RIDE RUN ROLL TO DEFEAT ALS RIDER HANDBOOK

FUNDRAISING TIPS, IDEAS, AND INFORMATION TO MAXIMIZE YOUR SUPPORT OF THE RIDE TO DEFEAT ALS.
Facts about ALS

Every 90 minutes someone in the United States is diagnosed with ALS

Every 90 minutes another person loses their life to this devastating disease

Care for one ALS patient can cost up to $250,000 a year

ALS can impact anyone! There are no racial, ethnic, or socioeconomic boundaries

The average life expectancy post diagnosis is two to five years

Presently, there is no known cause, treatment or cure for ALS

Veterans are twice as likely to be diagnosed
The Role of a Team Captain

RECRUIT RIDERS
Your most important responsibility as a Team Captain (TC) is to recruit riders for your team! The more people you enroll for the Ride, the more money you can raise, and the sooner you will attain your fundraising goals. The easiest way to do that is to encourage your team members to join your team online.

- You should get your team members registered at least 90 days - 30 days in advance of the Ride. This will give them ample time to meet or exceed their fundraising goals!

POINT OF CONTACT
You are the communication link between The ALS Association Florida Chapter and your team. We'll keep you up-to-date through a series of emails and snail mail on what’s happening with the Ride: upcoming events, breaking news, fundraising ideas. It's your responsibility to keep your team in the loop. For many of your team members, you are their only link to important details. If you keep everyone informed, you'll be a much stronger team. Please review your email preferences to ensure that you will be receiving updates from the Chapter.

DISTRIBUTE MATERIAL
It is the TC's responsibility to order and distribute team materials, including posters, brochures, and display stands. Other resources, like Dress Down labels are available via email.

MOTIVATE
As a Team Captain, you will play a crucial role in being a motivators for your team. You are like a coach in a sense. You will need to check on team progress... are team members raising funds? Are they getting the word out? The Team Captain is supposed to provide leadership and encouragement to the riders on their team. Your main role, however, is to make sure your team members are raising money.

How to Form a Team

WHAT IS A TEAM?
A team is a group of friends, family members, co-workers, students, and organization members that pre-register, raise money, and ride together in honor or in memory of a loved one that has been impacted by ALS.

WHY FORM A TEAM?
Participating as a team is fun and also serves as a morale builder for all types of companies, schools, and organizations. It is a time for fellowship outside the work or school environment. It is a great reason for friends and family groups to get together! It is a way to show support for loved ones who are fighting the disease, and it is a way to remember those who have been lost.
HOW DO I FORM A TEAM?
It's easy!
1. Designate a Team Captain or co-Captains.
2. Go to www.FloridaRide.org. If you were a participant last year, log-in using your username and password. If you are a new participant, you’ll be able to create these during the registration process. Click Form a Team button and begin the registration process.
3. Let everyone in your company or organization know about the team. Send them a link to your Team Page and tell them how they can get involved.
4. Invite vendors and customers to join in on your fundraising efforts and support your team.

THEN WHAT?
1. The ALS Association Florida Chapter will contact you on a regular basis to offer help and advice.
2. Make sure you get the members on your Ride team registered! You can do this online, by fax, or by phone.
3. Encourage the involvement of your group by utilizing newsletters, e-mail, incentives, and planning group activities. Put up posters, send out flyers, change your answering machine message to let people know you are participating and you want them to join your team. We want you to be successful!
The staff at the Florida Chapter is always available at 888.257.1717 or Ride@ALSAFL.org to assist with your team building and fundraising efforts.

RAISE FUNDS!
Ask everyone you can think of to make a pledge. No amount is too small. Sponsors can donate $10, $25, $100 OR MORE! Collect all pledges before the day of the event. Don’t forget you can double or even triple your donations through a company’s matching gift program!

Team Recruitment Ideas

SECURE MANAGEMENT SUPPORT
Ask your company/organization’s president or Human Resources department to sign a memo or send an email to all of the employees or members asking them to participate as part of the team. Make announcements in weekly newsletters or emails. Include the name of all people who have registered for your team each week and encourage co-workers to register or sponsor someone they know from the list.

ENCOURAGE FRIENDLY COMPETITION
Encourage friendly competition between departments/floors or buildings. Assign co-captains for every department/floor or building of your company/organization and set a goal of 10 Riders per captain each week. Hold a recruiting contest: the co-captain to register the highest number of riders for your Ride to Defeat ALS team gets a free vacation day! Keep an updated list of your team’s riders and their fundraising totals on your company/organization’s bulletin board. Include your name and number for more information.

ORGANIZE YOUR OFFICE
Have a recruitment drive in your cafeteria every day for a week. Place Registration Cards in every break room and near all employee mailboxes with the poster announcing your company/organization’s participation in Ride to Defeat ALS. Keep a Team Fax Registration Form near all fax machines in your office. Include registration cards, pre-coded with your team’s name, as a paycheck insert or mail drop.
COMPANY/ORGANIZATION VOLUNTEER PROGRAMS
Investigate your company/organization’s volunteer programs and make sure the Ride to Defeat ALS is on this year’s calendar. (Volunteers who fundraise receive full credit for completing the Ride). If your company doesn’t have a volunteer Why We Walk: Edition calendar, present management with the idea of starting one.

OFFER FUN INCENTIVES
• Host a Ride to Defeat ALS “Dress-Down” Day. Everyone who registers for the Ride to Defeat ALS gets to dress casual for a day, or sell Dress-Down for ALS stickers for a pre-determined amount.
• Give each person that registers a piece of company memorabilia, last year’s team t-shirt, company hat, etc.
• Make a Ride to Defeat ALS team t-shirt and offer it as an incentive for those who register, and raise a certain amount of money.

OTHER GREAT IDEAS
• Write a personal appeal to all of your friends and family telling them why you are riding and ask them to join you by registering and raising money for the fight against Lou Gehrig’s Disease!
• Ask your vendors and clients to participate with your team if their company doesn’t already have a Ride to Defeat ALS team.
• Ask your company to sponsor each employee for $100 as an incentive to participate in the Ride to Defeat ALS.
• Throw a party! Invite guests over and ask them to register for your Ride to Defeat ALS Team.
Sample Rider Recruitment

Corporate Memorandum

TO: All [Company or Organization Name] Employees
FROM: [President, Human Resources Director, etc.]
DATE: [Date sent]
SUBJECT: 2017 Ride to Defeat ALS

[Company or Organization Name] has committed to participate in The ALS Association Florida Chapter’s largest fund raising event–Ride to Defeat ALS. We will join efforts with many teams and hundreds of fundraising riders on [Date of event] in [Ride location for your city].

The money raised at the Ride to Defeat ALS benefits thousands of people in Florida living with ALS.

Our Team Captain is [Team Captain’s Name, extension]. Contact [Team Captain’s First Name] with any questions about the event, if you need to register, or if you wish to add your family and friends to the [Company or Organization Name] Team. You can also register by emailing [Team Captain’s First Name] at [Team Captain’s email address] with your first and last name, address including apartment number, telephone number, and email address.

Register online! Visit the Ride to Defeat ALS website, www.FloridaRide.org, and indicate your desire to Join a Team and then search for our team name— [Team Name]. Fill out the registration and you’re done! It’s that easy!

The Ride to Defeat ALS website allows you to set up a personal donation page, indicate your fundraising goals, send emails to friends and family asking for donations, and accept online contributions. Additionally, you can download a Rider Kit and Sponsor Form from the website – saving the campaign time and money.

Register today and send a clear message that ALS is a cause demanding attention. We look forward to seeing you on [Date of the event occurring in your Ride city].

Family and Friends Recruitment Letter

Greetings Team Members!

This is an exciting time of year as The ALS Association Florida Chapter prepares for the Ride to Defeat ALS season. Each year, more than 140,000 patients, men, women, children and corporations nationwide join together to help The ALS Association to accelerate the discovery of the cause and cure of ALS, and to provide vital core programs and services that are so desperately needed by ALS patients and their families.

Please help us spread awareness about ALS and the Ride to Defeat ALS by forwarding this message to your friends, family, neighbors, and co-workers - anyone and everyone who will join the fight against this devastating disease.
What is ALS?

Often referred to as Lou Gehrig’s disease, amyotrophic lateral sclerosis (ALS) is a progressive, fatal neuromuscular disease that slowly robs the body of its ability to walk, talk, swallow and breathe.

1. The life expectancy of an ALS patient averages two to five years from the time of diagnosis.

2. Every 90 minutes someone in this country is diagnosed with ALS, and every 90 minutes another person will lose their battle against this disease.

3. ALS can strike anyone. Presently there is no known cause of the disease. Someone you know or love may die from ALS unless a cure is found.

4. Caring for a loved one with ALS costs on average of $200,000 each year.

The ALS Association is the only national not-for-profit health organization dedicated solely to the fight against ALS. The mission of The ALS Association is to find a cure for and improve living with amyotrophic lateral sclerosis. The ALS Association provides help and hope to patients and families impacted by the disease by funding research, patient and community services, public education, and advocacy efforts on a local and national level.

Lou Gehrig walked 1,508 times for his team. How about riding once for ours? Please join us in the Ride to Defeat ALS! Register online! Visit the Ride to Defeat ALS website, www.FloridaRide.org. When prompted, indicate your desire to Join a Team and then search for our team name— [Team Name]. Fill out the registration and you’re done! It’s that easy!

The Ride to Defeat ALS website allows you to set up a personal donation page, indicate your fundraising goals, send emails to friend and family asking for donations, and accept online contributions. Additionally, you can download a Sponsor Form from the website—saving the campaign time and money.

Fundraising Ideas

While email and letter-writing campaigns are a guaranteed way to raise substantial funds for the Ride to Defeat ALS, below are some fun ideas that you and your team’s members can do to raise additional funds. We can help you! See the order form for information about getting supplies for your team’s fundraiser.

DRAWINGS OF CHANCE
Will your company allow you to hold a pay-day 50/50? On pay-day, sell tickets for $1, $5, or $10. The winner receives 50% of the pot and you receive the other half! Or you can also secure a few donated items and have a drawing of chance instead.

PARTIES
Accept donations at the door or “charge” for a glass or a plate at your event. Consider playing the Ride to Defeat ALS video at your party. Call the office for a copy!
**SALES**
Encourage friends, co-workers, and team members to hold a bake sale, car wash, book sale, or yard sale and donate the proceeds to the Ride to Defeat ALS.

**CASUAL DAY**
With the approval of your company’s management, hold a Dress Down for ALS day. Allow individuals the opportunity to wear jeans for a donation to the Ride to Defeat ALS. Is your company already business casual? Have a Crazy Hat Day or Dress Up for ALS day!

**BE CREATIVE**
The sky is the limit when it comes to planning a fundraising event for your team! Please note that there can be no donations to the team in general. All money raised must be attributed to riders. Consider splitting the money evenly between the participating team members. You can also encourage each member to hold their OWN event with all proceeds added to their personal goal. You’ll be amazed at the healthy competition among your team members!

**WRAPAROUND EVENT**
Host a golf tournament, bowl-a-thon, Bunko tournament, poker tournament, restaurant give-back night, Bingo challenge or any other activity you can think of to raise funds for your team!

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**Team Timeline**

**12-16 WEEKS BEFORE THE RIDE**
- Register your team
- Build a team and personal webpage
- Set your fundraising goal
- Begin recruiting team members via email, phone calls, and letters
- Find your company’s matching gift policy

**8-12 WEEKS BEFORE THE RIDE**
- Hold a team kick off party
- Continue recruiting team members
- Email your team with important Ride to Defeat ALS updates and information
- Begin collecting donations – it’s never too early

**4-6 WEEKS BEFORE THE RIDE**
- Host a team fundraiser
- Email your team with weekly incentives and updates
- Be sure all your team members are registered

**1 WEEK BEFORE THE RIDE**
- Be sure you have all of the Ride details from the Florida Chapter
- Let your team know what time and where to meet at the event
- Collect team donations and turn them in to The ALS Association Florida Chapter
RIDE DAY!
• Meet your team at a designated location
• Turn in additional pledges at Check-In
• Take a team picture
• Enjoy the day and celebrate the difference you are making with your team

AFTER THE EVENT
• Collect and turn in additional pledges
• Congratulate and thank team members for their hard work
• Host a thank you party and recognize top team members

Nine Ways to Boost Your Bucks

1. SET A FUNDRAISING GOAL.
By utilizing the tips provided in this book and online, you can reach your goal and help those living with and affected by ALS in Florida.

2. USE YOUR COMPUTER
We encourage you to customize your Ride Personal Page and use it to accept online credit card contributions. Include a link and status updates on your Twitter, Facebook or other social networking sites. If you aren’t signed up for a page and would like to be, please call us and we’ll get you started today!

3. USE YOUR LETTER WRITING ABILITY
Send a letter to friends, family members, colleagues, and businesses that you frequent asking them to sponsor your participation in the Ride to Defeat ALS. Sample letters are available online; if you don’t have internet access, or would like hard copies, we can mail the samples to you.

4. DISPLAY A POSTER
Posters are an excellent tool in your quest for sponsors. Display a Sponsor Me poster in high traffic areas at work, school, and in the community. Put a change jar and/or registration forms beneath it!

5. UTILIZE VOICE MAIL
Some of our riders have great success in getting sponsors by changing the outgoing message on their answering machines. You can include in your regular outgoing message that you will be participating in this year’s Ride to Defeat ALS and are looking for sponsors.

6. RAISE MONEY AT YOUR WORKPLACE
Your workplace is one of the best places to raise money. Be visible about asking for sponsors. When people see their co-worker and management sponsoring you, they’ll pitch in! If you work in an office and have access to your company’s email, voicemail or computer bulletin boards, use these methods of communication to spread the word about Ride to Defeat ALS.

7. INVOLVE YOUR FRIENDS
Ask each of your sponsors to ask at least one other person for a contribution. This way you collect two checks from each sponsor. Ask each team member to recruit another person, too. Before you know it, your team will be huge!
8. HOST A SHINDIG
Host a party asking everyone for a donation at the door! Remind them that this is for a good cause and they may pitch in more money than your suggested donation! One rider did this and raised $2,500 in just one evening. You can also host a bake sale at your business or organization – ask friends and family to show off their baking skills for your sale.

9. DOUBLE YOUR FUNDING DOLLARS
Many companies will match their employees’ contributions. Be sure to ask your employer. And don’t forget to ask all of the people who sponsor you to find out if they have a matching gift program at their workplace. Visit www.matchinggifts.com/als to see if your company participates.

Using Social Media to Fundraise

Gary D.
Our ALS Ride to Defeat ALS will be held this year on Saturday December 9th and again be at the Holiday Inn Harbourside, Indian Rocks Beach. This will be our Best Ever and our Ride goal is $200,000. My personal Goal this year is $35,000 and our Ride Operations Team Goal is $40,000.

Optimize Your Status Updates
You know your friends better than we do! Below are a few suggested messages, including informational updates, ones asking for participation, and ones asking for money. Please feel free to customize these. It’s never too early to start asking your friends for support.

Remember to add a link to your Personal Page!

SUGGESTED MESSAGES:

• I’m participating in the Ride to Defeat ALS to help people with Lou Gehrig’s Disease. Please make a donation. Any amount will help.

• I want a HUGE team at the Ride to Defeat ALS. Join me and others in the fight against Lou Gehrig’s Disease.

• I don’t want any presents this year for (insert holiday/celebration). I just want you to help find the cause and cure for ALS (Lou Gehrig’s Disease).

• What has two legs and is riding for a great cause on Saturday? Me!
  Please support me in the Ride to Defeat ALS.

• In the time you’ve spent stalking people on Facebook today, you could have made a donation to a great cause. What are you waiting for? Help people with Lou Gehrig’s Disease right now.
Share Your Story

SOCIAL MEDIA
Why not use the web’s most popular feature to kick start your fundraising! You can use social networking sites like Facebook, Twitter, and Instagram to enhance all that hard work you’re already doing. So you’ve already joined the conversation on the Web, now it’s time to talk about something other than what you ate for lunch. Get chatting about the cause you care about most – ALS!

1) Create a compelling video and post it to your social networking sites. Make it funny or serious, but be sure to ask your friends to help you meet your goal.

2) Know any twitter celebrities? Ask them to tweet about your ride team to their network of followers.

3) Host an event and promote it using social media.

4) Share visual content about your team. Having a bake sale or hosting a sock hop to raise money for the Ride? Post pictures of what you’re doing to make a difference. You can use sites like facebook, youtube, or flickr.

5) Blog about the progress of your Ride team and explain why you got involved in the cause. Say it however you want. Just don’t be boring!

6) Include a link to your Ride page in status updates, blogs, & tweets. Be creative and harness the power of the web to help you accomplish your goal. Don’t be shy. Share your Ride team’s story with the world. You’re about 140 characters and one click away!
1. Customize your Personal Page URL and Settings

Click Edit. Type in a name that's easy for you to remember and click Save. If you get an error message that the website name is in use, contact us! We can release your address from last year.

2. Give your page a name and tell your story

One of the improvements to this year's Participant Center is the ability to format the text colors, font styles, and alignment to make your website unique and impactful.

Make sure you save your changes frequently! You can preview your page often to see how the formatting is coming along. The Preview will open in a new window but will not save your changes.

Thank you for helping me reach my Wall Street to Defeat ALS(TM) fundraising goal! This is an exciting opportunity for us to work together to support those affected by Lou Gehrig's Disease and to spread awareness of the urgency to find treatments and a cure.

Please consider walking with me or sponsoring me. With your help, we will be able to make a difference in the lives of people affected by this disease. I encourage you to get your friends, family, neighbors and coworkers involved!

Photos/Video

Photo
1. To upload your favorite team photo or a photo of the loved one for whom you are walking, first click the radio button for Photos.

2. Click Browse. This will let you select the picture you want from your computer. Make sure you saved the photo to a folder you'll remember - or to your desktop! Select your photo and hit Enter on your keyboard or click Open.

3. Give your photo a caption and click Save/Upload.

Video
1. Open a new window or tab in your internet browser. Visit www.YouTube.com to pick out the video you’d like to share. Personal Pages are monitored frequently for inappropriate material.

2. When you find the video you’d like to embed on your Personal Page, copy the URL. This is the box that starts with http://

3. Return to your Personal Page and paste this address into the area that says YouTube Video URL.

4. Click Save.

Component

To include a Personal Blog on your website, click the checkbox and click Save.

To add new entries to your blog, click the Visit Your Personal Page link at the top of Participant Center.
Letter Writing Campaign

PROVEN TO WORK. EVERY TIME.
It’s been said that people don’t give to causes – people give to people. The most effective way of raising money for the Ride to Defeat ALS is to conduct your own letter writing campaign. You won’t fail if you follow these steps; and that’s a promise! Do you need help? Call us at 888.257.1717.

WRITE YOUR LETTER. What’s your story? Explain the Ride and why you are participating.

We’ve done the writing for you! Letters can be found in the Email section of Participant Center. You may customize the letter with your personal story or just fill in the blanks that look like this - {{Your Info Here}}. Urge your donors to go online to make a donation on your behalf. It’s fast, easy, and secure! It wouldn’t hurt to mention that all donations are tax deductible!

When writing a fundraising letter, you should always invite people to ride with you and your Team!

Option 1: Email | Use the Email tools in Participant Center to raise more money (with less effort and postage!)

Each email sent from the system will include a link to your personal fundraising page and a link to your team page, making it easy to donate and/or join your quest!

- Log-in to Participant Center and click “Send email” icon. You can use this feature to send emails as you would through any email client.
- Your address book is available year after year when you use the same log-in as previous years. If someone is in your Participant Center address book, just start typing their name or email address. You can also add groups. Are people not in your address book yet? No problem! You can paste email addresses into the field, which will be automatically saved in your address book when the message sends.
- We have crafted some excellent letters and fun stationery for you to use when asking people to contribute to your fundraising goal. You may customize the letter with your personal story or just fill in the blanks that look like this - {{Your Info Here}}. Play around with the options. They’ll update in real time. No more waiting around for the emails to load!
- Save your creation. Click Preview to see your email and then SEND.

Option 2: Snail Mail | Send hard copies of your letters through mail

- Photocopy your letter or print out multiple copies. Sign each letter individually, perhaps with a handwritten personal note like “Thank you in advance for your support.” Enclose a copy of your pledge sheet with your personal donation at the top of the list so everyone knows you are personally contributing to the cause you are asking them to support!
- Mail your letters! It’s never too early to send letters asking friends, family members, and business associates to support your efforts.
**HOW TO | SEND EMAILS USING YOUR PARTICIPANT CENTER**

**STEP ONE | LOG IN TO YOUR PARTICIPANT CENTER**
Remember to use your same login as the previous year. If you can’t remember your login, or need assistance, contact your Regional Development Manager.

**STEP TWO | GO TO EMAIL TOOL**
Once you are logged in to your Participant Center (P.C.), click on the gray “EMAIL” tab at the top of the page. This will take you to the homepage of the email tool. To start your email, click “Compose” on the right hand side of the page.

**STEP THREE | CHOOSE YOUR CONTACTS**
In the “To” field, type the email addresses of those you’d like to send to, or select “Choose from your Contacts List” and enter addresses that way.

**STEP FOUR | CHOOSE TEMPLATE**
Our email tool provides several pre-written templates for you to use based on the purpose of your email. They can be found directly on the homepage of the email tool. Select a template or create your own message.

**STEP FIVE | EDIT MESSAGE**
Here, you can customize the template you selected or create your own message to send out. Be sure to fill in your name, team name, and goal.

**STEP SIX | CHOOSE LAYOUT**
All emails you send through P.C. will link back to your fund-raising page. Here, select the layout with which your email will be sent.

**STEP SEVEN | PREVIEW**
Once you have selected your layout, go to the top of the page, above the “To” field, and select “Preview” to see a final version of your email.

**STEP EIGHT | SEND YOUR MESSAGE**
If you are satisfied with your preview, click “Send” at the top left of the page.
Matching Gifts

DOUBLE YOUR DOLLARS IN NO TIME!
Many companies will match their employees’ charitable contributions. Programs vary from business to business, but the most common match the employee’s donation dollar for dollar. Be sure to ask your employer about it! And don’t forget to ask all of the people who sponsor you to find out if they have a matching gift program at their workplace.

If your company does have a Matching Gifts program, read and fill out the forms you get from your company carefully before submitting it to The ALS Association Florida Chapter.

Have a Matching Gifts question for the Florida Chapter? Contact us at 888-257-1717. Visit: www.matchinggifts.com/als to see if your company participates. If your company is not listed on this website, please talk to your HR department!

LEARN THE MATCHING GIFT POLICY OF YOUR COMPANY
Contact the appropriate Human Resources representative. When you obtain Matching Gift forms, ask if your company is willing to match all pledges by the team as a whole. This is usually an exception to the matching gift program of most companies. If your company is receptive to the idea, it would greatly simplify the matching gift process and increase eligible matching funds for all your team riders!

INFORM AND COORDINATE DONORS TO MAXIMIZE MATCHING
Tell all potential donors what your company’s rules are. Often a minimum contribution is required to obtain the match ($25 or $50 are the most common). Donors will often reconsider and increase their level of giving when they know that the money will be matched.

MAKE IT EASY FOR YOUR DONORS BY OBTAINING THE MATCHING GIFT FORM
Usually there is “standard” information on the matching gift form that you can fill out in advance (such as the name and address of the recipient organization). Often the standard form can be photocopied, so you can be prepared with partially completed forms that donors can fill out with their specific information. Check before you make copies, as some companies will only accept original forms. It is also a good idea to carry the forms with you and get your donors to fill them out and sign them on the spot. A good time to do this is when they are writing their check. If you leave this process to the sponsor, it is likely to fall through the cracks, so make sure you get the completed form along with the donation at the same time.

READ YOUR MATCHING GIFT FORM CAREFULLY AND FILL IT OUT COMPLETELY
Most forms are divided into two parts, a section for the donor/sponsor to complete, and a section for the benefiting organization to fill out. If your company needs you to fill in The ALS Association Florida Chapter’s address, please use: The ALS Association Florida Chapter, 3242 Parkside Center Circle, Tampa, FL 33619. Using other addresses on Matching Gift forms can result in your company’s matching check being incorrectly assigned.

If you have any questions, or if anything related to matching gifts is unclear, contact the Florida Chapter 888.257.1717.
Companies that have matched gifts to The Ride to Defeat ALS:

| Abbott Fund | First Data | McAfee | Wachovia |
| Aetna | Gannett | Microsoft | Washington Post |
| AIG | GE | Morgan Stanley | Company |
| Alliance Bernstein | Goldman Sachs | Oce North America | Zurich |
| Anvil International | Humana | Oracle Corporation |  |
| Bank of America | IBM | Pimco |  |
| Chevron | Kraft Foods | Pitney Bowes |  |
| Coach | John Hancock | Sanofi Aventis |  |
| Coca-Cola Company | Johnson & Johnson | Toys”R”Us |  |
| Covidien | Jones Lang LaSalle | UBS |  |
| Eastern Bank | JP Morgan Chase | US Bancorp |  |
| Eli Lilly | Macy’s Inc. | Verizon |  |

These are just a few of the many companies offering matching gifts. To find out if your company participates, visit www.matchinggifts.com/als.

Submitting Donations

CREDIT CARDS, CHECKS, AND CASH
Checks may be mailed to the Tampa office address in advance of the Ride to Defeat ALS.

When submitting donations by check, please ensure that the donor’s name and address are on the check, as well as the rider and Ride location on the memo line.

*Please don’t send cash in the mail!* You can turn that cash into a money order or check. Just make sure you include the donor’s contact information.

Direct donors online. When a person donates online on your behalf, you will be notified by email. Visit www.ALSAFL.org or www.FloridaRide.org. Ride donations are accepted year-round. While we hope you can submit all donations prior to ride day, you may turn in donations when you sign in at the Ride or mail them to the office after the event.
Ride Day Information

All registered Riders will receive a Day of Event Preparedness Guide via email the week before the ride with last minute instructions.

Parking & Transportation
You may obtain door-to-door instructions online by clicking the Driving Directions or Map link on our website: www.FloridaRide.org.

HANDICAPPED ACCESSIBLE PARKING is available. Keep an eye out for the PALS Preferred Parking sign.

Registration

ALL participants are asked to go directly to the Check-In tables upon arrival at the Ride.

If you have turned in $250 or more in advance of the Ride, you will be able to pick up your t-shirt! There will be a record of riders who were credited with donations received prior to the Ride.

Please be sure that all Riders register/check-in and that a waiver is signed.

Teams
Teams are encouraged to meet in a specific location and gather for team photos prior to the Ride. Plan to arrive early and enjoy the music and festivities. Wear your team t-shirts! Then, plan on getting warmed up by engaging in our pre-ride warm-up and feel the enthusiasm! Pay attention to the emails that come from us! We may be announcing some contests in which you may win a private tent for your team!

Volunteers
We are always in need of smiling volunteers to help with the event! If you plan on riding, please let us know before the day of the event, so we can assign you to a task that will not interfere with the Ride itself. We want focused volunteers and focused Riders.