



Black Woods Blizzard Tour

Snowflake Incentive Program



This program is designed for convenience stores, restaurants and other retail locations where the purchase decision needs to be quick.

This program is best run when the rider has an excellent working relationship with the business. The two parties meet and determine how the program will work for that situation. Ideally the service employees would ask guests if they'd like to purchase a snowflake for ALS. They explain the program if needed; riders can provide information that the two parties feel would be of help. It is critical the rider stays actively involved with the businesses and collect funds on a regular basis.

How do Snowflakes help people with ALS? Here's how it works:

Generous retailers and their employees in communities sell Black Woods Blizzard Tour Snowflakes to customers at check-out for \$1, \$5, \$10 and larger contributions.

When you add a snowflake to your purchase, you sign the snowflake, indicate the donation amount and then it is displayed proudly in the store.

Every contribution — one dollar at a time — adds up to help support families living with ALS. They also fund research to find a cause and cure.

If you have questions contact Sandy at sandy@neversurrenderinc.org or 218-302-1331.