

## 2017 ALS Awareness Month Kit Contents

Thank you for being an ALS Awareness Month Advocate! We are so excited to have your help this May in spreading awareness about ALS and the Les Turner ALS Foundation. With your help, we know we are one step closer to a cure for ALS. Spread the news about ALS and the Foundation far and wide, and when you run out of materials, contact the Foundation office for more. If you have questions about the materials in this kit or Awareness Month in general, please give us a call at 847-679-3311 or email [info@lesturnerals.org](mailto:info@lesturnerals.org).

Here is some information about the contents of this Awareness Month Kit and how you can use each piece to help spread awareness.

### 1. Awareness Sticker Cards

Each ALS Awareness Month card has a removable sticker to create a strong, long lasting leave behind. By peeling off the sticker from the card and placing it on a folder, water bottle, laptop or other surface, the Les Turner ALS Foundation logo and hashtag, #FreezeALS, will be seen by more than just the person receiving the card. If you place the sticker on your laptop and go to a café to do work, all of the people sitting around you at the café will see the sticker and may ask themselves “What is Freeze ALS?” leading them to do an internet search for the phrase and finding our website!

This is a great piece to leave in local businesses or pass out to friends and family members.

**Tip:** When giving out the card to a friend, show them how to remove the sticker and give them five additional cards to hand out to their friends and family!

### Examples:





Les Turner ALS Foundation  
5550 W. Touhy Avenue, Suite 302  
Skokie, IL 60077-3254

847 679 3311  
847 679 9109 fax

lesturnerals.org

### **3. Get Involved Flier**

For family and friends who express and interest in spreading awareness, share this flier with them to help them get involved.

### **4. Social Media Ambassador Instructions**

If you, your friends or your family are interested in spreading awareness via social media and email, use this flier to learn how!

### **3. Poster**

Each kit contains two posters for you to place in businesses in your community or your place of work. Ask businesses to get involved using the enclosed letter (*Letter to Community Members*) and hang the poster and leave a stack of cards behind. If you need more posters, contact the office.

### **4. Letter to Community Members**

This letter can help you reach out to local businesses and community leaders to place the Awareness Sticker Cards in places throughout your community.

**Tip:** Visit local businesses and present the letter. Ask if you can hang a poster in their window and leave some Awareness Sticker Cards near the cash register.

### **Thank you!**

Remember, we are here to help you be successful this Awareness Month. Contact the Les Turner ALS Foundation Office with questions or ideas on how we can make being an ALS Awareness Advocate a better experience. Any time you run out of supplies, contact us and we will immediately send out a fresh kit of materials.

Thanks again for helping the Les Turner ALS Foundation spread awareness this May. Your support means we can continue to provide support services to people living with ALS and provide hope for a future without ALS through the Les Turner ALS Research and Patient Center at Northwestern Medicine.

**Call:** 847 679 3311

**Email:** [info@lesturnerals.org](mailto:info@lesturnerals.org)