



HELP FIND **A CURE FOR ALS**  
BY DONATING JUST  
9  MINUTES

TOOLKIT

# HELP FIND **A CURE FOR ALS** BY DONATING JUST 9 MINUTES

## WHY 90 MINUTES?

Every 90 Minutes someone is diagnosed with ALS. A 90-minute class with your best content and most popular instructors is a great way to build buzz around your programming and the cause.

## WHEN?

Join the nationwide 90 minute class on Saturday, September 28th along with the following clubs listed [here](#). However, if a different date works better for your business, the AQ team can help you customize your class.

## CONCEPT:

A special 90-minute class is the perfect way to build a fun community within your club between members and staff as well as attract potential new members. Some best practices include:

- Leverage captive audience, competition, and sense of community to raise funds
- Call to action before and after every class by coach, video, and user app/POS
- Use competition between locations and coaches to drive donations
- Use incentive structure to reward members and coaches who reach goals
- Open Up to potential new members (bring a friend) to drive memberships
- Charge between \$25-\$50 to participate
- Give away swag to the first 20-50 people to register
- Allow first registrants to reserve assigned "spots"
- Ask member influencers inside your club to participate and promote the event

## BENEFITS:

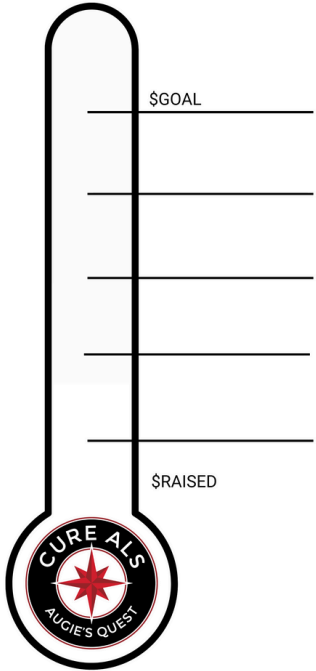
Augie's Quest team makes it easy and fun to participate.

- Your staff feels really good about their ability to use the Club platform to make a difference in their community and beyond
- A great way for potential new members to see your club
- Augie's Quest provides a free peer-to-peer custom website for additional fundraising benefits

**58% OF MEMBERS FIND IT IMPORTANT TO THEIR  
FITNESS CLUB TO EMBRACE SOCIAL CAUSES**

# SET A GOAL AND PRINT A BAROMETER

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**INCURABLE IS  
UNACCEPTABLE**



[Download Here](#)

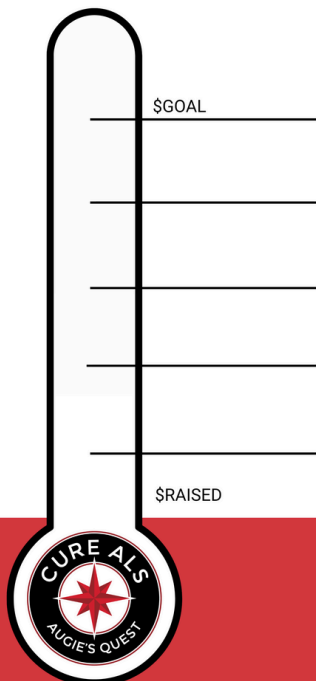
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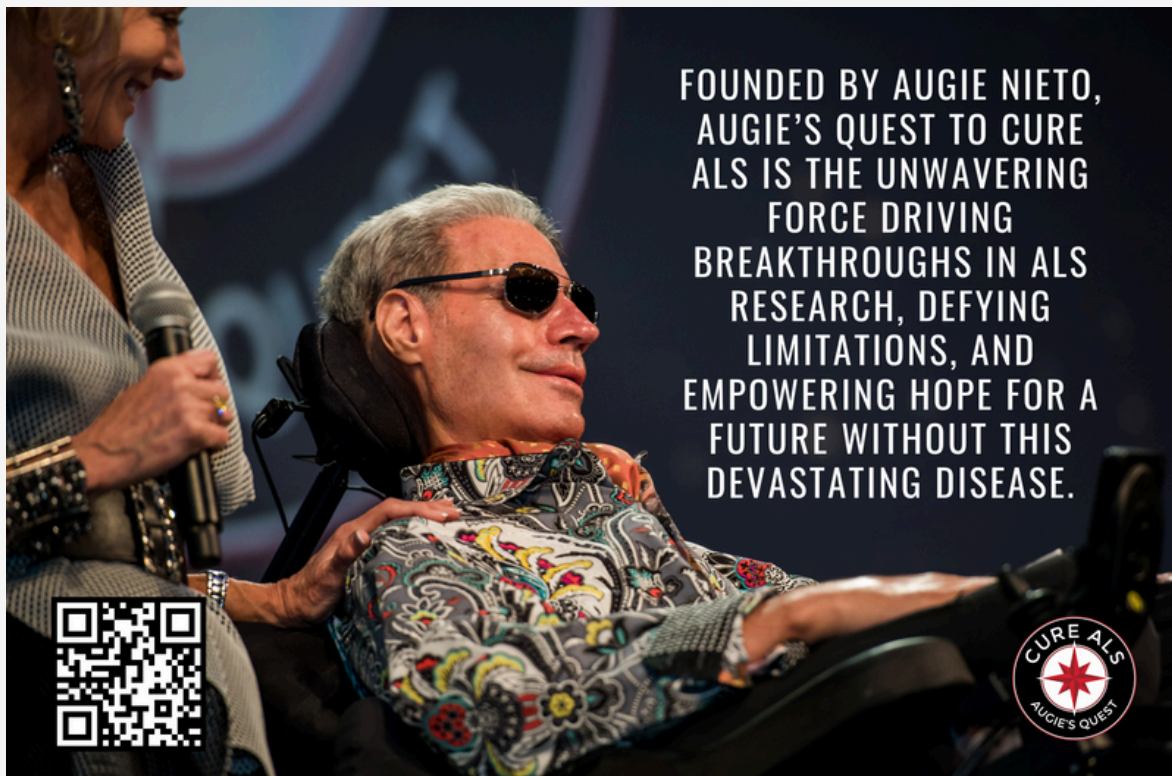


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# PRINT INFO CARDS FOR YOUR CLASS

[Download Here](#)



FOUNDED BY AUGIE NIETO,  
AUGIE'S QUEST TO CURE  
ALS IS THE UNWAVERING  
FORCE DRIVING  
BREAKTHROUGHS IN ALS  
RESEARCH, DEFYING  
LIMITATIONS, AND  
EMPOWERING HOPE FOR A  
FUTURE WITHOUT THIS  
DEVASTATING DISEASE.



THANK YOU FOR YOUR SUPPORT! | **INCURABLE** IS UNACCEPTABLE



**EVERY 90 MINUTES  
SOMEONE IS DIAGNOSED  
WITH ALS, AND  
SOMEONE ELSE PASSES  
FROM THE DISEASE.**

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# AUGIE'S QUEST MISSION VIDEO



[Download the Augie's Quest Mission Video 5:13 \(full version\).](#)



[Download the Augie's Quest Mission Video 3:07 \(short version\).](#)

# SOCIAL MEDIA ASSETS

[Download Here](#)



**THERE IS NO  
CURE FOR ALS.  
ALS IS ALWAYS  
FATAL.**



**ALS AFFECTS  
PEOPLE OF ALL  
RACES, AGES, AND  
GENDERS.**



**EVERY 90 MINUTES  
SOMEONE IS DIAGNOSED  
WITH ALS, AND  
SOMEONE ELSE PASSES  
FROM THE DISEASE.**



**CURRENTLY, THERE ARE  
NO EFFECTIVE CURES  
OR TREATMENTS TO  
STOP ALS DISEASE  
PROGRESSION.**