



Go for the ride of their lives.

## **2009 Cycle for ALS Indoor Ride-a-thon: Host Packet and Event Guide**

Congratulations and Thank You!

You've made the decision to help fight the War on ALS by choosing to organize a Cycle for ALS Indoor Ride-A-Thon event in your area.

For the past three years, the Blazeman Foundation for ALS has called upon endurance athletes all over the world to come together to fight the War on ALS. This year we are happy that you are choosing to join the battle. Your efforts will go a long way in supporting the Blazeman Foundation's mission:

1. To raise awareness about ALS by leveraging the energy, commitment and compassion of the multi-sport community
2. To raise necessary funds for cutting-edge scientific research to find treatments and an eventual cure for ALS...So Others May Live

The dollars raised through the Cycle for ALS Indoor Ride-A-Thon event will go directly to the Blazeman Foundation for ALS to build awareness and advance the research to find a cure for ALS.

This guide is designed to help you meet and exceed your fund-raising goal for your event. It will give you important background information on ALS and the history of the Blazeman Foundation for ALS. It will also lay out simple fund-raising steps for you and your participants to follow. It includes helpful tips for using our online fund-raising tools as well as collecting donations.

If you haven't already done so, begin creating a list of participants who you think would be interested in participating in your event. Encourage participants to create teams whose members will ride throughout the event. Teams create more excitement, help each other with fund raising, and build camaraderie. Teams can include: corporate teams, family and friends teams, or club/organizational teams. Teams can consist of any number of members and should include a captain who is responsible for organizing the riders.

If you have any questions, please visit [www.cycleforals.com](http://www.cycleforals.com) or join our group discussion at The Veloist, a community for cyclist, [www.veloist.com](http://www.veloist.com)

# **Whats in your Host Packet**

We hope that you will find the information in this packet helpful as you pull your event together. You will have many questions and we hope to have covered them here. But there will be new questions no doubt. That is why we encourage everyone to gather in our virtual community at the Veloist.

Once you have made the decision to organize a Cycle for ALS event and have secured a location, please visit the [2009 Cycle for ALS Group page at http://www.veloist.com/group/2009alsspinathon](http://www.veloist.com/group/2009alsspinathon) and leave a comment to let us know your event particulars (i.e., who you are, where your event will be). If you are a group or organization and would like your logo placed on the [www.cycleforals.com](http://www.cycleforals.com) website, please forward the logo to [info@cycleforals.com](mailto:info@cycleforals.com). We would like to be able to list a few particulars about each event on our website so everyone can see with whom they will be uniting with on February 7, 2009. This also helps us tell a bigger and better story when we approach the press. There is strength in numbers, and the more locations we have to show the press, the bigger the story.

## **Why Indoor Cycling?**

### **What is ALS?**

### **The Blazeman Foundation for ALS**

### **How to get the most out of your 2009 Cycle for ALS Indoor Ride-a-thon.**

### **Building your Event**

### **Fundraising**

### **Spread the Word**

### **Donation Cards**

# Why an Indoor Ride-a-thon?

ALS or Amyotrophic Lateral Sclerosis is unpreventable, untreatable and incurable. ALS attacks otherwise healthy adults randomly and spontaneously. Once diagnosed, people with ALS have an average life expectancy of 2-5 years.

Until the last few years, little progress has been made to unlock the mysteries of ALS since it was first identified nearly 150 years ago. ALS patients continue to face certain death with no significant treatment options – a situation that remained virtually unchanged since the days of Lou Gehrig's diagnosis in 1939.

Greater public awareness about the disease and increased funding and focus on scientific research, especially in light of technological advances and the genetic advances, provide hope and a brighter outlook that new understanding of this perplexing disease is within reach.

**On February 7, 2009, thousands of participants across the country will come together to ride for a cure...So Others May Live!**



# What is ALS?

Amyotrophic lateral sclerosis (ALS), commonly known as Lou Gehrig's disease, is a progressive neurodegenerative disorder that attacks motor neurons, or nerve cells, in the brain and spinal cord. Motor neurons control the movement of voluntary muscles. When the motor neurons can no longer send impulses to the muscles due to ALS, the muscles begin to atrophy causing increased muscle weakness and loss of coordination.

Symptoms of ALS include twitching and cramping of muscles (fasciculation), loss of control in hands and arms, impaired use of the arms and legs, weakness and fatigue, tripping and falling, dropping things, slurred or thick speech, and difficulty breathing and swallowing. The symptoms progress relentlessly, ultimately resulting in death. In most cases ALS patients do not experience impaired intellectual reasoning, vision, or hearing. Eye and bladder muscles, along with sexual function and drive are normally not affected.

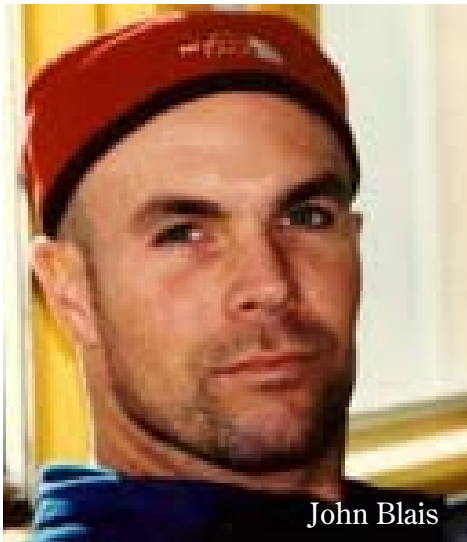
Since 1869 the ALS Death Toll is 20,849,596 Fallen

...411 people per day

...17 people per hour

...Survivors...0





## **The Blazeman Foundation for ALS**

In October of 2005, Jon “Blazeman” Blais became the first person with ALS to finish an Ironman. He completed the 140.6 mile event (2.4 mile swim, 112 mile bike ride, 26.2 mile run) in 16.5 hours to honor all past and present People with ALS (PALS). As Blazeman rolled across the finish line in Kona, Hawaii, he challenged all endurance athletes to help find a cure for ALS.

The Blazeman Foundation for ALS was created in 2006 to help raise awareness and much needed funds for ALS medical research. The Blazeman Foundation for ALS is a 501 (c) (3) organization whose mission is to 1) raise awareness about ALS by leveraging the energy and compassion of the multi-sport community, and 2) raise funds to find a cure ALS ... “so others may live.” The foundation encourages, recruits, and supports endurance athletes all over the world to join Team Blazeman and battle together as Blazeman Warriors in the “War On ALS.”

The Blazeman Foundation for ALS both organizes and supports quality athletic events all over the world as a way of encouraging members of Team Blazeman and others to raise funds and awareness for ALS.

The Blazeman Foundation for ALS uses all funds to support established ALS research foundations to enhance their important efforts in finding a cure and effective treatments for ALS.

For more information about the foundation visit [www.WarOnALS.com](http://www.WarOnALS.com)

The Blazeman Foundation for ALS  
20 Commerce Way, Unit 12 PMB 283  
Seekonk, MA 02771



# **How to get the most out of your 2009 Cycle for ALS Indoor Ride-A-Thon!**

## **Find a Location**

All you need to do is find a place to ride and gather your training buddies and friends. Public places such as health clubs, YMCAs, sporting goods stores or parks where people congregate are great places. If you are going to utilize a specific room (like an aerobics room at gym) make sure there is enough room for everyone participating as well as spectators. Aim big, the more room you have, the more inviting it will be.

Where ever your location, you will need to obtain the appropriate permissions to host your event.

## **Safety**

Many hosts may want to host in a mall; a great idea, but you need to look at the safety to the riders and the public. Bikes take up a lot of space; the spinning wheels, and moving pieces. Somebody can bump into them and really get hurt. Sweat pools up quickly on the floors and can create a slip hazard. Extension cords can also present the same obstacles. Plan ahead of time how you want the bikes to be setup in an organized, logical and safe way. Organize bikes in a way that allows for maximum occupancy and greatest amount of safety.

## **Look for the extras**

If you are in a parking lot, you are visible, but you don't have washrooms, or showers, or even outlets for audio/visual equipment. You don't need these things, but it makes for a more comfortable and enjoyable experience. So balance out your visibility with the available amenities you have.

## **Duration of Event**

The duration of your event should be a combined total of 16.5 hours – the amount of time it took Jon Blais to complete his Ironman in Kona. This combined total can happen in a variety of ways. You can schedule your event for a total of 16.5 hours and have participants ride throughout the time. It can be a combination of participants riding a predetermined number of hours; such as 2 people riding 8.25 hours, 4 people riding 4+ hours, or 8 people riding 2+ hours each - you get the idea. We challenge you to make this event your own by creating a unique way to get your participants riding and having fun!

Whatever you decide, it is important that you share and clear this information with the management of your venue and plan accordingly.

## **Visibility: The Key to Success**

In order to get people interested and involved, you need your event to be noticed. Set up your event in a visible location that gets a lot of foot traffic, or make signs that grab peoples' attention. The more noticeable you are, the more people will stop and ask questions. Play inspirational music and DVDs to get people to take notice what you are doing. Make sure that the facility manager is ok with you using music, and audiovisual equipment. You want a big space that lets you get loud and be noticed. Hang balloons to attract attention and create a feeling of celebration. Also make sure it is ok to set up posters and banners at your location. Set out/distribute flyers well in advance of your event to generate interest and excitement. The [www.cycleforals.com](http://www.cycleforals.com) website has marketing materials (see downloads page) to help you get the word out about your event. Feel free to use these downloads as you see fit.

## **Your Event Packet**

For your efforts in organizing an event, and also to help you generate a "buzz" around your event, each organizer, of the first 15 confirmed events, will receive an Event Package in January 2009. The Event Package will be mailed to your home shortly after the New Year and will include:

1. One Fleece Blazeman Foundation for ALS pull-over jacket (we will ask for individual sizes no later than December 2008)
2. One large "ALS Ride-A-Thon" Banner
3. DVD of Blazeman's 2005 Ironman - Kona story
4. Blazeman Foundation for ALS stickers and temporary tattoos
5. Preaddressed, stamped envelopes to send checks to the Blazeman Foundation

## **Equipment**

The availability of indoor bikes/stationary bikes is crucial to your success. Not everyone owns a bike and trainer, and we don't ONLY want to target tri-athletes for this event. We need bikes that anybody can ride. An indoor bike can be far less intimidating and more inviting to the everyday athlete, then a tri bike. If none are available, approach your local bike shop and ask them for any potential assistance in this matter. Having enough bikes available for everyone is the key to getting large numbers of participants. Ask participants with bikes and trainers to let others use their bikes to make it easier for everyone that wants to ride.

## **Auctions, Raffles and Prizes**

As an incentive to participants, you are welcome and encouraged to solicit local vendors for prizes and giveaways. You may want to have a prize for the individual or team that raises the most money. Hosting a silent auction and/or raffle for spectators is another way to raise funds during your event. Recruit an individual who wants to help but isn't able to ride to help you set it up. You may also want to ask local restaurants about providing snacks and beverages for your event. If requested, use the receipt at the back of this packet for vendors who make a donation.

## **Be a Warrior**

A huge key to success is your knowledge and enthusiasm about the War on ALS. Be passionate, well spoken, and believe in what you say; others will follow suit. Be knowledgeable about the Blazeman Foundation for ALS and Team Blazeman. Share with your venue manager why it is important that allowing people to ride gives others an appreciation for life, and how their facility plays an integral role in the process.

Our War is a celebration of life, and a determined effort to show the world how lucky we are to be moving forward. PALS (people with ALS) don't get that option. Using the War On ALS literature to back up your pitch is key. Make sure to have plenty of "What is ALS?" and "What is The Blazeman Foundation for ALS?" fact sheets available to anyone who may be interested. You can also send these downloads via emails to prospective participants and press to create a "buzz".

If you need help attracting participants to your event send emails to the local triathlon clubs to ask for their participation.

# **Building Your Event**

Building your event can be easy; just follow these simple steps.

## **Set Your Goal**

In addition to an individual goal, as the organizer/captain of this event you will want to set an overall event goal. This will help participants determine their individual goals. Set your goal high – but not impossible – and tell everyone. Have your goal posted at your event in a format that allows participants to see your progress toward your goal.

If you have a good sense of how many participants/teams you will have, you may want to lay out some guidance around goal setting. Plan backwards from your event goal: if the goal for your event is \$10,000 and you have 100 people participating, each person's goal should be \$100.

## **Make a List**

Make a list of EVERYONE you know. Everyone includes friends, training buddies, family, co-workers, neighbors, your hairdresser, local businesses you frequent—don't exclude anyone. Also let your local chapter of the ALS Association know that you are putting on the event. They may be able to offer some additional support and attendance.

Next, invite everyone to participate in your event and/or if they know anyone else who would be interested in participating. Make the invitation big and exciting – it's all in the packaging! You may want to organize a raffle or prize give away as an incentive.

# **Fundraising**

## **Personal/Event Fund Raising**

You as an event host/organizer, can set-up your own personal ALS Ride-A-Thon event page through Active.com. Please see the instructions immediately below on how to set-up your own page.

**INSTRUCTIONS:** There are two things you need to know. The first is that you should set-up your own event specific fundraising page through Active.com. This is where you can get your personal event message out to your participants. Secondly, you can invite (encourage) all participants in your event to create their own personal fundraising page (within your event page) so they can announce their unique message and reasons for participating in your event. This is where they can tell a story of why and for whom (ALS patient) they honor as they participate in your event. This will also allow them to fundraise to their family, friends, coworkers with their own personal message.

Simply do the following to set-up your event page:

1. Click on the link I provided below (main Cycle for ALS fundraising page)  
<http://www.active.com/donate/SpinForALS>
2. Click on "Become a Fundraiser" at the top of the page
3. Click on "Create A Fundraising Team" at the top of the new page
4. Log-in to your Active.com account (you will need to create one if you do not have one - it's free and simple)
5. Where it says "Title" you should put 2009 "your city, state" Cycle for ALS Fundraising Page
6. Where it says "Complete your web address" put your city name in the box - this will tie your website address in with the location/city of your event  
(example: <http://www.active.com/donate/SpinforALS/Palatine>)
7. Where it says "Are you creating a Team Fundraiser" make sure the "yes" button is on.
8. You are ready to create your event fundraising page. Have fun, get creative and get your message out!
9. Once you finish your event page, invite your participants to click on the "Join This Fundraising Team" so they can create their pages within your event. The total donations are additive up the chain of websites all the way to the main page. You will get the idea as you see it.

As you create your page we will directly link to them via [www.cycleforals.com](http://www.cycleforals.com). That way you will be able to tell people to go to [cycleforals.com](http://cycleforals.com) find your event and click on the “Donate” button beneath your event.

This is actually very simple and straight forward, so please give it a shot. I hope you find these powerful and useful tools to aid in fundraising. It’s never too early to start spreading the word and fundraising!

Once you set up you event webpage, the [www.cycleforals.com](http://www.cycleforals.com) website will link to each event webpage to make it easy for people to find your site from the [www.cycleforals.com](http://www.cycleforals.com) website.

When you set up your event page through Active.com, you have the opportunity to get out your personal message and goals for your event to mass audiences. You can also direct your donors or people who you meet to your event webpage where they can make their donations directly online (with automatically generated receipts). You as the host will be notified automatically (via email) each time someone donates to your event. Donations collected off line (cash or check) will not be tallied on your webpage, and you will need to track these donations separately. At the bottom of this packet we have included donation tracking forms to make it easy for you to track the offline donations.

At your event be sure to have a large highly visible “Donation Box” to encourage participants, and other people passing by to donate. Signs such as “Please donate to keep us riding” can be staged in front of the participants to encourage and remind people to donate.

## Submit donations to the foundation

As an organizer, you can mail any off-line donations you collect to the Blazeman Foundation for ALS. All participants should submit any off-line funds (cash, checks) they have collected directly to you. Please do not send cash to the Blazeman Foundation for ALS. We ask that you please keep any cash you may collect and make an online donation (or send a check) in the equal amount.

After your event, and once you have tallied and collected all the funds (online, and offline) mail your check ASAP to the **Blazeman Foundation for ALS, 20 Commerce Way, Unit 12 PMB 283 Seekonk, MA 02771**. Please try to have the envelope in the mail within one week of your event. Any checks that are collected after your event can be sent separately.

All on-line and personal check donations will receive a receipt for tax deduction purposes. Please remember that the Active.com on-line donation process will automatically and immediately generate email receipts to each online donor. Receipts for personal checks will be mailed to each individual donor by the Blazeman Foundation for ALS as long as the donors address is on their check. Cash donations will not receive a receipt.

Each donator of record (i.e., on-line, or personal check) will also receive a personal "Thank You Note" directly from the Blazeman Foundation for ALS.

## Spread the Word

### Take Photographs and Video

We ask all organizers to take plenty photos at their event. These photos play a big role in inspiring future event organizers and participants to join in on future Cycle for ALS Events. At the end of your event simply email all photos to [info@cycleforals.com](mailto:info@cycleforals.com). We will be sure to get all photos on the website for all to enjoy!

Better yet simply upload your photos and videos to the Veloist, it's easy. Then you can share your great efforts with the entire planet and get the thanks your deserve. [www.veloist.com](http://www.veloist.com)

### Have Fun!

Take pride knowing that you are a community leader who is playing a major role in the fight to destroy ALS! We greatly appreciate your efforts and wish you the best of success.

Thank you for everything you do to fight the war on ALS.



Go for the ride of their lives.



# BLAZEMAN FOUNDATION FOR ALS

## So Others May Live



February 7, 2009

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

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

A donation in the amount of \_\_\_\_\_

By: The Blazeman Foundation for ALS  
A 501(c) (3) Corporation  
Tax ID number: 20-8526311  
20 Commerce Way, Unit 12, PMB 283  
Seekonk, MA 02771



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