovative clinical care program (Lois Insolia ALS Center). The Foundation's patient service programs are available to all ALS patients and caregivers in Chicagoland, regardless of where they receive their medical care, and include support group meetings, professional in-home consultation services (Home Care and Community Services Team), communications and durable medical equipment programs, a respite grant program and numerous educational activities.

### What is ALS (Lou Gehrig's disease)?

Amyotrophic lateral sclerosis (ALS) is a degenerative disease of the nervous system, affecting the brain cells (motor neurons) that carry impulses from the brain and spinal cord to the muscles. This disorder generally affects both upper and lower motor neurons resulting in muscular weakness and the progressive wasting of muscles that have lost their nerve supply. Degeneration of these neurons causes muscle weakness, and muscle loss, usually starting in the hands and arms and then spreading to other parts of the body. Difficulty with speaking, swallowing, and breathing ensues, and death usually follows within 3 to 5 years due to respiratory failure when the muscles of breathing become affected. Onset commonly occurs between the ages of 35 and 65, slightly more frequently in men than in women. ALS is also called Lou Gehrig's disease after the baseball star who died of it. There are a number of different forms of Amyotrophic Lateral Sclerosis and other motor neuron diseases with similar symptoms.

### Tag Days

The goal of Tag Days is to raise funds and awareness for ALS during the entire month of May, National ALS Awareness Month. Tag Days and National ALS Awareness Month informs the general population that researchers have yet to discover a cure for ALS -- a disease diagnosed in 5,600 people a year in the U.S. alone. At any given time, more than 30,000 people are living with ALS in the U.S. Tag Days began in 1991 when members of a Northwestern University student organization, wearing yellow aprons, raised money for the Foundation by collecting money on street corners and in front of businesses. NU's collection went so well, the Foundation decided it was a great way to raise funds and in 1994 began organizing its own annual Tag Days. In 2009, Tag Days volunteers raised over \$111,000 in the Chicagoland area. Tag Days is an event that is volunteer driven; more than 500 volunteers participated in 2009. Tag Days has a profit margin of over 94%, so nearly every dollar raised is directly used to find a cure and provide dignified care.

**Thank you for helping us STRIKE OUT ALS!**



# Materials Request Form

Please return to the Les Turner ALS Foundation by **Friday, March 12, 2010**

Fax#: 847.679.9109

Email: [apayne@lesturnerals.org](mailto:apayne@lesturnerals.org)



**We are here to help you get ready for your Tag Days Drive.  
Please just let us know what materials you may need:**

Drive Dates \_\_\_\_\_ Drive City \_\_\_\_\_

Name \_\_\_\_\_

Address/City/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

I anticipate having # \_\_\_\_\_ volunteers.

**Aprons**      Quantity \_\_\_\_\_

**Collection containers**      Quantity \_\_\_\_\_

\_\_\_\_\_ **Yes**, please send me hanging tag cards (used at intersections)

\_\_\_\_\_ **Yes**, please send me tag cards (used at store fronts)

\_\_\_\_\_ **Volunteer recruitment flyer**      Quantity \_\_\_\_\_

*\*Samples included in information packet.*

*\*Unless otherwise notified, we will list return date as two weeks prior to your drive.*

\_\_\_\_\_ **Volunteer recruitment pull tab flyer**      Quantity \_\_\_\_\_

*\* Samples included in information packet.*

\_\_\_\_\_ **Yes**, I would like the Foundation to mail a volunteer request form to my previous volunteers

\_\_\_\_\_ **Yes**, I give the Foundation permission to give potential volunteers my:

\_\_ **Phone** \_\_ **Address** \_\_ **Email** (Check all that apply. Contact information appears on interest letter to volunteers)



## 2010 Tag Days Captains' Questionnaire

Please complete this questionnaire and return it to the Foundation office by **Friday, March 12, 2010**.

With your permission, the Foundation's public relations consultant may use your comments to pitch feature stories for local publications. The stories will help publicize your drive and increase public awareness of ALS. Thank you for your assistance.

1. What is your current occupation? If you're retired, what did you do before?
2. Have you served before as a Tag Days captain? If so, for how long? How will this year's drive be different? (i.e. more volunteers, more locations, competition for highest donation) What motivated you to serve as a captain?
3. If you have a co-captain, how and why did you team up with that person?
4. Is there anything particularly unique about your Tag Days drive? (i.e. every person in your subdivision participates, family members come from other states to get involved, etc.) Are there any "local celebrities" involved with your Tag Days drive? (i.e. town mayor, alderman, school principal)
5. How many volunteers do you expect to have? Who are they? (family, friends, co-workers, students)
6. What local businesses, schools or community groups will you contact to support your drive?
7. Are you involved with other local community groups? Which ones?
8. What unique angle does your drive have that would appeal to a local newspaper? List the local newspapers in your community. Which writers or editors should be contacted?

9. May a public relations consultant contact you to get additional details?

10. Other comments?

\_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Daytime phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Date of 2010 Tag Days: \_\_\_\_\_

Town/City of 2010 Tag Days: \_\_\_\_\_

**Thank you!**



# **SAMPLES**

## **BUSINESS PERMISSION LETTER**

Personalize this letter and send to local businesses to request permission to hold a Tag Days drive on their property.

## **PRESS RELEASE**

Personalize the press release and send out to your local newspapers.

## **VOLUNTEER RECRUITMENT PULL TAB FLYER**

Contact Foundation if interested. We'll personalize the flyer and email it to you to post in your community.

## **VOLUNTEER RECRUITMENT FLYER**

Contact Foundation if interested in having us recruit volunteers on your behalf. We'll personalize the flyer and mail to all previous Tag Days volunteers in your community.

## **VOLUNTEER INFORMATIONAL SHEET**

Instructions for each volunteer to have on the day of the drive. The Foundation will include enough copies with your supplies.

OFFICERS:  
President  
Harvey Gaffen  
Vice-Presidents  
Kenneth M. Crane  
Jim Derleth  
Richard Hirsch  
Joel A. Schechter  
Deb Silberstein  
Treasurer  
Cathy L. Welsh

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Cindy Fluxgold  
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Scott L. Heller, M.D.  
Ken Hoffman  
David T. Hoppe  
Bob Lee  
Joan A. Parker  
Terrence J. Riordan

SPOKESPERSONS:  
Jonathan Eig  
Peg & Mickey Morandini  
Keith Van Horne

HONORARY:  
Norman Bobins  
Lin Brehmer  
Monte Briner\*  
Mary Ann Childers  
Dick Clark  
James V. Insolia\*  
Jay Levine  
James W. Nolan  
Harold Post\*  
Duane C. Quaini  
*\*Deceased*

AFFILIATIONS:  
Northwestern University  
Feinberg School of Medicine

Northwestern Medical Faculty  
Foundation

Community Health  
Charities of Illinois

International Alliance of  
ALS/MND Associations

EXECUTIVE DIRECTOR:  
Wendy Abrams

SAMPLE LETTER  
REQUEST PERMISSION TO HOLD TAG DAYS AT BUSINESS

To Whom It May Concern:

This letter is to request permission to place Tag Days volunteers in front of your business on Friday, May x and Saturday, May x, 2010. Throughout the month of May (National ALS Awareness month), volunteers for the Les Turner ALS Foundation will be collecting dollars and spare change as a part of our annual Tag Days fundraiser. Proceeds from Tag Days will be used to support research and patient and family services in the battle against ALS, more commonly known as Lou Gehrig's disease. In 2009, over \$111,000 was raised with the help of more than 600 volunteers.

Our volunteers will be wearing yellow aprons that clearly identify them as volunteers for the Les Turner ALS Foundation. People who donate will receive a tag/baseball card with information about ALS and ways to get involved with the Foundation.

Thank you for your support of our efforts. I will be your local contact and can be reached at (555) 555-5555. You may also contact Amber Payne at the Les Turner ALS Foundation at (847) 679-3311.

Business Name: \_\_\_\_\_

Signature of Approval: \_\_\_\_\_

Date: \_\_\_\_\_

Thank you again for your help.

Sincerely,

Vicky Volunteer  
Tag Days Captain

Attachment: Permit from Village

**Contacts:**

[YOUR NAME]

[YOUR DAYTIME PHONE NUMBER]

Amber Payne

Les Turner ALS Foundation

847-679-3311

**VOLUNTEERS TO HELP “STRIKE OUT” ALS (LOU GEHRIG’S DISEASE)  
IN [CITY] TAG DAYS DONATION DRIVE ON [DATE]**

*Tag Days drives to be held throughout Illinois communities  
in honor of ALS Awareness Month*

[CITY] (April XX, 2010) – In honor of National ALS Awareness Month, every weekend in May hundreds of volunteers wearing yellow aprons and clutching collection cans will be stationed in shopping areas and at intersections as part of the Les Turner ALS Foundation’s Tag Days drives. A true grassroots fundraising campaign, Tag Days helps create awareness of ALS (Lou Gehrig’s disease) and also raises funds to support patient services, research and educational activities. This year, volunteers will be “tagging” in approximately 40 communities throughout Illinois.

On [DATE], volunteers in [CITY] will be collecting donations from people running errands or driving through the area. Each person who contributes to the cause will receive a “tag” that features information about ALS and the ways to get involved with the Les Turner ALS Foundation.

[CAPTAIN’S NAME] said, “I’m organizing the [CITY] Tag Days drive because it’s a perfect opportunity to increase awareness of this horrible disease in our community while raising money for the Les Turner ALS Foundation.”

[Insert a brief paragraph about your personal connection to ALS; i.e., who your Tag Days drive is honor/memory of, who you recruit to “tag.”]

The Les Turner ALS Foundation has a goal of raising more than \$100,000 from the drives being held this May. [As a sponsor of this year’s Tag Days, WDRV-FM The Drive (97.1FM) will help increase awareness of the individual fundraising efforts.] haven’t confirmed their sponsorship just yet

“We are grateful to the captains who organize Tag Days drives, the volunteers who collect donations and the thousands of individuals who donate to the Foundation through this effort,” said Wendy Abrams, executive director of the Les Turner ALS Foundation. “We are always amazed by how much money can be raised by collecting dollars and spare change and how much information can be shared through Tag Days.”

Since 1994, thousands of volunteers have helped with this important effort. In 2009, volunteers hit the streets in the following communities: Algonquin, Barrington, Buffalo Grove, Bourbonnais, Champaign, Chicago neighborhoods/venues (Albany Park, Beverly, Lincoln Park, Old Town, Union Station), Crystal Lake, Deerfield, Elk Grove Village, Geneva, Glenview, Glen Ellyn, Island Lake, Joliet, Libertyville, Manteno, Mt. Prospect, Northbrook, Northfield, Orland Park, Palos Heights, Palos Park, Park Ridge, Prospect Heights, Plainfield, Skokie, South Elgin, St. Charles, Sycamore, Wauconda, Wheaton, Wheeling, and Wilmette.

## **ALS**

Amyotrophic lateral sclerosis (ALS), widely known as Lou Gehrig’s disease, attacks a person’s muscles – gradually robbing them of their ability to walk, speak, eat and breathe, yet usually keeping their mind intact. People living with ALS often become prisoners in their own bodies, unable to communicate with the world around them. While some symptoms are treatable, there is currently no cure.

## **Les Turner ALS Foundation**

Les Turner, a dedicated father of three who loved to laugh, was diagnosed with ALS in 1976 at the age of 36. Established by Les and his friends in 1977 – just a year before his death – the Les Turner ALS Foundation has become Chicagoland’s leader in raising funds to eliminate and treat ALS. The Foundation has been affiliated with Northwestern University Feinberg School of Medicine since 1979, where it funds both a clinical care program and two world-class scientific research laboratories. To date, the Foundation has raised over \$38 million.

For more information about ALS or to volunteer for Tag Days, call 847-679-3311 or visit [www.lesturnerals.org](http://www.lesturnerals.org).

# # #

## Tag Days - Media Tip Sheet

Getting media coverage about your Tag Days drive in your local community can help raise awareness of your efforts and ALS as well as boost donations. But it can be difficult to get the media's attention with so much competing news, so we have provided tips below to help you identify local reporters and get media attention for your Tag Days drive.

### How do I find reporters in my area to cover my story?

Your local newspapers and TV stations may be interested in covering your personal story of why you are organizing Tag Days and how others can get involved in your efforts. You may find media contact information in the following ways:

- Search online for your local daily and community newspapers and/or TV stations. The Web sites often contain contact information and even allow you to send a press release via the site.
- Various sections of your newspaper may list the appropriate media contacts. Stories may even include e-mail addresses for reporters who cover health, features or community news.
- Call the newspaper's editorial desk or TV station's news desk. Briefly explain your story idea and ask to be connected to the appropriate health, features or community news reporter.

### When should I conduct outreach?

It's never too late to reach out to media in your area, but ideally you should contact them 4 – 5 weeks in advance of your Tag Days drive. You can also connect with reporters again after the drive to share photos and information about your experience.

### Once I know who to approach, what are the next steps?

Tailor the press release provided to you by the Les Turner ALS Foundation and send that along with a brief note to the appropriate reporter. Allow them a few days to review the press release and then follow up via phone or e-mail. Keep in mind that reporters are inundated with pitches such as yours, so it's important when following up to remind them of your e-mail and briefly "sell" your story idea.

### What should I tell reporters about my participation in Tag Days?

Share your story about why you're planning the local donation drive. Several Tag Days captains feel it's a great way to give back to the Les Turner ALS Foundation for their support during a loved one's fight against ALS.

If you've been organizing the local Tag Days drive for several years, let reporters know some interesting facts about the effort, such as how it has changed and how much money you've raised throughout the years.

Be sure to let reporters know how residents in your community can get involved – by committing to a volunteer shift during your donation drive, placing a collection can in their place of business, and/or making a donation to the individuals out there "tagging."

### What if a reporter asks me a question about Tag Days and/or ALS that I cannot answer?

Direct any reporters looking for more information to:

Amber Payne  
847-679-3311  
[APayne@lesturnerals.org](mailto:APayne@lesturnerals.org)

Please let us know if you plan to reach out to your local media, as we do not want to duplicate your efforts – and we want to be on the lookout for any local coverage you may secure! Thank you.



# TAG DAYS

Help "Strike out Lou Gehrig's disease"!

## VOLUNTEERS NEEDED

Union Station in Chicago  
Friday, May 21st

**ONLY A TWO-HOUR COMMITMENT!**



The Les Turner ALS Foundation will be "tagging" (distributing tags and collecting donations) throughout Chicagoland during May, which is ALS Awareness Month. Funds raised will support our fight to strike out ALS, better known as Lou Gehrig's disease.

ALS is a fatal neuromuscular disorder that causes impaired speaking, swallowing and breathing, muscle wasting and eventually total paralysis and death. Although treatment can help alleviate some symptoms of ALS, there is no cure.

We hope you'll join us in this important effort. The more volunteers we recruit, the more successful we'll be ... invite your friends & family, too!

**To volunteer contact Vicky Volunteer at 555-555-5555**

Vicky Volunteer  
555-555-5555  
Tag Days

Vicky Volunteer  
555-555-5555  
Tag Days

Vicky Volunteer  
555-555-5555  
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555-555-5555  
Tag Days

Vicky Volunteer  
555-555-5555  
Tag Days

# ALS Tag Days in YOUR LOCATION

## Friday and Saturday

### May X

The Les Turner ALS Foundation will be "tagging" (distributing tags and collecting donations) throughout Chicagoland during May, which is ALS Awareness Month. Funds raised will support our fight to strike out Lou Gehrig's disease. We hope you'll join us in this important effort. The more volunteers we recruit, the more successful we'll be ... invite your friends & family, too!

Please consider tagging on Friday or Saturday **May xx at xxx** for 2 hours.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (home) \_\_\_\_\_ (work) \_\_\_\_\_

E-mail \_\_\_\_\_

When are you available to volunteer?

Day

Times

Friday, May X

From \_\_\_\_\_ To \_\_\_\_\_

Saturday, May X

From \_\_\_\_\_ To \_\_\_\_\_

Do you prefer to work . . .

In the streets

In front of a store

Anywhere

I am unable to volunteer, but my \$\_\_\_\_\_ donation is enclosed.

Do you have a friend who would like to volunteer?

Name \_\_\_\_\_

My friend will work with me

Address \_\_\_\_\_

Please contact directly

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Please complete this form and return it by **May x**.

TO: Vicky Volunteer  
123 Main Street USA  
Anywhere, IL 55555

Phone: 555-555-5555 E-mail: vickyisthebest@wahoo.com



# **TAG DAYS INSTRUCTIONS FOR VOLUNTEERS**

## **Thank you for volunteering!**

The Les Turner ALS Foundation is grateful for the time you are giving to your local Tag Days drive. You are joining more than 600 volunteers throughout Chicagoland and NW Indiana in "Striking Out Lou Gehrig's Disease".

As a Tag Days participant, you should know that the funds raised will help in the treatment and elimination of ALS. The Foundation has been affiliated with Northwestern University Feinberg School of Medicine since 1979, where it funds both a clinical care program (Lois Insolia ALS Center) and world class scientific research.

Foundation services include support group meetings, professional in-home consultation services, communications and durable medical equipment programs; respite care grants and many educational activities.

Tag Days has a profit margin of over 94%, so almost every dollar raised is directly used to find a cure and provide dignified care. In 2009, Tag Days raised over \$111,000.

### **TIPS AND SUGGESTIONS**

#### **Remember, your safety is more important than anything else!**

- Station yourself in the busiest locations possible (supermarkets, banks, train stations, and street corners where pedestrian traffic is heavy.)
- Soliciting automobile traffic can also be productive. Look for intersections with safety islands in the center of the street and signal lights. Every time the lights change, you get a new set of potential donors.
- Do not walk among moving cars. Wait until the red light has brought traffic to a complete stop. Keep your eyes on the light and move to the island or curbside when traffic starts up again.
- Keep an eye out for people looking around for change and/or rolling down their window. These are your donors.
- All volunteers working automobile traffic in the streets must be at least 16 years of age and wear the yellow ALS aprons for safety.
- Be pleasantly aggressive. Smile and say hello. Walk up to people with a tag and your canister extended toward them and say "help fight Lou Gehrig's disease".
- Always thank people, even if they choose not to donate.

### **WHAT IS ALS?**

ALS, better known as **Lou Gehrig's disease**, is a fatal neuromuscular disorder that causes impaired speaking, swallowing and breathing, muscle wasting and eventually total paralysis and death. Although treatment can help alleviate some symptoms of ALS, there is no cure.

ALS strikes both men and women primarily between the ages of 40 and 70. On average, people with ALS survive two to five years from the time of diagnosis. Approximately 5,600 Americans are diagnosed with ALS each year (nearly 14 new cases per day) and it is estimated that 30,000 people at any given time are living with ALS in the U.S. **There is no known prevention or cure for ALS.**

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