



MASSACHUSETTS  
GENERAL HOSPITAL

NEUROLOGY



SPREAD AWARENESS & RAISE SUPPORT

**MGH recently kicked off a new initiative to support the ALS Multidisciplinary Clinic and Research Program!** You, friends and family can support us by donating a birthday (in lieu of gifts), hosting an online fundraisers or community event. Many of the elements that make our clinic and research most valuable are made possible by philanthropy, not insurance. Your support is critical to maintain and expand these features.

### Get involved!

- **Make a donation online:** [www.MGHCureALS.org](http://www.MGHCureALS.org)
- **By Check:** Checks can be made out to the "MGH ALS" and sent direct to the development office:  
Mass General Hospital Development Office  
Attn: Tricia Keck  
125 Nashua Street, Suite 540, Boston, MA 02114
- **Tribute Gifts:** You may make your gift in honor of, or in memory of a friend or family member.
- **Matching Gifts:** Many companies match charitable gifts made by employees, retirees and directors. Please check with your company's personnel department to learn if your business matches charitable gifts to hospitals.
- **Wills, Securities and Planned Giving:** Include neurology disease research or patient care in your will, planned gift, or through a transfer of securities or wire funds.

### Host a Special Event or Rally Friends to Support your Cause

Join with friends and family to raise awareness and support Mass General Neurology through community fundraising. Fundraise for a race you are already running, host a party at your local restaurant, or rally your social network to give back to a cause that is important to you. For ideas on ways you can give back, see the other side.



### QUESTIONS? CONTACT

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Do you want to make an impact and raise awareness for your cause, but don't know where to begin? Below are a few examples of successful fundraisers that have been organized to support Mass General.

### Online Campaign

Spread the word to friends and family about the cause that's important to you and why you are grateful to MGH. Raise awareness and ask for support! We can set you up with a fundraising page with your story and goal.

### Donations in Lieu of Gifts/Favors

A great way to turn an already-planned celebration into a fundraising endeavor is to ask guests to bring a donation for Mass General in the amount they planned to spend on a host or hostess gift. Planning a wedding or a special occasion? Thank your friends and family for sharing the special day with you by donating to Mass General.

### Make Whatever You Do Count

Running, swimming, riding. Take part in an event and support a cause you care about.

### Host an Event

Plan a gala, cocktail party or backyard BBQ to benefit your cause at MGH.

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### Fundraising Event Ideas

#### A BAKE SALE

A great way to incorporate children or busy friends into a fundraising endeavor is to ask them to contribute to a food sale!

#### GOLF/SPORTING TOURNAMENT

A tournament is a great way to raise money and unite people with a common interest.

#### ROAD RACE OR WALK-A-THON

Beautiful scenery and great weather create the perfect atmosphere for your participants to take to the road whether by bike or on foot.

#### GALAS & DINNERS

A gala is a popular fundraising choice because the scope of the event is limited only by your creativity! Former events have ranged from neighborhood barbecues to formal banquets at Boston's most beautiful venues.

#### BE CREATIVE

An excellent way to get inspiration for your event is to think about what makes your event special. Are you honoring a friend or family member? If so, what are his or her special interests or hobbies? Incorporating these ideas can be a great way to make a commemorative event even more personal!

### Get Started Today!

START YOUR CAMPAIGN FOR MGH. Create a fundraising page in just 5 minutes. <https://giving.massgeneral.org/crowdfunding-community-fundraising>

TO SET UP YOUR SPECIAL EVENT, contact Tricia Keck, Director of Development, Major Gifts & Community Fundraising Events, Dept. of Neurology at [tkeck1@partners.org](mailto:tkeck1@partners.org) or 617-724-6432.