



RAISE THE WORK

Metro Toronto Convention Centre
NOVEMBER 25-27, 2019

Rebranding a much-loved signature fundraising event



ALS Society of Canada

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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

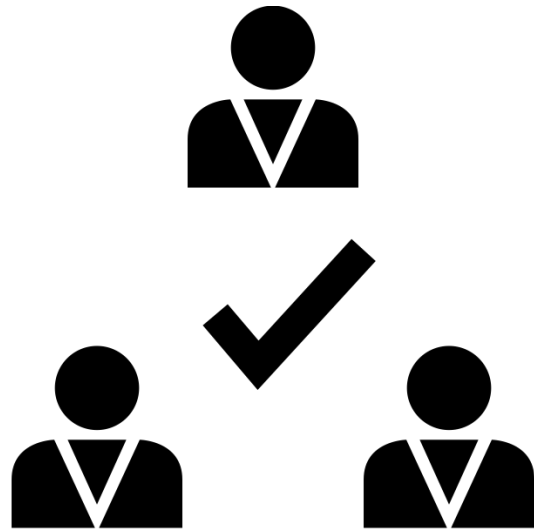
Funding high-quality research that offers the most promise to slow down ALS or even stop it.



ADVOCACY

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





Objectives

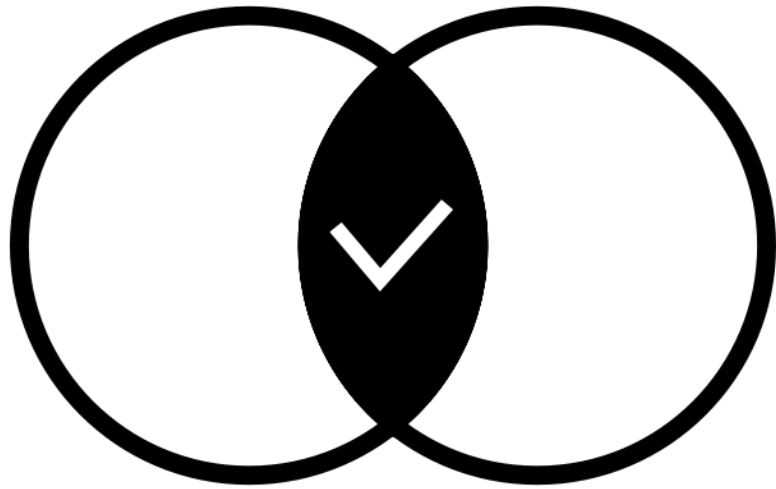
1. Update look and feel for greater relevance and longevity
2. Create positioning with greater emotional impact to build affinity with our community
3. Create brand consistency across all markets
4. Build brand equity to attract sponsors (local and national)
5. Increase revenues in a sustainable way

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

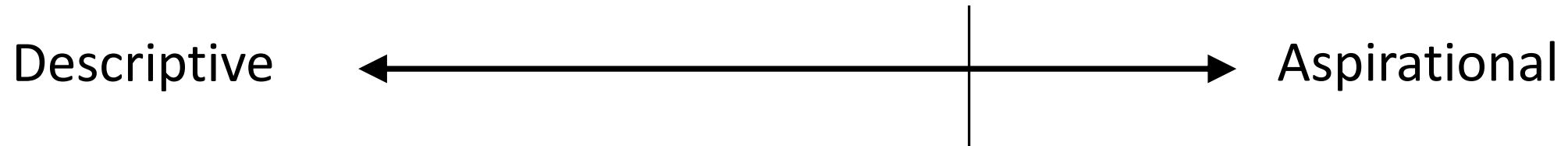
→ direct

Tip #3:
Culture trumps change
every time

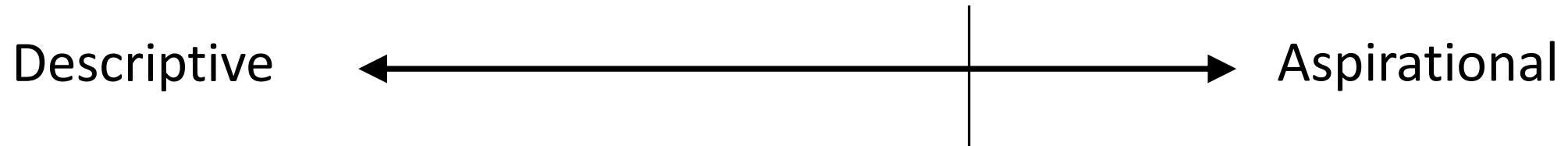
Naming Target

Descriptive ←————→ Aspirational

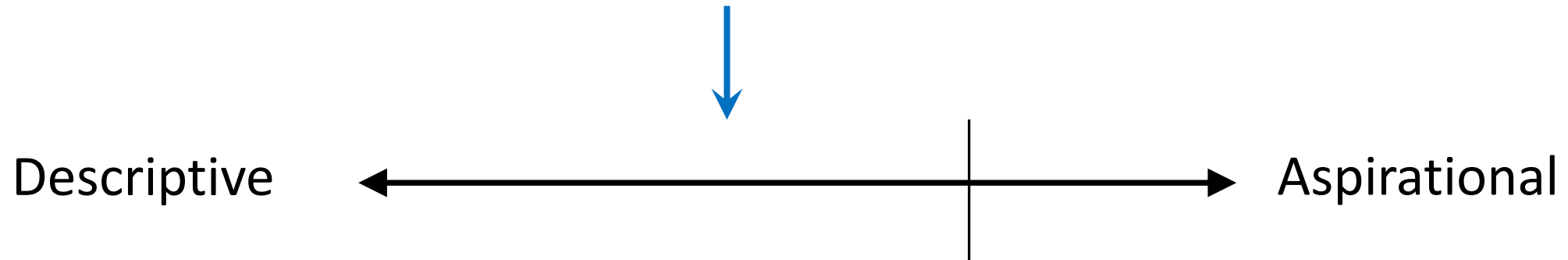
Naming Target



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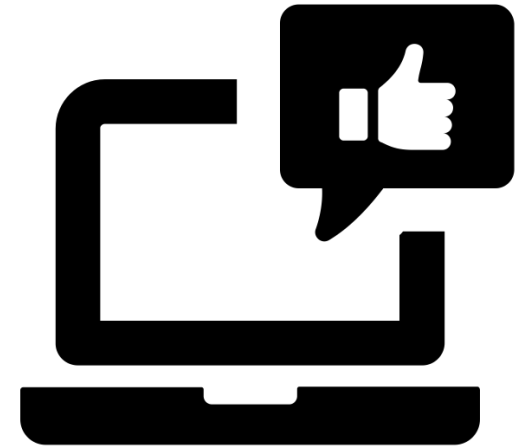
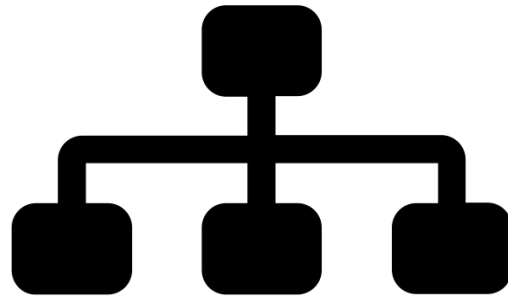
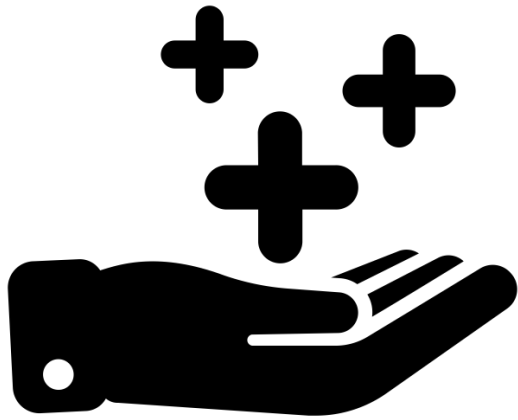


Walk for ALS

Walk for ALS
Walk to End ALS

Tip #4:
Leverage your strengths









*Walk to
End ALS*

Tip #5:

Engage early and often to transform stakeholders into champions

Tip #6:

The launch is not the end –
it's the beginning

REGISTER OR
DONATE TO

Join us in providing help
to Canadians affected

SELECT A PROVINCE

A COMMON GOAL THAT UNITES US ALL



Walk to
End ALS

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.

CONTINUE



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%



ALS Canada

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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/2UMHWu9>



8,758

People Reached

847

Engagements

Boost Post

102

1 Comment 86 Shares

Tip #7:

Be prepared to be agile

Tip #8:
Collect and seriously
consider feedback

Tip #9:
Enjoy the journey!



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