



**THE END OF
ALZHEIMER'S
STARTS WITH YOU**



2018 TEAM CAPTAIN GUIDE

Your guide to recruitment and fundraising success.

Delaware Valley Chapter
800.272.3900 | alz.org/delval

Dear Team Captain,

You are amazing!

No matter how or why you became involved with the Walk to End Alzheimer's, your role as Team Captain is going to help a family.

I've seen it happen.

It has been my privilege to be a part of countless Walks, pretty much since the century began. I have heard too many heartbreaking stories from families heartbroken by this horrendous disease. And I have watched these families channel their grief and frustration into an awesome energy that electrifies the day...no matter what the weather. That energy moves me to tears. Every time.

If you're reading this, you care about getting rid of Alzheimer's and helping the families who are dealing with it now. You're investing a lot of time. You are opening your heart...and your wallet. And you're taking the steps...literally...to get it done.

All I can say is: Thanks.

See you this Fall!

Sincerely,

Sue Serio

Sue Serio



2018 WALK SCHEDULE

PENNSYLVANIA

BERKS COUNTY, PA

Penn State University Berks Campus
Saturday, October 6, 2018

LEHIGH VALLEY, PA

ArtsQuest Center at Steelstacks
Saturday, September 29, 2018

PHILADELPHIA, PA

Citizens Bank Park
Saturday, November 10, 2018

NEW JERSEY

SOUTH JERSEY SHORE

Kennedy Plaza & Boardwalk Hall
Sunday, October 7, 2018

CUMBERLAND CO., NJ

New Jersey Motorsports Park
Saturday, October 13, 2018

DELAWARE

REHOBOTH BEACH, DE

Grove Park
Saturday, September 29, 2018

WILMINGTON, DE

Dravo Plaza, Riverfront Wilmington
Saturday, October 20, 2018

Register today at
alz.org/delval/walk

Walk to End Alzheimer's

Interested in helping plan the Walk to End Alzheimer's?

We are always looking for devoted volunteers to join our Walk to End Alzheimer's Planning Committees & help out the day of the Walk! Be a larger part of the Walk to End Alzheimer's and help us make this the best year yet!

For more information please contact our walk team...

Keely Boyle, Associate Director of Special Events
keely.boyle@alz.org | (215) 399-9143
Philadelphia Walk

Amanda Alderfer, Walk Coordinator PA
aalderfer@alz.org | (215) 399-9210
Lehigh Valley & Berks County Walks

Michelle Vorpahl, Walk Coordinator DE/SJ
michelle.vorpahl@alz.org | (215) 399-9184
Atlantic City, Cumberland County & Wilmington Walks

Jody Trinsey, Manager Walk DE/SJ
jtrinsey@alz.org | (215) 399-9206
Atlantic City, Rehoboth Beach & Wilmington Walks



TEAM FAQs.

How many people does it take to make up a team and what should our goal be?

We suggest 10 registered team members but teams of all sizes are welcome! We recommend setting your goal at \$2,000 but any goal is accepted! Just do your best knowing that every dollar puts us one step closer to a world without Alzheimer's!

Does everyone on my team need to register?

Yes, we want to know you're walking with us and need every Walker to sign a standard waiver through their official registration. There is no registration fee to walk. However, we ask every Walker to make a personal donation and commit to raising funds in the fight against Alzheimer's.

Do I need to register my children for the Walk?

Yes, children should register. Parents/guardians can register children online or complete an offline registration form and sign the waiver on behalf of the child.

When is the deadline to register?

There is no deadline as we take registrations on Walk day! It's never too late.

How many team captains can each team have?

In 2018, a team can have up to 3 team captains!

One of my team members registered as an individual when they meant to join my team, how do they correct this?

Please have them call [800.272.3900](tel:800.272.3900) & ask to speak with your Walk Coordinator & we will gladly fix it for you. In addition, you can email delvalwalk@alz.org.

Where do the funds go?

All funds raised through Walk to End Alzheimer's further the care, support and research efforts of the Alzheimer's Association. The Alzheimer's Association is a nonprofit 501(c)3 organization. All donations are tax-deductible as allowed by law.

How do I turn in donations for myself or team members?

Please mail donations to:

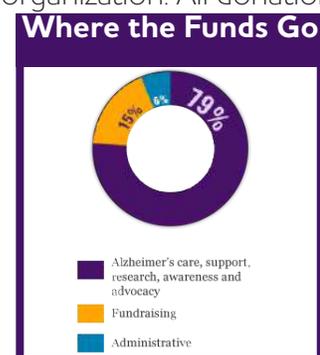
Alzheimer's Association Delaware Valley Chapter
399 Market Street, Suite 102
Philadelphia, PA 19106

Who do we make the check payable to?

Make checks payable to: Alzheimer's Association Delaware Valley Chapter or AADVC. In the memo line, be sure to include the Walker's name and/or team!

How do I apply an offline donation to myself, a team member, or the team to the Walk website?

When submitting a donation please include the Team Contribution Form. (See page 13) If the donation was already submitted online & needs to be corrected please reach out to delvalwalk@alz.org.



TEAM FAQs. (cont.)

Are cash donations accepted?

Yes, we do accept cash donations but recommend that you bring them to our office or submit them on Walk day. Please do not mail cash.

What happens if I don't reach my goal?

That's perfectly OK! A goal is a desired result that a person envisions, plans and commits to achieve, so do the best you can.

What happens if I cannot come on Walk day?

We will certainly miss you but we understand things happen! Please contact us post-Walk to arrange last-minute donations or a T-shirt pick-up if applicable.

What happens if it rains?

The Walk is a rain or shine event. However, in the case of severe weather, we will cancel. If this is the case, we will update our Walk homepage on or before the morning of the event.

Does every Walker receive a T-shirt?

Every registered participant will receive a T-shirt after achieving the fundraising minimum of \$100. Unless otherwise communicated, T-shirts will be available for pick up on Walk day.

Where do I pick-up T-shirts?

T-shirts can be picked up on Walk day for Walkers who have raised \$100 or more.

Where do I pick-up my incentive gift?

Redemption certificates for incentive gifts will be sent via email after December 31st. This will give teams plenty of time to fundraise! (See page 11 for the 2018 Incentive Program)

Where can I see pictures from last year?

Visit [flickr.com/alzdelval](https://www.flickr.com/photos/alzdelval/) to view and download pictures from 2017!

FOR ADDITIONAL INFORMATION:

Please reach out to your Walk Coordinator or visit the Walk webpage & click on Event Details. We're here for you!



FUNDRAISING TIPS & TRICKS

Choose one of these “fun”-raising activities or create your own to help your team make an impact in the fight against Alzheimer’s!

Use your participant center: All team members can access their Participant Center & take advantage of the numerous tools available to them!

Social networks: Utilize Facebook, Twitter, Instagram, or whatever platform you like! Share your reason on why now is the time to END Alzheimer’s!

Spread the word: Hosting an upcoming fundraiser? Send us a flyer & we’ll post it for you on the Walk website under Upcoming Fundraisers!

Just ask: Ask everyone for a donation – your hairdresser, doctor, neighbor, co-worker, sister, grocery clerk, cousin...the key is just to ask!

Encourage self-donations: Walkers who make a self-donation fundraise twice the amount of a Walker who does not donate. Set an example for your team & make that self-donation!

Update your team & personal page: Walkers who customize their webpage raise 3.5 times more than those who do not update their page. Share your story!!!

Matching gifts: Many workplaces will match a portion of the money their employees raise for charity. To see if your office has a matching gift policy, visit matchinggifts.com/walk or talk with your HR department. Tip: Matching gifts are typically issued on a quarterly basis. Make your self-donation early to ensure your match is applied to your 2018 goal!

...and more! Having trouble coming up with a plan? Contact your Walk Coordinator for more ideas or head over to the Walk page & visit the fundraising section.



Casual for a cause stickers FREE – Give coworkers the option to dress casual for \$5. Some of our most successful teams have raised thousands of dollars with this fantastic sticker! The Casual for the Cause sticker is an amazing way to show support for the Alzheimer’s Association – plus come to work a little more comfortable!

(50 stickers per roll)

Money canisters FREE – Canisters are an awesome and easy way to fundraise for the Walk! It’s a great way to spread awareness about the Walk plus everyone always has spare change. Keep it at your desk, your local pizza shop, or a busy place of business and watch the change pile up!

Forget-Me-Nots FREE – These beautiful purple flowers are another great way to fundraise for the Walk. Sell them for \$1 each and display them at your place of work, business, or schools! Make it personal and add a small note on why you support the Walk to End Alzheimer’s!

(250 paper flowers per pack)

Interested in any of these awesome items? Contact your walk coordinator!



EMBRACE YOUR PARTICIPANT CENTER.

Every team member has a participant center:

As the team captain you should set an example by exploring your participant center, updating your personal & team page, and sending emails to your contacts. Don't forget, fundraisers that update their page raise 3.5 times more than others!

Steps to get the most out of your participant center:

1. Update your team page. Each team has a team page with a roster, photo and an area where you can write about why your team is walking.

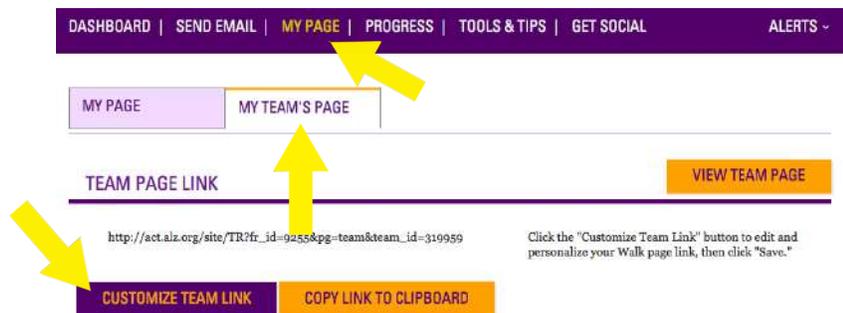
2. Update your personal page. Each team member has their own personal page that shows their individual fundraising amount. You can update your personal page with your own story & photo... get creative! Encourage all of your team members to do the same!

3. Create a friendly URL. Want a web address that is easy to share? No problem! You can update your personal and team URL so the link is easy to remember.

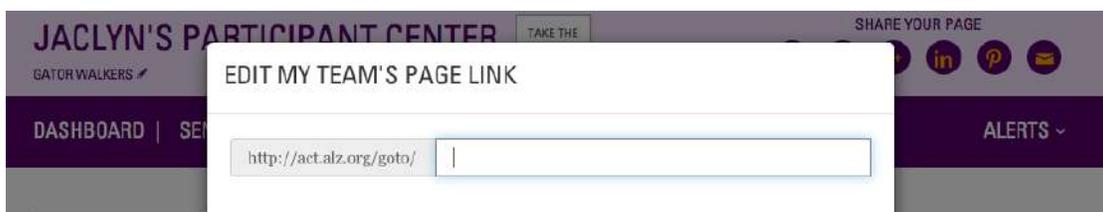
STEP 1: Log into your participant center and go to your dashboard

STEP 2: Click on the MY PAGE tab and then either MY PAGE or MY TEAM'S PAGE (you can update both!)

STEP 3: Select CUSTOMIZE TEAM LINK



STEP 4: Enter your choice for personal URL and save. You can use your name or any catchy phrase to personalize your URL and make it unique (and short!)



4. Send emails to your contacts. Your participant center makes it easy & quick to send emails out to your family, friends & coworkers. There are pre-composed emails that you can personalize and send out directly from your participant center. There are emails for recruiting team members, raising funds, & even thanking your donors! Visit the "Send Email" tab to get started.

As always, remember you can click "Website Help" from the main Walk webpage or contact your Walk Coordinator for more information on using your participant center.

BUILD YOUR TEAM.

Recruit everywhere: Brainstorm a list of potential teammates who want to see an END to Alzheimer's. Potential team members may include friends & family but consider asking people at your work, church, gym, or even book club. Set a goal for how many members you'd like to recruit!

Send emails: Got your list ready? Send an email inviting them to join your awesome team. Be sure to clearly state your team name, provide the link to your customized team page & encourage members to register immediately. Don't forget to share why you are Walking!

Get social: Use your social networks to encourage team membership from Facebook friends or Twitter & Instagram followers and even from friends of friends.

LET'S GET SOCIAL


[@alzdelval](https://www.instagram.com/alzdelval)


facebook.com/alzdelval


[@alzdelval](https://twitter.com/alzdelval)

[#Walk2EndAlz](https://www.instagram.com/alzdelval) [#ENDALZ](https://facebook.com/alzdelval) [#aadvc](https://twitter.com/alzdelval)

Watch your team grow: Team captains are not the only ones responsible for recruiting team members – challenge each team member to recruit at least 5 friends. Share the same practices above to help them along!



TEAM VS. PERSONAL FUNDRAISING.

Understand the difference between team and individual/personal fundraising.

Why do I have a team & a personal page? As the captain, you receive access to edit your personal page but the team page as well! You are responsible for keeping the team page up-to-date!

What's the difference between the two websites? Your personal webpage will describe YOUR reason for Walking & you have the opportunity to share your personal story. The team webpage is an awesome way to display why the team came together to end Alzheimer's! You might be a family team showing support for a family member, or maybe you're a company team that has a co-worker who was recently diagnosed. The point is we all have a story & it's time to share it!

Does it matter if someone donates to the team instead of my personal fundraising efforts? Team gifts are great, but keep in mind this could potentially hinder a Walker from achieving a milestone. On Walk day, we look to see if the individual has fundraised the required amount to receive a T-shirt, Champions medal, or Grand Champion T-shirt. Funds that are allocated to a Walker's page will still go toward the team's goal, but funds that are team gifts won't benefit a Walker's goal. Please contact a Walk Coordinator prior to the Walk to reallocate a donation in order for Walkers to achieve their goals! (See page 13 for Team Contribution Form)

How to create a Walk to End Alzheimer's Facebook Fundraiser

Registered Walk to End Alzheimer's® participants can now log in to their Participant Center on alz.org/walk and set up a Facebook Fundraiser. All donations received through Facebook will be credited to their individual fundraising webpage.

What are the benefits of a Facebook Fundraiser?

- **Quick.** Your Facebook friends can donate on the spot.
- **Easy.** With just a few clicks, you can invite friends to support your efforts.
- **Motivational.** Your friends will see updates about your progress and which of their friends are donating.
- **Far-reaching.** Your donors are encouraged to invite and share your fundraiser with their friends, which means you could receive donations from people you don't know who were moved by your story!

How does it work?

- You must be a registered participant in order to create a Walk Facebook Fundraiser. Once registered, visit alz.org/walk and log in with your username and password, then click "Participant Center."
- On the dashboard, click the "Connect Fundraiser to Facebook" option (also accessible from the "My Page" and "Social Media" sections). You'll be prompted to log into Facebook with your account credentials, or, if you're already logged in, confirm you're connecting the correct account.
- You'll be asked to install the Alzheimer's Association® Facebook app (if you haven't already done so) and grant permission for the app to access your Facebook Fundraiser pages. Once the app has been installed and permissions granted, your Facebook Fundraiser will be automatically created using the personal story, photo and goal from your Walk fundraising page.



MOTIVATE YOUR TEAM.

An important part of your Team Captain role is to engage your entire team and help build excitement around the Walk.

TIPS TO INSPIRE AND ENGAGE YOUR TEAM:

- **Increase communication.** In the weeks leading up to the event, send inspirational quotes, personal stories or photos from previous Walks, and share updates on fundraising progress.
- **Commit to fundraising success.** We need your help as a Team Captain to ensure that all participants reach their personal fundraising goal. Share fundraising tips and be prepared to offer help and solutions to those who have a hard time asking for donations.
- **Invite your teammates to learn more about the disease.** Encourage them to visit alz.org/facts, read personal stories at alz.org/blog and connect with the Association through Facebook (facebook.com/alzwalk) and Twitter (twitter.com/alzassociation).
- **Promote incentives.** Share opportunities to earn prizes and recognition to further motivate your team members.
 - **Official 2018 Walk T-shirt**
Raise at least \$100 to earn the 2018 Walk to End Alzheimer's T-shirt.
 - **Champions Club**
Raise \$500 and join the elite ranks of the Walk to End Alzheimer's Champions Club. Reach the \$1,000 fundraising mark and gain entry to our exclusive Grand Champions Club. Both levels include exciting recognition opportunities.
 - **Incentive Program**
Earn cool Walk to End Alzheimer's gear when you reach fundraising milestones. Incentives range from apparel to bags and electronic accessories. Visit alz.org/WalkIncentives to see all of the items available.



TEAM CHALLENGES.

(ONE WINNER PER WALK)

FRIENDS AND FAMILY CHALLENGE

The top fundraising team will receive a private tent or area & banner at the 2019 Walk to End Alzheimer's.

TEAM CAPTAIN CHALLENGE

Team Captains who register by July 4, 2018 & make a \$40 self-donation will receive a team captain T-shirt.

SENIOR CARE CHALLENGE

Prizes are awarded to the top fundraising team with 10 or more team members registered.

ROOKIE OF THE YEAR AWARD

Prize is awarded to the top fundraising team among all first-time teams.

SCHOOL PRIDE

Prizes will be awarded to the top collegiate fundraising team.

FAITH-BASED

Prizes will be awarded to the top faith-based team.

ULTIMATE SPONSOR SHOWDOWN

Prizes are awarded to the top fundraising team with 10 or more team members registered.

NATIONAL TEAM CHALLENGE

Prizes are awarded to the top fundraising team with 10 members registered. (Visit alz.org/walk for a list of National Teams)

CORPORATIONS FOR A CAUSE

Prizes are awarded to the top fundraising team with 10 or more team members registered.

PREPARE FOR WALK DAY.

We want all teams to arrive on Walk day energized & prepared to celebrate! Be ready to show the community the force we represent in the fight against Alzheimer's!



Plan ahead: Make sure to look out for emails a couple months leading up to the Walk for updates, potential Bank Nights, last minute details, & contests.

Stay in regular communication: A couple days before the Walk, send an email reminding your teammates of event details & to bring any additional donations to the Walk. The Chapter will send a logistics email two days prior to the Walk & this email will serve as a great tool for you to share.

Get organized: Encourage team members to register for the Walk to save time at the Check-In area. In addition, make arrangements for carpooling or meeting up at the Walk. Consider planning a pre-Walk breakfast or post-Walk lunch to celebrate your fundraising success.

Accessorize with pride: Break out that purple gear, make signs, create buttons, & dress up your pup! Most importantly, have fun with it!

Capture the moment: Take a formal team photo to capture the day! The Team Photos location will be included in the logistics email. Share your photos with us by tagging us or using our popular hashtags: [#Walk2EndAlz](#) [#ENDALZ](#) [#aadvc](#)

Immerse your team: Encourage your team to visit the Alzheimer's Association tables to learn more about clinical trials, advocacy, programs & services, and lots more!

Promise Garden Ceremony: Lastly, make sure to arrive on time to be part of our wonderful Promise Garden ceremony. The ceremony times are listed on the Walk webpages & you won't want to miss it!

Celebrate: Gather at the Walk finish line to celebrate your success. Be proud of all you've accomplished in the fight against Alzheimer's disease & share that pride with your friends & family. We cannot thank you enough for leading others into this fight!

TEAM CAPTAIN CHECKLIST.

- _____ Create a list of potential teammates to join your Walk team. Set a goal of the amount of team members you'd like to recruit!
- _____ Personalize your team & personal webpages with a photo or video & share your story. In addition, create a friendly URL for both pages to make sharing easy!
- _____ Use your social networks to encourage team membership from Facebook friends or Twitter & Instagram followers. This is a great place to share your friendly URL.
- _____ Include your friendly URL in your email signature to create more opportunities for others to join your team & donate.
- _____ Set an example & make a self-donation!
- _____ Take advantage of the Participant Center & the great tools it has to offer.
- _____ Contact your Walk Coordinator to order free fundraising tools.
- _____ Read your Chapter e-newsletters & share information or details with your team.
- _____ Keep all team members aware of, and working toward, deadlines for various challenges & opportunities.
- _____ Ask every donor to leverage the power of Matching Gift programs & remind your teammates to do the same.
- _____ Download the Facebook Fundraising app through the Participant Center and schedule posts to appear in your friends' newsfeeds.
- _____ Consider creating a fun team t-shirt for Walk day that incorporates your reason for Walking!



Remember you can always contact our 24/7 Helpline at 800.272.3900
or delvalwalk@alz.org for any additional information/assistance

2018 Incentive Program

To register for a Walk near you, visit alz.org/walk.



Official
Walk to End Alzheimer's
T-shirt*
All walkers who raise \$100 or
more receive the 2018 t-shirt
\$100



Campfire Mug,
Set of Two Packing Cubes,
or Weekender Tote
\$300



Champions Club Medal* and Power Bank,
Chambray Linen Cap,
or Lela Glass Bottle
\$500



Urban Peak Insulator,
Hefty Cooler Tote Bag,
or Unisex French Terry Full Zip
\$750



Grand Champions Club T-Shirt* and
Metropolitan Computer Backpack,
High Sierra Duffel, or Unisex Blend 1/4 Zip
\$1,000



Unisex Pigment Dyed Sweatshirt,
Basecamp Globetrotter Laptop Backpack,
or Himalayan Cooler Bag
\$1,500



Mariner Waterproof Duffel,
Unisex Rival Tech Fleece,
or Tremblant Knit Jacket**
\$2,500



Under Armour Jacket** or
Fitbit Alta
\$5,000



IceBlock Cooler or
Music Vacation Chair Set
\$7,500



Bose SoundLink Headphones or
Adventure Wagon
\$10,000

*One incentive prize per participant based on fundraising level. Qualifiers will also receive the 2018 Walk participant t-shirt, Champions Club medal and Grand Champions Club t-shirt.
**Available in men's and women's styles.

Need help with your order or redeeming your certificate?
Please contact by phone at 1.855.462.6050 or email us at ALZincentives@halo.com.

Redemption certificates will be sent via email post-event. Please check with your local Walk to End Alzheimer's® staff for details and to confirm your chapter's participation in this program. Teams and non-participating donors do not qualify for incentive prizes.

2018 WALK DONATION FORM

Donor Information (person making the donation)

First Name: _____ Last Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone number: _____ Email Address: _____

Donation Information

I would like to make a donation in the amount of: \$200 \$100 \$50 \$____ Other

Enclosed is my check payable to the Alzheimer's Association Delaware Valley Chapter

Please charge my: Visa MasterCard American Express

Credit card number: _____

Expiration date: ___ / ___

Signature: _____

Today's date: _____

Participant information (please complete as fully as possible)

I am supporting (*Circle One*)

- A specific walker on a team
- A general donation to a team
- A general donation to Walk

Walker's First Name: _____ Last Name: _____

on (team name) _____ who is participating in

the (city, state) _____ Walk.

Return completed form to:

Alzheimer's Association Delaware Valley Chapter
399 Market Street
Suite 102
Philadelphia, PA 19106



2018 ALZHEIMER'S DISEASE FACTS AND FIGURES

ALZHEIMER'S DISEASE IS THE

6TH leading cause of death
in the United States

16.1 MILLION AMERICANS
provide unpaid care for people with
Alzheimer's or other dementias

These caregivers provided an estimated
18.4 BILLION HOURS
of care valued at over
\$232 BILLION

Between 2000 and
2015 deaths from heart
disease have decreased

11% 

while deaths from Alzheimer's
disease have increased

 **123%**



1 IN 3

seniors dies
with Alzheimer's
or another
dementia

It kills more than
breast cancer and
prostate cancer
COMBINED



EARLY AND ACCURATE DIAGNOSIS
COULD SAVE UP TO

\$7.9 TRILLION
in medical and care costs

IN 2018, Alzheimer's and other
dementias will cost the nation

\$277 BILLION

BY 2050, these costs
could rise as high as

\$1.1 TRILLION



**5.7
MILLION**

Americans are living
with Alzheimer's

BY 2050, this
number is projected
to rise to nearly

**14
MILLION**

**EVERY
65 SECONDS**
someone in the
United States
develops the
disease



alzheimer's  association®

THE BRAINS BEHIND SAVING YOURS.™