RAISE THE WORK

Metro Toronto Convention Centre

NOVEMBER 25-27, 2019
Rebranding a much-loved signature fundraising event

ALS Society of Canada
Lisa Marchitto, VP Marketing & Public Affairs
Patricia Pazos, Manager Integrated Marketing & Brand Strategy
Question:
Why was this session of interest to you?
We work with the ALS community to improve the lives of people affected by ALS through support, advocacy and investment in research for a future without ALS.

SUPPORT & SERVICES
Providing support and services for people and families living with ALS.

RESEARCH
Funding high-quality research that offers the most promise to slow down ALS or even stop it.

ADVOCACY
Advocating for policies that will have a meaningful impact on people living with ALS today and in the future.
Objectives

1. Update look and feel for greater relevance and longevity
2. Create positioning with greater emotional impact to build affinity with our community
3. Create brand consistency across all markets
4. Build brand equity to attract sponsors (local and national)
5. Increase revenues in a sustainable way
Tip #1:
The journey is more important than the destination
Tip #2: A little common ground goes a long way
Discovery

- Key informant interviews
- Participant/volunteer survey
- Deliverable: Creative brief
What We Heard

community: warmth
support: compassion
family: personal
remembrance: respect
inspire

Where We Need to Go

→ engaging
→ bold, upbeat
→ fresh
→ hope, honour
→ direct
Tip #3: Culture trumps change every time
Naming Target

Descriptive  Aspirational
Naming Target

Descriptive  |  Aspirational
Naming Target
Naming Target

Descriptive  Aspirational
Walk for ALS
Walk for ALS

Walk to End ALS
Tip #4: Leverage your strengths
Tip #5: Engage early and often to transform stakeholders into champions
Tip #6:
The launch is not the end – it’s the beginning
A COMMON GOAL THAT UNITES US ALL

The Walk for ALS is now the Walk to End ALS! Our new look and name capture our determination and drive to create a future without ALS.

ABOUT THE WALK TO END ALS

The Walk to End ALS is the largest volunteer-led fundraiser for ALS Societies across Canada. Family-friendly and fun, it unites Canadians in their desire to put an end to amyotrophic lateral sclerosis. Celebrate hope for a future without ALS. Honour those we have loved and lost. Show support for the 3,000 Canadians and their families living with the disease.

2019 FUNDRAISING GOAL:

$4,000,000

SO FAR YOU'VE RAISED:

95%
We’re not walking for ALS anymore, we’re walking to end it. Your Walk now captures our collective determination and drive toward a future without ALS and we’re excited to share the new look and feel of the #WalkToEndALS.

The #WalkToEndALS will be the same event you know and love, so you can still expect a fun, family-friendly day where you unite with your community to bring help and hope to people and families living with ALS.

The dates for the 2019 events across Ontario are available and registration is now open! Register today for a #WalkToEndALS near you!

https://bit.ly/2UNh4Wu9
Tip #7:
Be prepared to be agile
Tip #8: Collect and seriously consider feedback
Tip #9: Enjoy the journey!