

Background for 50 In 1 Day Bar Crawl

Who – everyone, anyone who can get out in a city where you are located on the date of the event.

What – A nationwide (or worldwide) bar crawl. Can be one, two or many pubs. It can be as simple as a gathering of friends who register and donate on a Hark 50-in-1 site. If the city captain chooses, it can be as complex as having teams compete in minute-to-win-it challenges through a series of pubs with an after-party and awards for fastest time, best costumes, most cash raised from non-participants in the pubs along the way.

Where – everywhere in the USA, or in the world!

When – 1/25/2020 and every Saturday on the weekend BEFORE the Superbowl until viable treatments are available that slow, stop and/or cure ALS.

How – See below: **How to Host a 50 in 1 Day ALS Bar Crawl** below

Why – We are raising awareness about ALS. Because ALS is a terminal illness. Because 1 in 300 people will be diagnosed with ALS worldwide. Because it is not a rare disease. Because there are no effective treatments and we aim to change that. Because we aim to help people living with ALS today and those who will be diagnosed in the future.

How to Host a 50 in 1 Day ALS Bar Crawl:

Set Up Your HARK ALS City Fundraising Page

1. Click [this Link](#) to create your city page
 - a. Once the page opens (take a look-see at the entire page), then navigate to bottom right of the page and click “I Want to Fundraise For this”.
 - b. A new page will open where you will begin personalizing your city event, including identification of your three ALS non-profits (NPO). (see list of some options below). The donations collected through this site will go to HARK ALS (the **50 In 1 Day** sponsor). HARK ALS will distribute the funds to your NPO’s when the 2020 campaign is complete. You might consider making HARK ALS one of your three NPOs. They do incredible work for the ALS community.
2. **Register with your name** (you can change this later), email address and a password – click “Next” to personalize your page.
 - a. Update the name you wish to display on the page – we suggest including your city and the words **50 in 1 Day**.
 - b. In the **Add A Note** section, indicate the name of the three ALS Non-Profits who will be benefiting from your event. Choose any charity you like – Hark-ALS will distribute the

proceeds from your event equally to your three charities at the end of the crawl. Here is a sample of the San Francisco page note:

“Our team will be donating our funds to 1) ALS TDI: Nonprofit Biotech Research Lab that works 365 days a year, 24 hours a day. 2) Hope Loves Company: Free camp for Kids impacted by ALS. 3) Hark-ALS: Organization that helps ALS patients financially with remodels of homes or help with accessible vans”

- c. **Your Fundraising Goal** – set a dollar threshold you’d like to achieve, go BIG, why not?
- d. Set a **Profile Image** – this can be a photo of person with ALS, a landmark in your city or any other image that sets the tone for your event.
- e. Select the 50 in 1 Day **Hero Image** (default Hero image). This is important to link to the visual image to the greater campaign. Please don’t select anything but this image (it will show as the default Hero Image)



- f. Click **Save**
3. **Save the link** as you will use it later when you start sharing your **50 In 1 Day** city event details.
4. **Tell the world!** Shortly after saving your page you will receive an email with some tips for announcing your team’s fundraising efforts.

Start Planning the Crawl

1. **Recruit pubs** – visit and share our FAQ for Establishments page when you meet with the pubs. This provides them with the details, so they are aware of the timing (1/25/2020) and your mission. Print off several copies, add your contact information at the top and bring along to distribute during your visit (or send to the pub via email). Oftentimes the “decisionmaker” is not onsite when you visit, so this “leave-behind” or “send ahead” is helpful in getting a callback from the pub.
2. **Customize your event** – registration fee is \$40 and does not include food or beverages. The \$40.00 is directed to your selected NPOs.

- a. The crawl can be as simple as people gathering at the pubs and having a great time in exchange for their donation. (beverages and food are not included in the registration fee)
 - b. It can be crazy, complex like the Boston Pub Crawl with minute-to-win-it challenges at each pub with awards at the end for fastest time, best team costumes, most money raised from random people during the event. If you choose complex, it is on you to organize it. If you choose to purchase SWAG like t-shirts etc. you must solicit funds for that from others. You will not be reimbursed by HARK for out-of-pocket expenses so think ahead on how you will fund it.
3. **Create a Facebook/Twitter/Instagram “Event”** page where you will share the details of your city crawl.
- a. Set the details – location, date, time, mission (e.g. raise funds and awareness for ALS)
 - b. Insert the link to your newly created fundraising page on the event.
 - c. Make sure folks know:
 - i. Attendees must pay at least \$40.00 to participate in the event
 - ii. Larger donations are always welcome
 - iii. They don’t need to attend to donate. Think **Ice Bucket Challenge**. People donated without dumping buckets of ice water on their heads. Same concept...we can make this go viral
 - iv. Food and beverages are **not** included in the registration fee. They are encouraged to purchase beverages and food to support the pub.
 - d. The event allows people to select “attending” on the event so you can monitor the size of the crowd.
 - e. Follow up by keeping people up to date on the crawl leading up to the event.
 - f. Make sure you take the time to confirm attendance. Also, if someone states on the Facebook event that they are attending, monitor to ensure they paid the registration fee
4. **Create regular social media posts** with the link to your event, and also to the **50 in 1 Day** fundraising page. Update it regularly to solicit donations throughout the campaign.
5. **Obtain SWAG** from your non-profits as giveaways based on your event’s goals (highest fundraiser, fastest time, further distance traveled, whatever)

List of Non-Profit Organizations to consider for your campaign. You are not required to select from this list, it is meant as a resource. Any organization you choose must be a legally recognized non-profit, 501(c)3. Click the links below to learn more about the work these organizations do for the ALS community.

1. [HARK ALS](#)
2. [ALS TDI](#)
3. [Compassionate Care ALS](#)
4. [Hope Loves Company](#)
5. [I AM ALS](#)
6. [Les Turner ALS Foundation](#)
7. [Joe Martin ALS Foundation](#)
8. [Joan Dancy & pALS](#)
9. [ALS Hope Foundation](#)
10. [LiveLikeLou Foundation](#)
11. [Team Gleason](#)
12. [ALSONe](#)