

InfluentiALS Charitable Organization Partnership Overview

FOUNDATIONS



The iconic "Got Milk?" campaign brought the dairy industry together, not to benefit a single brand or farm, but to uplift all dairy farmers nationwide. Through a centralized organization that was endorsed and incrementally subsidized by dairy farmers, the Dairy Council provided marketing and advertising expertise. Their objective was to raise awareness and educate the public about the benefits of milk so that all dairy farmers in the country could see the benefit of increased sales.

It is Ron's vision to share our marketing and creative expertise so that all will benefit - not just a select one or a few. Like the old saying goes, "a rising tide lifts all ships." Support takes all forms, and it is our objective to benefit as many people as possible with this innovative business model.

So with this brief overview, all we can ask is "Got ALS?", if so we are here for you.

WHY PARTNER WITH US?

- **Collaboration Over Competition:** The InfluentiALS are here to fill a vital gap in ALS patient care and support, not to compete. Our resources are your resources, and it is our aim to create marketing platforms that are available so that other organizations without them can thrive.
- **Marketing Mastery:** From concepts and brainstorming new ideas, or creating unique events or activations, live and in-person or virtual, our expert team is available to tailor our campaigns to boost your fundraising efforts.
- **Turnkey Campaigns:** Gain access to comprehensive assets such as digital tool kits, event planning and production resources, graphics and promotional collateral, providing a more premium experience for more major donors.
- **Extended Reach & Engagement:** Our platform is your platform, broadening your audience, expanding a donor base, and organically increasing engagement.

HOW DOES PARTNERSHIP WORK?

- **Formally Acknowledged:** All partnerships will be formally approved to extend usage rights by the InfluentiALS Foundation. All partnerships will be supported by the InfluentiALS social media channels.
- **Centralized Donation Process:** All donations will be directed through the InfluentiALS donation portal. Our donation process ensures fairness and transparency by dividing funds based on predetermined and mutually agreed upon amounts. In addition, access to reporting and donor information will be shared in compliance with appropriate privacy and security standards.
- **Shared Expertise for Shared Success:** Our team will collaborate with each partner to understand their audience, objectives, and resources to arrive at the most optimal solutions to maximize their success. Additionally, we will provide design and graphic production assistance for live and virtual events.

DO YOU NEED TO BE AN OFFICIAL PARTNER TO BE CONSIDERED FOR A GRANT?

- **Absolutely not.** Any 501(c)3 organization whose purpose is to assist families with any aspect of the financial burden of living with ALS is welcome to submit a grant application. Financial challenges include, but are not limited to, medical co-pays, deductibles, and out-of-pocket expenses, home modifications to promote independent living, wheelchair accessible vans (used), and educational support for dependent children.