

The sample documents provided in this packet are intended to help jump start your fundraising and make your mission as easy as possible.

All of the following documents are available, in editable formats, by contacting a member of the **ALS TDI** team, by phone or email.

The following pages contain samples for:

- Fundraising Letters (2)
- Sponsorship Request Letters
- Form a Team Letters
- Donation Forms
- Press Releases
- Event Flyers
- Correspondence
- Event Recap Letters



FACTS

For years, ALS was commonly known as Lou Gherig's disease because it took the life of the popular Yankee slugger just two years after he played his last game.

A Sample Fundraising Letter

**YOUR
LOGO**

Friends & Family,

As most of you know, Julie Everest was recently diagnosed with ALS. Julie has been my best friend since 1st grade and my running partner since shortly thereafter. As Julie has always been a fighter, so to must we as her friends and family members. I'm going to commit to running this year's Boston Marathon in her honor, and I hope to raise money for ALS research in the process.

ALS (Amyotrophic Lateral Sclerosis) is a progressive, fatal, neurodegenerative disease that attacks motor neurons in the brain and spinal cord. There is no known cure for ALS. ALS will prevent Julie from running, the sport that we all know she loves so much. And although this awful disease will steal her freedom, it will never take her spirit. That is why I will run and run and run, until there is a therapeutic for Julie and the other 350,000 people living with ALS today.

I have chosen to join thousands of other supporters, from all over the world, to fuel research being conducted at the ALS Therapy Development Institute (ALS TDI), in Cambridge, Mass. ALS TDI uses entrepreneurial spirit and techniques to aggressively seek out, develop, and deliver promising therapies to slow, arrest, and cure ALS. By identifying and filling gaps in the development process they can then define and deliver resources required to transform ideas into concrete therapies.

There exists no doubt in my mind how devastating ALS truly is. A team of over 30 scientists and technicians is tackling the work of overcoming this disease. ALS TDI not only has the largest full-time team of researchers in the world working to cure ALS, but the most experienced and interdisciplinary. This unique approach is already producing results and advancing the field of study in ways never before thought possible.

Donations from passionate supporters around the world drive the Institute's research. The pace of research can be accelerated with your help. Please consider making a donation to ALS TDI. Your donation is 100% tax deductible and over 86% of all funds generated go directly into researching a treatment or cure. The 30,000 patients living with this disease today and tomorrow need our help. Every dollar and every donation will help ALS TDI get closer to the finish line.

26.2 miles will not be easy, but neither is living with ALS today. I hope to run the entire race in under 3 hours and raise over \$5,000 for ALS TDI. I will keep you all posted on our fundraising and my training at www.run4julie.als.net. Feel free to upload pictures of yourself and Julie, send messages, download info on my efforts and donate to our cause easily and directly on my site. Please consider making a donation.

Thank you for joining in our fight.

Sincerely

FACTS

Evidence shows that certain forms of ALS are carried between generations, known as Familial forms of ALS (fALS). The majority, however, are considered sporadic (sALS) with no known cause.

Another Sample Letter!

Dear Clarence Jones Foundation Member and ALS TDI Supporter,

As many of you know, we did not hold a Clarence Foundation event this past summer as had been done in years past. However, the need of ALS patients and their families remains. I know this past year has been challenging economically for all, but keeping things in perspective, those affected by ALS have even greater challenges. I also know that Clarence was the type of person that would keep up the fight so that others could benefit.

To date, \$72,012 has been raised for ALS TDI through our collective efforts. Our original goal of \$100,000 is within reach. Please consider joining me in continuing your support by making a year end contribution to the Clarence Foundation to benefit ALS TDI.

There are a few ways in which you can contribute. To donate online, please visit the Clarence Jones Family site at www.als.net/ffc/sites.asp. To make a contribution by check or credit card, please use the enclosed envelope. For check donations, be sure to list "Clarence Jones Fund" in the memo and make payable to "ALS TDI".

On behalf of the Clarence Foundation,
thank you for your support.

Respectfully,



Jill Jones



N.B.: ALS TDI is a registered 501(c)(3) not for profit organization (#043-462-719) and all donations are considered tax deductible to the extent provided by law.

The ALS Therapy Development Institute
215 First Street, Cambridge, MA 02142
Tel: 617.441.7200 Fax: 617.441.7299
WWW.ALS.NET

Team TDI is the largest fundraising program at ALS TDI. With a significant online presence, members carve out their own fundraising niche... your event included!



Join me in my Marathon Mission 2009!

I am running my first marathon because my brother, Zack, was diagnosed with ALS in 2004. Having seen the debilitating effects that this disease has taken on him, particularly physically, has prompted me to want to challenge myself physically.

I started doing different races; a 6-mile walk, 10K runs, half-marathons, sprint-triathlons and now a full-marathon! Zack is my inspiration for doing these races and also my motivation during my training and races. Whenever I feel tired or unable to take another step, I think of him and what struggles he encounters on a daily basis... and I keep going. If he can do it, I certainly can.

To run with me in Arizona, register for the race at www.rnrz.com. The race is the P.F. Chang's Rock 'n' Roll Marathon & Half-Marathon on January 18, 2009 in Phoenix, AZ. I'm hoping that you might like to take part in fighting this disease by either sponsoring me or running with me! We can make a difference, not only individually, but especially if we come together as One Big Team!

MY GOAL: 5 people to join me on the run and to raise a total of \$5 K!
All proceeds go to ALS TDI for ALS research (www.als.net).

My Marathon Mission 2009 is an opportunity for those of us wanting to make a difference to do so. Help eradicate ALS by joining my team and running with me or by making a donation online to ALS TDI's research.

Visit <http://snipurl.com> to view my webpage or donate now!

Sincerely,



Join My Team!

Since 2001, the ALS TDI scientific team has grown from 11 to 33 members, including 9 with advanced degrees (Ph.D. / M.D.).

sample sponsorship request

YOUR
LOGO

Dear Larry's Bagel Shop,

My name is Ted Ruderman and I am proud to be fundraising to benefit those affected by Amyotrophic Lateral Sclerosis, otherwise known as Lou Gehrig's Disease. On Saturday, September 20th, 2008, my brother Brian was diagnosed with ALS and with his help, and yours, I will run all 26.2 miles of the Chicago Marathon.

Amyotrophic Lateral Sclerosis (ALS) is a progressive, fatal, neurodegenerative disease that attacks motor neurons in the brain and spinal cord. There is no known cure for ALS. The research team at The ALS Therapy Development Institute is executing the largest discovery biology and drug development project possible today to combat ALS.

Your shop has been a part of the community for over 20 years and for those 20 years my brother and I have supported you. Now my family, and ALS patients worldwide, need your help and I am proud to ask you to extend a helping hand.

I would like to thank you in advance for your consideration in donating on behalf of my mission: to help support the ALS TDI's search for viable treatments for ALS as quickly as possible. All donations are fully tax-deductible to the extent allowed by law. In addition to helping ALS TDI find a cure for ALS, you will also receive special recognition in my efforts, on my website, on my race t-shirt and in the thank you note that I will send to my entire network.

All funds raised will go directly to fund ALS research through ALS TDI, the world's largest lab focusing solely on ALS research. Be a part of the cure.

Please mail donations to ALS TDI at 215 First Street, Cambridge, MA 02142, note "Ruderman's Run for Research" in the memo section of the check, or call 617.555.1234 for more information.

Thank you for your time and consideration.

Sincerely,



sample donation form

RUNNING 100M FOR RESEARCH
DONATION FORM

Please help me help others. There is no known cure for ALS. I have committed to run the Western States 100... yes, that's right... 100 miles on foot. Seems pretty hard, but it's absolutely nothing compared to those challenges faced by families dealing with ALS. Help us find a cure. Please Donate!

-Thanking you in advance, Brian

DONOR INFORMATION (Please Print or Type)

Name	Todd Ruderman
Billing Address	121 Tobey Garden Street
City	Duxbury
State, ZIP Code	Massachusetts, 02332
Telephone	201.303.3607
Email	truderman@yahoo.com

Send a donation form with your letter. Make sure it's easy for your network to donate on your behalf. If someone prefers not to donate online, provide them with a form like this one.

ACKNOWLEDGMENT INFORMATION

In honor of In memory of For Team

Name	Brian Walsh
Send Acknowledgement to	141 Fuller Street, Apt. 3, Brookline, MA 02446

DONATION AMOUNT

I (we) would like to donate
\$ 100.00

General
 Auction Item
 Raffle Item


DONATION DESCRIPTION

Single Golfer
 Golf Foursome
 Ticket(s)
 Sponsorship
 Miles
 Other _____

PAYMENT INFORMATION

I would like to make this contribution in the form of: Cash Check Credit Card Other _____
(Please make all checks payable to: ALS TDI)

Name As It Appears On Card	Todd M. Ruderman
Credit Card Type	<input checked="" type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express <input type="checkbox"/> Discover
Credit Card Number / CV2	0011 2233 4455 6688 222
Expiration Date	10/2012
Gift will be matched by	Microsoft Company (company/family/foundation).

Signature(s): 

Date: 10/12/2008

THIS IS NOT A TAX RECEIPT

ALS TDI is Your Lab

The ALS Therapy Development Institute is driven by a single, profoundly important goal - to discover viable treatments for ALS as quickly as they possibly can. **With your support their scientists and technicians are working collaboratively to discover and develop potential therapeutics aimed at stopping ALS.** Do you want the latest info on progress at ALS TDI? Sign-up for a monthly e-update at www.als.net.



215 First Street Cambridge, MA 02142 t: 617.441.7200 f: 617.441.7299 www.als.net

ALS TDI combines the passion and dedication of a nonprofit organization with the entrepreneurial and scientific spirit of a biotechnology company.

Winston Churchill once said, "You make a living by what you get. You make a life by what you give."

Sample Press Release

FOR IMMEDIATE RELEASE

Contact: Andrew Dunn
 AndyDunn@gmail.com
 (617) 441-7200

LOCAL RESIDENT RUNS HIS FIRST MARATHON FOR ALS, LOU GEHRIG'S DISEASE, RESEARCH

October 2, 2008; East Caldwell, New Jersey -- This November, East Caldwell Resident Andrew Dunn will join roughly 5,000 men and women, from as far away as California and Washington State to run in the New York ING marathon. Andrew will raise money and awareness for ALS, Lou Gehrig's disease, the fatal neuromuscular disorder that kills more than 5,000 Americans each year. Andrew hopes to raise \$5,000 for ALS research and the ALS Therapy Development Institute.

"I've never done something like this before, but my family's been touched by this disease and I want to prevent that from happen to other families in the future," said Andrew. "26.2 miles is a small distance to run for a research that so desperately needs to be done."

Andrew will be running all 26.1 miles to honor ALS patients across the U.S. who have the strength to hope and stay committed to finding a cure for this horrific disease. "The course is long and my training is intensive and time consuming, but ALS demands our attention and I will do all I can to help," says Dunberg. This will be Andrew's first marathon.

"Andrew's effort is about raising money and bringing attention to the work we're doing to find a cure for a horrific disease," says Sean Scott, President of ALS TDI. "The people who participate in events like these and fundraise for the institute make the research we do here possible. They run, walk, and ride because they want to see changes in medical science."

To support Andrew's efforts please visit www.AndysRun.als.net. For more information on ALS TDI, supporting research, or getting invovled, call 617-441-7200 or visit ALS TDI online at www.ALS.net.

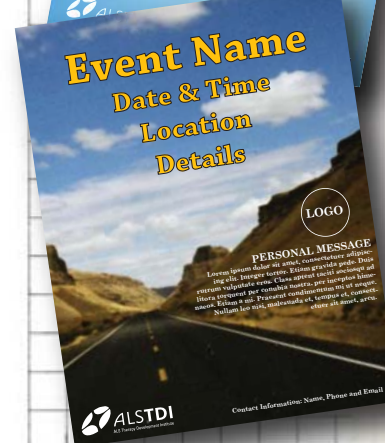
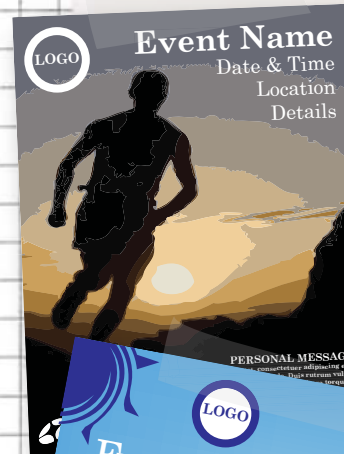
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FACTS

The ALS Forum is an arena to exchange information about ALS, scientific advances in ALS, and treatments for ALS. Visit www.als.net/forum to learn more.

Sample Flyers or Event Posters

Creating an event poster is a great way to help spread the word. Post it on your website and in your community.



Event Name

Date & Time

Location

Details

PICTURE HERE

PERSONAL MESSAGE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer ttor. Etiam gravida pede. Duis rutrum vulputate eros. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Etiam a mi. Praesent condimentum mi ut neque. Nullam leo nisi, malesuada et, tempus et, consectetur sit amet, arcu.

LOGO

Contact Information:
 Name
 Phone
 Email

ALSTDI
ALS Therapy Development Institute

Include details about the fundraising event you're hosting and a short paragraph about why you're participating in a marathon. Include information on how to donate and/or participate.

FACTS

30,000 people throughout the U.S. currently have ALS, and 8,000 new cases are diagnosed each year.

Sample Event Recap Letter

December 1, 2008



Dear Brandon,

I am proud to report that the 2008 Fanny Invitational at TPC Boston was an overwhelming success. First and foremost, on behalf of my entire family and ALS TDI team, I'd like to thank you for your support and participation.

You may recall that despite initial forecasts for rain, the event watched 96 golfers take to the links in clearing skies for a full day of golf, games and excitement. We were proud to host returning friends and welcome new faces into our loving community. This year there were 22 new golfers teeing off in a field marked by longtime veterans Stanley Wright of D&L, Tom Rice of Golf Digest and Derek Breau, director of Driving4Life who have now attended the event for three straight years. Other special guests included ALS TDI's Chief Scientific Officer, Steve Perrin, Ph.D., ALS Patient Joe Smith and ALS Patient and ALS TDI Ambassador, Martha Robinson.

This year's event raised a remarkable \$60,400 for research at ALS TDI. Your generous contributions, be they donations, playing golf, participating in our raffle, or winning one of our fabulous auction items, have brought the cumulative total for the Annual TPC Boston Fanny Invitational to \$121,980.

This event would not have been possible without your passion for both the game of golf and funding the valuable research being conducted at ALS TDI. Special thanks go out to our invaluable committee including: Keith Ericson, John and Beth Summerland, Maureen Dunn, Sue Tension, Tom Riley, Brad Brooks, Alice Rancher, and Shelly Clok (We'd also like to congratulate Shelly's husband, Flint Clok, on his hole-in-one on the 16th). I would also like to recognize our tremendous sponsors: The Deutsche Bank Championship, Samuel Adams, and New Balance.

ALS TDI has continued to accelerate its research thanks to the support of donors like you. This year, more therapeutics have been developed and examined than ever before. More is being done in the way of collaboration with other researchers and ALS TDI is continuing to strive for open communication with the entire ALS community. On October 19th and 20th, the ALS Therapy Development Institute hosted its 4th annual Leadership Summit. The two-day event featured an "Open House," with more than 60 people taking a tour of our lab, the world's largest ALS research center. The following day featured an all day research symposium, with a number of leading researchers making presentations to a crowd of more than 250 members of the ALS community.

Thank you again for your continued support and commitment to furthering the mission of Driving4Life and ALS TDI, to discover, validate and develop viable treatments for ALS as quickly as possible. Since inception, Driving4Life has raised over \$7.5 million and will continue to raise the funds necessary to support the world's largest translational research program focused exclusively on ALS.

Our shared passion for the game of golf is helping to fuel the pace of research and will ultimately lead us to a world without ALS.

Sincerely,

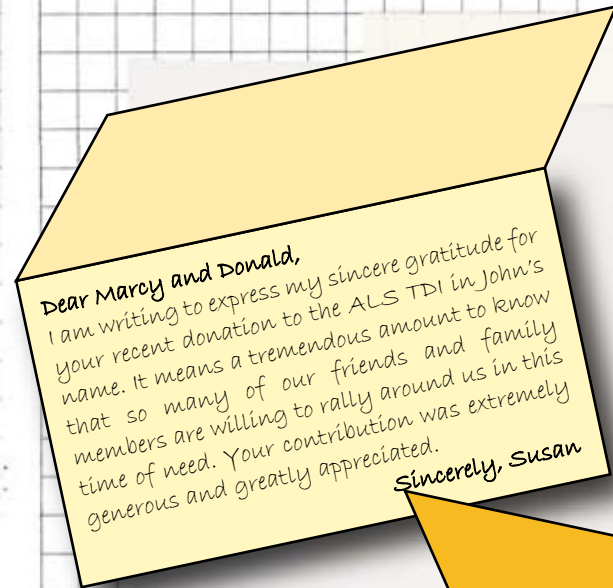
Marshall



\$121,980

FACTS Stay tuned for date & information regarding our 2009 D4L Invitational! For more information on the campaign, or the research at ALS TDI, please feel free to email me at dbreau@als.net or reach me via telephone at 617.441.7224 or visit www.driving4life.org.

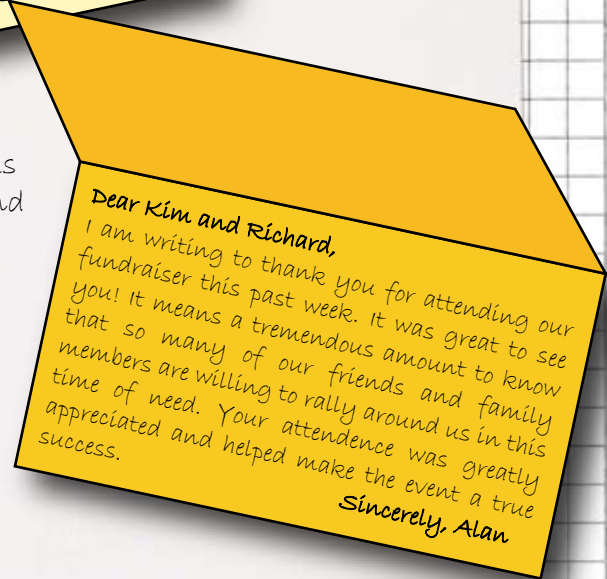
FACTS Hundreds of families from all over the world raise money to accelerate the pace of our research by becoming involved in ALS TDI fundraising programs.



Dear Marcy and Donald,
I am writing to express my sincere gratitude for your recent donation to the ALS TDI in John's name. It means a tremendous amount to know that so many of our friends and family members are willing to rally around us in this time of need. Your contribution was extremely generous and greatly appreciated.
Sincerely, Susan

Write thank yous for donations made on your behalf!

Write thank yous to those that attend your event!



Dear Kim and Richard,
I am writing to thank you for attending our fundraiser this past week. It was great to see you! It means a tremendous amount to know that so many of our friends and family members are willing to rally around us in this time of need. Your attendance was greatly appreciated and helped make the event a true success.
Sincerely, Alan

Sample Thank Yous

FACTS Visit the ALS TDI website, at www.als.net, to get information and tools to help make treatment decisions online, in the mail, or in person.

ASSIGNED TO: YouMISSION: Fundraise for a Cure*Joining Team TDI*

The Team TDI Network is a community of ALS patients, their families and communities dedicated to funding research at ALS TDI. The TeamTDI program brings together ALS patients and friends who have chosen to join forces with ALS TDI to find effective treatments for ALS patients today.

Faced with this devastating disease, many families and friends of ALS patients take positive action by raising money to fund ALS TDI research.

This is Our Lab, Make it Your Lab.

A world-class scientific research center, built by and for ALS patients, ALS TDI is a nonprofit biotechnology company that combines the proven methods and best practices used in industry with the passion of a nonprofit mission. Amyotrophic Lateral Sclerosis (ALS) is a progressive, fatal, neurodegenerative disease that attacks motor neurons in the brain and spinal cord. There is no known cure for ALS. Our research team is executing the largest discovery biology and drug development project possible today to combat ALS.

It is the mission of ALS TDI to use entrepreneurial spirit and techniques to aggressively seek out, develop, and deliver promising therapies to slow, arrest and cure ALS. We are driven by a single, profoundly important goal - to discover viable treatments for ALS as quickly as possible.

The ALS Therapy Development Institute
215 First Street, Cambridge, MA 02142
Tel: 617.441.7200 Fax: 617.441.7299
WWW.ALS.NET

FACTS

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Event & Program Manager



Email: afavicchio@als.net
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Derek Breau
Northeast Regional Director
Driving4Life Director



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Phone: 617.441.7224

Vanessa Plant
Event & Program Manager



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Phone: 617.441.7230

Amy Whipple
Midwest Regional Director



Email: awhipple@als.net
Phone: 617.441.7257

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Southeast Regional Director



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Jo Tanzer
Southwest Regional Director



Email: jtanner@als.net
Phone: 617.441.7222

Mike Shannon
West Regional Director



Email: mshannon@als.net
Phone: 617.441.7258

MEET THE TEAM!
Do you want to get
involved? Do you have
a question?

Contact us anytime!

Let us know how we can help!

FACTS