

# CORNTOSS CHALLENGE

Powered by the Young Faces of ALS

## Host Your Own Corntoss Challenge Fundraiser

### Form a committee and gather volunteers

- Ask friends and family to join your committee and help put on this event to benefit ALS research at ALS TDI.
- Consider assigning people to be in charge of specific pieces of the event. For example: Venue, Food and Beverage, Tournament, Entertainment, Marketing, etc.
- Establish a realistic fundraising goal based on the estimated number of event attendees and pricing.

### Find a location and set the date

- Find a location to hold the event. We highly recommend free or discounted venues such as a park, large parking lot, or even a large backyard. When considering a venue, keep in mind your estimated number of attendees and remember to inquire about any permitting and/or regulations for alcohol, food, music, etc.
- After choosing a location, secure any required permits and insurance associated with the venue.

### Create an online fundraising page

- Work with ALS TDI's Events Team to set up an online event page that displays general info such as the date, time, location, etc. and allows people to register prior to the event.
- Determine the admissions price/entry fee for each registration option. For example: Team entry fee is \$30 and Just Hanging Out fee is \$5.
- Encourage participants to fundraise online prior to the event, as one would for a charity walk or bike ride.

### Get the word out

- Publicize the event. This may include promoting on social media and/or reaching out to local news outlets.
- Distribute any marketing materials and invite guests.

### Work on logistics

- Secure any items that may need to be rented or borrowed for the event. This could include Corntoss sets, tables, chairs, tents, trash cans, speakers, band stand, etc.

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- Secure food, beverages, and necessary supplies to prepare, serve, and consume the food and beverages. This could include plates, utensils, cups, grills, serving dishes, food handler gloves, ice, etc. Determine what you will charge for food and beverages at the event.
- Many companies are willing to donate items or give discounts for a charity event. So, try approaching local vendors, restaurants, supermarkets, shops, etc. for donated or discounted items.
- Think about other fundraising/fun ideas to incorporate into your event. For example: team costume contest, auction and/or raffle, additional games or activities, etc.
- Consider finding entertainment such as a band, DJ, etc. Make sure the entertainment is appropriate for the demographic attending the event.

## Final steps

- Assign volunteers to assist with day-of-event tasks such as registration, tournament desk, court monitors, food, beverages, ticket sales, set-up, take-down, etc.
- Create any day-of-event materials such as a tournament bracket, rules/scoring guidelines, check-in list, etc.
- Create a timeline/day-of-event schedule. For example:
  - » 9:00am-11:00am | Set up
  - » 11:00am-12:00pm | Registration, Practice, Music, Food, Beverages, etc.
  - » 2:00pm-4:00pm | Tournament, Music, Food, Beverages, Awards, Speeches, etc.
  - » 4:00pm | Breakdown/Clean Up

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[www.als.net/corntoss](http://www.als.net/corntoss) | [events@als.net](mailto:events@als.net) | 617-441-7205



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