



alzheimer's association®

Detroit Walk to End Alzheimer's
Comerica Park - August 29, 2015
act.alz.org/detroit

TEAM GOALS & SUPPLY ORDER FORM

Team Captain _____

Team Name _____

Email _____ Phone _____

TEAM GOAL INFORMATION WORKSHEET

_____ Total number of employees/family/organization members

_____ Goal for number of Walkers on team

_____ Overall team fundraising goal

TIPS TO REMEMBER WHEN CALCULATING YOUR TEAM GOALS

Team Captains should aim to recruit 10 -12 team members to walk with them.

Usually team size should be 10-20% of total employees/organization members and 25-50% of total family members.

If each walker has a goal of raising at least \$100 to earn an official 2015 Walk to End Alzheimer's t-shirt, multiply the number of walkers by 100 to get your team fundraising goal.

Why not shoot high? Set your goal for \$1,000 to join our new Grand Champions Club or have an all Champions team by encouraging each team member to raise \$500 and join our Champions Club!

I would like the following collateral items to help me get started promoting my team's Walk to End Alzheimer's campaign:

_____ Brochures

_____ Paper Forget-Me-Nots

_____ Walk Stickers

_____ Casual Day Stickers

_____ Posters

_____ Walker Packets

_____ Coin Collection Boxes

_____ Raffle Tickets

_____ Wristbands

How would you like to collect your items?

_____ Save the postage! I'll come to the office and pick up my supplies on _____ (date).

_____ Please mail my supplies so I can get started right away!

Return form to **ATTN Detroit Walk Staff** | greatermiwalks@alz.org | phone 800 272 3900 | fax 248 356 2074
25200 Telegraph Road, Suite 100, Southfield, MI 48033 | www.alz.org/gmc



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WHAT AM I ORDERING?

Brochures: Our 2015 Walk to End Alzheimer's bi-fold brochure for you to share with potential teammates, donors, or anyone who is interested; available late May.

Casual Day Stickers: Go Casual for a Cause in your workplace to raise funds and awareness for Alzheimer's. Encourage employees to dress down or wear jeans in exchange for a small donation (usually \$2-\$5) to the Alzheimer's Association. Display your commitment to the cause by wearing our sticker symbol.

Coin Collection Boxes: Put out a coin collection bank in your place of business or in one you frequent for people to donate spare change. You'd be surprised how quickly funds can add up! Another great use of collection banks is placing them in a common area at work with a plate of treats and a flyer saying why you walk and asking your co-workers to join your team or donate to your campaign.

Paper Forget-Me-Nots: Point of purchase paper flowers, most often used in business, sold for a small donation (usually \$1-\$5) with space for purchasers to write an encouraging message or tribute before posting the flowers on a wall or board. Together they create a garden of hope similar to our promise garden flowers on Walk day.

Posters: Official 2015 Walk to End Alzheimer's posters for you to place around town or use to promote the event; available late May.

Raffle Tickets: Sold for \$5 each, these raffle tickets are (available in lots of 10) for our big raffle on Walk day with several prizes. The winner will be drawn the morning of the Walk. You do not need to be present to win. **Please Note: Team Captains are responsible for all tickets given to them, please keep clear records and return unsold tickets, sold ticket stubs, and ticket sales money to our office by the close of Collection Day. Per IRS regulations the purchase of a raffle ticket is NOT a tax deductible donation. Donation receipts should not be written for their purchase.**

Walk Stickers: 2.5" Walk to End Alzheimer's purple stickers.

Walker Packets: Extra Walker Packets for your use in recruiting team members. Please note: Packets are mailed out automatically upon registration—you do not need them for team members who register on their own.

Wristbands: Purple silicone awareness bracelets that read "a reason to hope, www.alz.org." Typically, the wristbands are sold for \$3 each.

We do not charge a fee for any of these supplies, but ask that unused supplies be returned to our office.

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