



OFFICIAL CHARITY PARTNER  
**TCS NEW YORK CITY MARATHON**  
TATA CONSULTANCY SERVICES | **NYRR** NEW YORK ROAD RUNNERS

# 2021

# NYC MARATHON



## THANK YOU FOR YOUR INTEREST IN RUNNING WITH TEAM PROJECT ALS!

We are so excited to welcome you to our team! This document contains the three forms you need **sign and send back to [madelyn@projectals.org](mailto:madelyn@projectals.org)** to complete your application. *\*Please note: application submission does not guarantee your spot.*

As a reminder, runners are required to meet the \$3,000 fundraising goal. We have included a fundraising guide that outlines how to create your own fundraising page and other ways to make the most of this opportunity to support ALS research!

**In 2019, our runners raised over \$110,000 – all applied towards identifying and funding the most promising scientific and medical research for effective ALS treatments. We can't wait for this year's team to take us even further!**

### INCLUDED

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**TEAM PROJECT ALS  
APPLICATION**

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**MEDICAL  
WAIVER**

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**CREDIT CARD  
AUTHORIZATION**

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**FUNDRAISING  
GUIDELINES**

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# APPLICATION

**Please complete and send all signed forms to [madelyn@projectals.org](mailto:madelyn@projectals.org) to join Team Project ALS at the 2021 TCS New York City Marathon on Sunday, November 7th, 2021.**

## PERSONAL INFORMATION

\_\_\_\_\_  
First Name Middle Last Name

\_\_\_\_\_  
Street Address Apt # City State Zip

\_\_\_\_\_  
Email Home Phone Mobile Phone

\_\_\_\_\_  
Gender Date of Birth Shirt Size

\_\_\_\_\_  
Occupation Employer

\_\_\_\_\_  
Emergency Contact Name Relationship Phone Number

How many marathons have you run? \_\_\_\_\_

What is your personal connection to Project ALS or ALS research? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Note that NYRR, the organizers of this marathon, and Project ALS, and their agents, contractors or representatives will record and may publicize your participation. You grant permission to the foregoing persons and entities to use, or authorize others to use any photographs, motion pictures, recordings, or any other record of your participation in this event and as a member of Team Project ALS for any legitimate purposes without remuneration.

Applicant's Signature: \_\_\_\_\_ Date: \_\_\_\_\_



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**QUESTIONS? EMAIL**  
**MADELYN@PROJECTALS.ORG**  
**OR CALL 212.420.7382**

# CREDIT CARD AUTHORIZATION FORM

*By signing, you agree to raise a minimum of \$3,000 (the amount set by New York Road Runners, organizers of the 2021 TCS New York City Marathon) for Project ALS research by December 1st, 2021. You also understand that any cancellations must be submitted by September 1st, 2021. If you cancel after that date, you will be charged \$3,000, less any amount raised to that point, to cover the cost of your participation.*

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Cardholder First Name                      Middle                      Last Name

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Billing Address                      Apt #                      City                      State                      Zip

Credit Card Type:     Visa     Mastercard     Discover     Amex

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Credit Card Number

Expiration Date: \_\_\_\_\_ Card Identification #: \_\_\_\_\_

***I authorize Project ALS to charge the amount listed above to my credit card provided herein.***

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Signature

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Dated



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# MEDICAL WAIVER

I understand that participating in the TCS New York City Marathon as a member of Team Project ALS, including pre-event training and related event activities (collectively referred to as the "Event") is a potentially hazardous activity. By agreeing to participate I confirm that I am medically able and properly trained. I am voluntarily entering and assume all risks associated with participating in the Event, including, but not limited to, falls, spills, contact with vehicles, other participants, spectators or others in the area, effects of weather, including extreme cold or high heat and/or humidity, traffic and the conditions of the roads, all risks being known and appreciated. I grant the Medical Director of the Event and his designee access to my medical records and physicians, as well as other information, relating to medical care that may be administered to me as a result of my participation in the Event.

Having read this Waiver and knowing these facts, I, for myself, and anyone entitled to act on my behalf, waive and release Project ALS, New York Road Runners Club, Road Runners Club of America, the City of New York, and its agencies, USA Track & Field and its constituent chapters, all Sponsors of the Event and of the Team, and each of the respective representatives and successors, officers, directors, members, agents and employees of the foregoing, from all present and future claims and liabilities of any kind, known or unknown, arising out of my participation as a member of Team Project ALS, even though that liability may arise out of ordinary negligence or fault on the part of persons named in this Waiver.

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Signature

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Date

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Printed



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# FUNDRAISING GUIDE

## **STEP ONE: TELL US YOUR STORY**

- Email Madelyn (madelyn@projectals.org) a short explanation about why you're running the 2021 TCS NYC Marathon with Team Project ALS.

## **STEP TWO: CREATE AN ONLINE FUNDRAISING PAGE**

- Visit the Team Project ALS 2021 TCS NYC Marathon master page at: [fundraise.projectals.org/NYCMARATHON2021](https://fundraise.projectals.org/NYCMARATHON2021)
- Click the "Register" button at the top of the page.
- When prompted, choose the "As an Individual" option.
- Classy (our online fundraising platform) will walk you through the subsequent steps to create your personal donation page. Classy will ask you for your CC information to hold for your fundraising commitment.
- The team-wide individual fundraising goal is preset at \$3,000 (per NYRR rules), but feel free to increase this amount based on your personal fundraising goals.
- Your personal donation page should contain:
  - A brief explanation of why you're running the NYC Marathon with Team Project ALS. Make it personal! Explain your connection with Project ALS or with ALS research, as well as your running story.
  - Any other information you think may be important to donors.
- Once you have created your page, your family or friends can make their own pages to fundraise on your behalf!
- On the Team Project ALS 2021 TCS NYC Marathon master page, they will click the "Become a Fundraiser" button just like you did but will select the "Join a Team" option instead. Then, they will be prompted to search your name and join your fundraising page.

## **TIPS FOR ONLINE FUNDRAISING**

- Share updates on your donation page.
- Aiming for a PR? Help supporters keep up with your progress by:
  - Linking your training blog or training run log to your donation page
  - Posting your training run times or mile split times to your donation page.
  - Post photos of your training run routes.
  - Share updates about how you're staying motivated during training runs.
- Be honest about what's hard – 26.2 miles is no joke! Share your wins and your struggles training for this event to help your supporters feel part of your journey.
- *Leverage social media.*
- Again, be open with sharing your training progress. You're putting in hard work so keep your followers in the loop through pictures, statuses, tweets, etc.
- Be sure to include a link to your donation page with each social media post so you can turn those likes into contributions.

- If you're holding a fundraising event or gathering as part of your donation efforts, share it on social media and include a link to your donation event for those that can't make it in person.
- Involve your family and friends – encourage them to:
  - Share your fundraising page link with their network – via email and social media.
  - Start fundraisers on your behalf from your donation page.
  - Include messages with their donations made to your page so visitors to your page can get insight into your support network.
- Make a running blog or log.
  - Keep friends, family, and donors updated with your training efforts through a blog tracking runs, struggles, and/or thoughts about the process of training for the marathon.
  - Feature a Daily Mileage post on your blog or social media accounts to track your distance and keep your supporters engaged.

### **TIPS FOR DIRECT MAIL FUNDRAISING**

- Mailing fundraising letters to your family, friends, or colleagues is a great way to engage less technologically inclined prospective donors.
- In your letter, be sure to include:
  - Why you're running the 2021 TCS NYC Marathon
  - Your connection to Project ALS and/or ALS research
    - You can learn more about our key research focus this year via this link: [projectals.org/our-research/](http://projectals.org/our-research/)
  - Your training progress, race time goal, and/or number of marathons you have previously run
  - Pictures related to previous races, the TCS NYC marathon, your personal training journey, etc.
  - Ways to donate. Share:
    - A link to your personal donation page
    - Project ALS's mailing address and required information for check donations. All checks must:
      - Be made out to "Project ALS"
      - Include the runner's name in the memo section.
      - Checks should be mailed to: Project ALS 4330 Camp Kaufmann Road, Huntingtown, Maryland,

### **TIPS FOR HOSTING a FUNDRAISING EVENT**

- Partnering with local businesses is a great way to raise funds towards your goal.
  - Consider hosting a benefit happy hour or meal special at a bar or restaurant in your community.
  - Add details to your fundraising page so local supporters can attend.
  - For exposure, send Madelyn an email and she will ensure your event is publicized through Project ALS social media channels.
  - Make sure you ask the partnering business to share your personal donation page link on their website or social media accounts.

- Host a peer-to-peer fundraising night at your home.
  - Past runners have hosted friends and family at their homes and provided drinks/food in return for contributions to their donation page
    - This is a great opportunity to teach your network how to make donations to your page on their phone

### **TIPS FOR CORPORATE FUNDRAISING**

- Many companies have “donation matching” programs. If an employee raises a certain amount of money for a charitable cause, your employer might match that amount to a certain level.
  - Consider reaching out to your employer’s HR representative to see if your company has a donation matching program.
- Hit up your favorite running brands to see if they will make a corporate donation to your page.
  - Previous runners have reached out to smaller athletic companies and shared their marathon story to see if the company can make a donation.
  - Even if the company doesn’t have the budget to make a contribution, you can:
    - Ask them to feature your running story (and donation page link) on their blog or social media accounts
    - See if they will send you gear to wear on race days. Companies might be more inclined to donate or share your story if you’re rocking their logo during the marathon.



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