

LEAD THE WAY TO ALZHEIMER'S FIRST SURVIVOR.



2019 TEAM CAPTAIN GUIDE

Your guide to recruitment and fundraising success.

SATURDAY, SEPTEMBER 21, 2019
BLACK RIVER LANDING, LORAIN *NEW LOCATION*

SUNDAY, SEPTEMBER 29, 2019
LAKE METROPARKS FARMPARK, KIRTLAND

SUNDAY, OCTOBER 6, 2019
CLEVELAND METROPARKS ZOO *NEW LOCATION*



alzheimer's association®

800.272.3900 | alz.org/walk

THANK YOU FOR STEPPING UP AS A TEAM CAPTAIN.

Dear Team Captain,

Thank you for joining the fight to find Alzheimer's first survivor. The success of the Alzheimer's Association Walk to End Alzheimer's® relies on teams of friends, family, and co-workers inspired by team captains like you!

As a Team Captain, you're building excitement and helping your team set fundraising goals. Every person you recruit raises awareness and helps the Alzheimer's Association® advance care, support and research. By rallying your friends, family, co-workers and community around your team, you not only demonstrate your support for those impacted by the disease, but also raise critical funds and awareness for this cause. The vision of the Alzheimer's Association is a world without Alzheimer's. By serving as a team captain, you take the first step in helping this vision become a reality.

The Cleveland, Kirtland and Lorain Walks are planned with the hard work of a local planning committee and supported by a local staff partner. If you need help, support or want to get more involved, contact us! There are year-round opportunities to serve as a volunteer, just let us know that you are interested. Local phone numbers and emails are listed on the following page. Call, email or stop in to speak to us. We would love to hear from you.

Thank you for taking on this important role. Together, we can help those affected by this devastating disease and move closer to our vision of a world without Alzheimer's.

See you in September and October at the Cleveland, Kirtland and Lorain Walks!

Sincerely,



Nancy Udelson
President & CEO
Cleveland Area Chapter
Alzheimer's Association

Your Partnership Makes a Difference!

Here is a snapshot of our Chapter highlights in fiscal year 2018
(July 2017 – June 2018)

6,609 unduplicated constituents served in our five-county region.



Trained facilitators provided 393 support group meetings. This included 37 group meetings held monthly in our service area for 2,341 participants.



313 educational programs were delivered to 5,400 participants.



Early stage programs served 399 caregivers and 338 participants with Alzheimer's or dementia.



4,100 people were served through our 24/7 Helpline calls.



74,082 visits to our local chapter website.



Our care and support team provided 2,600 care coaching hours and made 5,700 contacts with caregivers.

WE'RE IN THIS TOGETHER.

Walk to End Alzheimer's is the world's largest event to raise awareness and funds for Alzheimer's care, support and research — and that's in no small part because of the enthusiasm and leadership of our Team Captains. To ensure your success, we're here to help every step of the way.

Team Captain support includes:

- Team member recruitment ideas and tools for successful team building.
- Creative fundraising ideas and a suite of materials for work and in the community, like a Casual for a Cause day in your office, a Dine 'n' Donate night at a local restaurant or a point-of-purchase flower pin-up display at your gym.
- Coaching emails with tips and reminders to keep you and your team on track.
- Guidance and support available at alz.org/walk or by phone **800.272.3900**
- Online tools and social media resources to help you spread the word and raise funds.

Log in to your online Participant Center at alz.org/walk to access Team Captain resources.

Contact your local Walk Staff Coordinator

Kirtland Walk
216.342.5581
ClevelandWalkEast@alz.org

Lorain County Walk
216.342.5606
ClevelandWalkWest@alz.org

Central Walk
216.342.5593
ClevelandWalk@alz.org

24/7 Helpline
800.272.3900



1

BUILD YOUR TEAM.

Many people will be eager to join you in advancing the fight against Alzheimer's disease — they just need to be asked. The Association suggests a team of 10 to 15 registered participants, but teams of all sizes are welcome.

Tips to recruit team members:



Set up your team webpage. Visit your Participant Center to build a team webpage. Be sure to include your team's personal story and pictures from a past Walk or photos representing your reason to end Alzheimer's.



Set a participant goal. Determine a goal for your team size and brainstorm a list of potential teammates. Think of everyone you know. You may be surprised how many people have been affected by Alzheimer's and want to participate.



Send emails. Log in to your Participant Center to find pre-written recruitment emails to send to friends and family.

PRO TIP: You can also copy & paste your team page link and send it through your personal or work email.



Host a team rally. Invite existing and potential team members to a party or get together and help build excitement about participating in Walk. Encourage people to register during your event.

PRO TIP: The Walk Staff and members of the planning committee are happy to provide you with resources or attend your event, if possible, to help rally your team!



Engage in friendly competition.

Challenge another Team Captain to see who can recruit more team members.



Don't forget virtual participants.

Just because someone can't join you on Walk day doesn't mean they can't be part of your team. Recruit friends or family that live elsewhere to join and support the team!



Get social. Facebook, Twitter and LinkedIn are great tools to spread the word that you're looking for teammates. Make sure to provide a link to your team page. You can also share social updates straight from your Participant Center.



Forward to a friend. Encourage your teammates to forward a recruitment email to their contacts. With the help of others, your team can grow beyond your original circle.



Recruit everywhere. Ask people at your work, church, gym, book club and local coffee shop to join your team.



2 MOTIVATE YOUR TEAM.

As a Team Captain, it's your job to create excitement and encourage involvement.

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 to ensure that your teammates reach their personal fundraising goals. Share fundraising tips and be prepared to offer help and suggestions to those who have a hard time asking for donations. Check your Participant Center for resources, such as the A-Z Fundraising Ideas.
- **Plan a team fundraiser.** Organize an event to encourage team bonding and raise funds. See next page for ideas.
- **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/ALZCleveland), Twitter ([@alzcleland](https://twitter.com/alzcleland)) and Instagram ([@alzassociation](https://instagram.com/alzassociation)).
- **Ask about matching gifts.** Encourage your teammates to check if their company offers matching gifts by visiting alz.org/walkmatch or asking their human resources department.
- **Promote incentives.** Share opportunities to earn prizes and recognition to further motivate your team members.



Official 2019 Walk T-shirt

Individuals who raise at least \$100 earn the 2019 Walk to End Alzheimer's T-shirt.



Champions Club

Participants who raise \$500 gain access to the exclusive **Champions Club**. Those who reach the \$1,000 mark become **Grand Champions** and individuals who raise \$2,500 or more reach the top of the club as **Elite Grand Champions**.



Incentive Program

Participants can earn Walk gear, such as apparel, bags and electronic accessories, when they reach fundraising milestones, starting at \$300 and up to \$10,000. Visit alz.org/WalkIncentives for more information.

3 FUNDRAISING MADE EASY.

As a Team Captain, we encourage you to embrace fundraising ideas that are easy, fun and increase involvement. Brainstorm with your teammates to select activities that will engage others in the cause and raise important funds to advance the Association's care, support and research efforts.



Ideas to guide your fundraising efforts:

- **Set a goal together.** Plan a team dinner, coffee break or happy hour to determine a fundraising goal and each teammate's expected contribution. We encourage participants to raise at least \$100.
- **Explore ideas.** Discuss fundraising options with your team to determine which have the most potential.
- **Make the first donation.** Set an example for your team by making a self-donation. It doesn't matter how much — showing your dedication and inspiring others to do the same is what counts. Participants who make a self-donation to start their fundraising typically raise double the amount of those who don't. You will also receive a CAR MAGNET for making a self donation as our way to say "thanks!"
- **Use online tools.** All registered team members have access to their online Participant Center, where they can build a personal fundraising webpage and find pre-written email templates to send to friends and family asking for donations. Each team member has access to numerous tools, including the Walk Mobile app — an easy way to request donations from anywhere.
- **Aim for one a day.** Ask one person per day to donate to your team. Make the "ask" a part of your daily schedule so you don't forget
- **Explore opportunities in your community.** Can you raise money at a local fair or event? By hosting a garage sale? You may also consider asking for donations from community organizations, local corporations and businesses that you frequent. People you support on a regular basis may be happy to return the favor.
- **Fundraise at work.** Ask if you can host a Casual for a Cause fundraiser at your office or display point-of-purchase flowers in exchange for donations. Visit alz.org/casualforcause to order your free Casual for a Cause kit complete with stickers. Your local chapter can provide you with the pin-up flowers. Learn more about these activities and others in your online Participant Center.
- **Reach out to local Association volunteers and staff.** They have a wealth of information, tools and ideas to help you achieve fundraising success. Visit alz.org/cleveland.
- **Secure 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 alz.org/walkmatch or talk with your human resources department.

4 WALK DAY CHECK LIST.

Your team should arrive on event day energized and ready to show the community the force we represent in the fight against Alzheimer's!

Before the big day:

- **Plan ahead.** Check the website and your emails for **Early Bird Check-In** the week before walk to turn in your funds and receive your T-shirts (available to participants who raise \$100 or more) and any other event-day materials before Walk day.
- **Stay in regular communication.** The week leading up to Walk, send an email reminding your teammates of event details, including where to meet on Walk day, and to bring any additional donations to the event.
- **Get organized.** Make arrangements for carpooling or other event-day logistical needs. Consider planning a pre-Walk breakfast or post-Walk lunch to celebrate your team's success!
- **Gather supplies:** Some teams bring team banners or photos to honor their loved ones. Don't forget items your team members will need like wheelchairs or strollers.
- **What to wear?** *Purple!* Some teams make team T-shirts. Bring spirited items to show your team pride!

When you arrive:

- **First stop - registration!** Get your wristbands, turn in donations and grab your T-shirt tickets. Grab program booklet and passport.
- **Capture the moment.** Take a formal team photo as well as some candid shots to capture the emotions of the day. You may want to use this in your thank-you to donors or for next year's recruitment efforts.
- **Promise Garden Flower.** Pick up your free Promise Garden Flower. Write your reason to Walk on the petals. Keep it for the Walk ceremony!
- **Calling all champions!** If you have raised over \$500, stop by the Champions Club station to pick up your Medal (\$500) and Grand Champion shirts (\$1,000).

Walk and celebrate:

- **Start line.** Gather around the stage before the opening remarks, awards presentation and Promise Garden Ceremony before the Walk kicks off.
- **Ready, set, go!** The Walk kicks off right after the ceremony. There will be various route options. Your program booklet will include a map.
- **Along the way.** Water stops, entertainment and plenty of volunteers will greet you and your team members along the way.
- **Mission moments:** Check out our mission information, sponsor booths and signs of support along the Walk route. Learn some ALZ facts, take team photos and learn about the businesses and families that support our mission.
- **Finish line celebration:** Gather at the finish line for cheers, snacks and an after-party celebration, including an awards ceremony recognizing top fundraising and recruitment teams!

Make sure you visit:

- **Get immersed in the Alzheimer's cause.** Encourage your team to visit the Association's education and awareness tables at the event to learn about clinical studies, advocacy, programs and services, and more.
- **Share your experience.** Gather at the Walk finish line to recognize your success. Be proud of all you've accomplished in the fight against Alzheimer's and share that pride with your social networks live from the event. Don't forget to include the hashtags **#Walk2EndAlz** and **#ENDALZ**. You can also use this opportunity to ask for last-minute donations.

ABOUT THE ALZHEIMER'S ASSOCIATION®

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research. Our mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

Our vision is a world without Alzheimer's disease®.

Cleveland Area Chapter

Beachwood Office
23215 Commerce Park, Suite 300
Beachwood, OH 44122

Avon Office
37309 Harvest Drive
Avon, OH 44011

Mentor Office
8522 East Ave
Mentor, OH 44060

<https://alz.org/cleveland>

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