



THE END OF ALZHEIMER'S STARTS WITH YOU™

2017 TEAM CAPTAIN GUIDE

Your guide to recruitment and fundraising success



800.272.3900 | alz.org/walk

THANK YOU FOR STEPPING UP AS A TEAM CAPTAIN

The end of Alzheimer's starts with you — and we're grateful you're leading the way. The success of the Alzheimer's Association Walk to End Alzheimer's® relies on teams of friends, family, co-workers and neighbors led by people like you. As a Team Captain, you're building excitement and helping your team set fundraising goals. Every person you recruit and every dollar you raise increases awareness and helps the Alzheimer's Association® advance care, support and research.

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.



“It’s empowering to lead by example and set a pace others can follow to achieve their Walk goals.”

- Mary F., Team Captain (right)

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 continued success, we're here to help you every step of the way.

Team Captain support includes:

- Recruitment and retention ideas and tools for successful team building.
- Coaching emails with tips and reminders to keep you and your team on track.
- Creative fundraising ideas to implement at work and in the community, like a Casual for a Cause day in your office, a give back night at local restaurant or a paper flower pin-up display at your gym.
- Guidance and support available online at alz.org/walk or by phone at **800.272.3900**.
- Online tools and social media resources to help you spread the word and kick off your fundraising efforts.

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



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 12 to 15 registered participants, but teams of all sizes are welcome.

Tips to recruit team members:



Visit your Participant Center. Log in through your event website and build a Walk team webpage complete with your 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 about the people you see every day. You may be surprised how many have been affected by Alzheimer's disease and will want to participate.



Send emails. Your Participant Center makes it easy to recruit teammates. Upload a list of contacts from your personal address book and send one of the template emails to your friends and family.



Get social. Facebook, Twitter and LinkedIn are great tools to spread the word about your Walk team. Tweet or post a status message that you're looking for people to join your team. Make sure to provide a link to your team page to make it easy for them to register.



Forward to a friend. Suggest that your teammates 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.



“Everyone has the potential to be a proponent of change. They just need an opportunity.”

-Alex M., Team Captain

Sign Up. Set Up. Share.



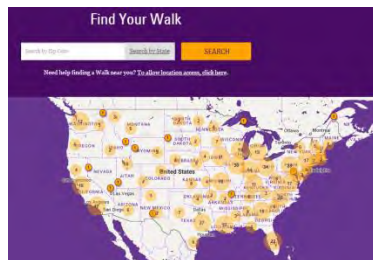
Ready to join the fight against Alzheimer's disease? Follow the step-by-step instructions below to register for the Alzheimer's Association Walk to End Alzheimer's® and set up your fundraising web page.

1

Find your Walk.

Four ways to find an event near you:

1. Visit alz.org/walk and enter your ZIP code.
2. Visit alz.org/walk and look by state.
3. Allow your browser to access your location.
4. Use the interactive map.



2

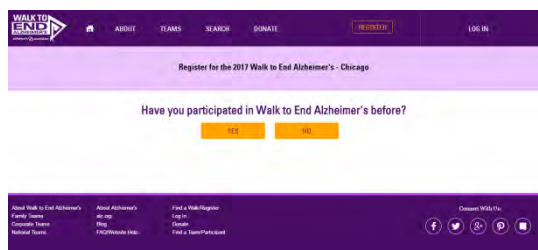
On your local Walk page, click "Register."



3

Sign in.

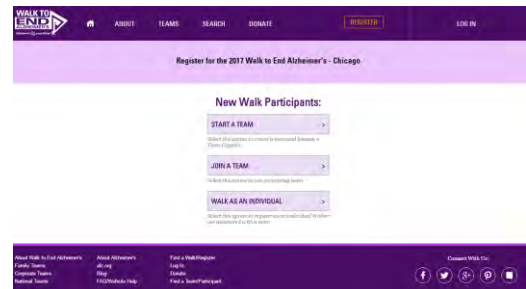
- If you're a returning participant, click "Yes." Log in with your username and password. Your information from previous years will be accessible, including your email contacts.
- If you're new, click "No" and continue to the registration page.



4

Choose your team status.

Select if you want to start a team, join a team or walk as an individual.



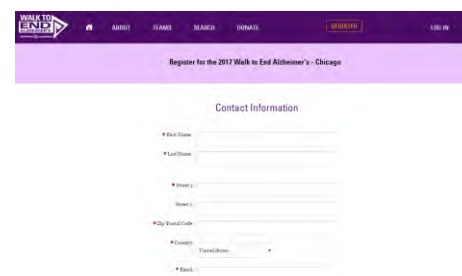
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Set your fundraising goal.



6

Complete your registration.



Once your registration is complete, you'll see a confirmation screen.

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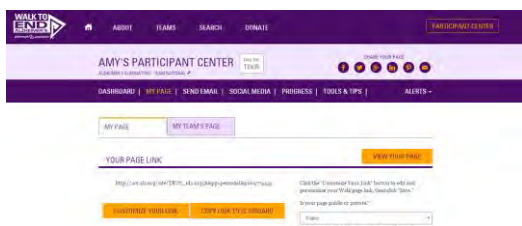
Set up your participant page.

Closing the confirmation screen will take you directly to your Participant Center dashboard. From there, click “My Page.”

In this section you can:

- Create a shortcut link to your page by clicking “Customize Your Link.”
- Share your link in emails, on social media and in other fundraising or recruiting materials.
- Update your personalized video on who you are honoring
- Customize your page by uploading a photo or YouTube video.
- Add your story — the reason why you participate.
- Edit your team’s page under the “My Team’s Page” tab (Team Captains only).

Be sure to click “Save” after completing each section.



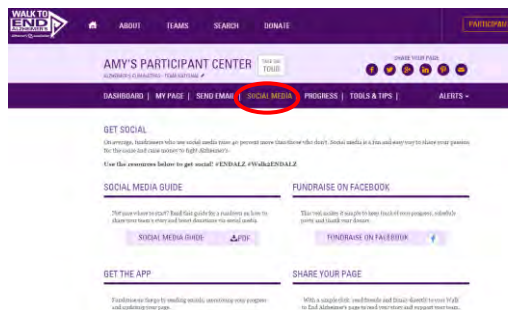
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Share on social media.

At the bottom of the “My Page” section, select where you’d like to share your page by clicking the appropriate social media icon. Be sure to tag friends who you’d like to join your team or support your efforts.



For more ideas and tips for fundraising on social media, click the “Social Media” tab.



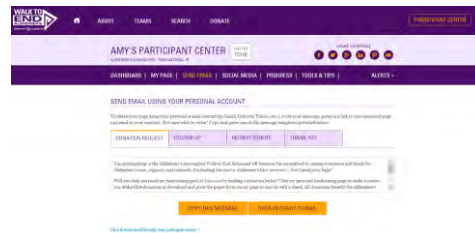
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Send email.

Click “Send Email” and decide your delivery method.

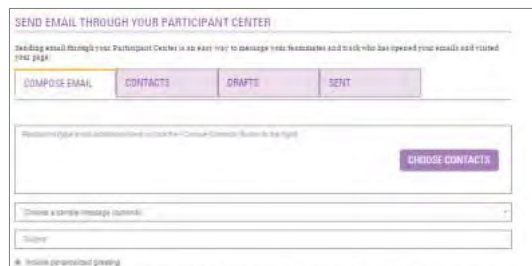
Through your personal account:

- Select one of the email templates provided in the Participant Center.
- Copy the message and paste it into a new email in your personal account.
- Edit the message to make it your own and included is a link to your personal page.



Through your Participant Center:

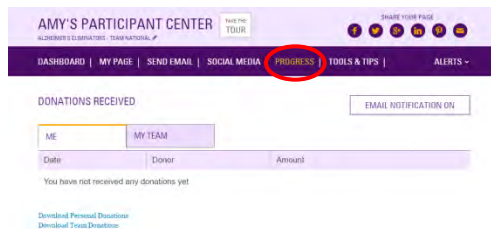
- Visit the “Contacts” tab and click “Import Contact” to merge information from a .csv file, Gmail or Yahoo. You can also manually add contacts by clicking “New Contact.”
- Stay organized by categorizing your contacts (e.g., donors, potential donors, team members).
- Once your contacts are ready, choose the person you’d like to message and click “Email.”
- Select a sample message from the dropdown menu.
- Customize, preview and send.
- A link to your personal page will be included in your message.



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Track your progress

Visit your Participant Center dashboard often to track your fundraising progress. You can also visit the “Progress” tab to view your donors and send thank-you notes.



2 MOTIVATE YOUR TEAM

An important part of your Team Captain role is to engage your team and help build excitement around Walk to End Alzheimer's, and encourage involvement with the Alzheimer's cause.

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 participants 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.
- **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), Twitter ([@alzassociation](https://twitter.com/alzassociation)) and Instagram ([@alzassociation](https://instagram.com/alzassociation)).
- **Promote incentives.** Share opportunities to earn prizes and recognition to further motivate your team members.
 - **Official 2017 Walk T-shirt**
Raise at least \$100* to earn the 2017 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 Walk to End Alzheimer's gear when you reach fundraising milestones. Incentives range from apparel to bags to electronic accessories. Visit alz.org/WalkIncentives to see all of the items available.



**Most Walks require a \$100 minimum; in some locations this amount is higher.*

HOW TO RAISE \$500 OR MORE IN 10 DAYS



Make a \$25 self-donation.



Ask two family members to donate \$25 each.



Ask five friends to contribute \$20 each.



Ask five co-workers to give \$10 each.



Ask five neighbors to donate \$10 each.



Ask five people from your place of worship to commit to \$10 each.



Ask your place of employment for a company contribution of \$50. Better yet, ask your company to match the total you raise dollar for dollar.



Ask two work-related businesses or companies to sponsor you for \$25 each.



Ask businesses you frequent to contribute \$15 (e.g., hair salon, dry cleaner, favorite restaurant).



Hold a team fundraiser (e.g., bake sale, car wash, raffle).

Visit alz.org/walk and log into your Participant Center for more fundraising tips and tools.



3 FUNDRAISE

Every dollar you raise helps to strengthen the efforts of the Alzheimer's Association while moving us closer to our vision of a world without Alzheimer's disease. From face-to-face support to online education programs and promising worldwide research initiatives, your donations make a difference in the lives of the millions of people affected by Alzheimer's today and those who will face the disease tomorrow.

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 include:

- **Set a goal together.** Organize a team dinner, coffee break or happy hour to decide on a fundraising goal and each teammate's expected contribution. We encourage all participants to raise at least \$100.
- **Explore ideas.** Discuss fundraising options with your team. Build off of each other's ideas to determine which have the most potential.
- **Make the first donation.** Set a great example for your team by making a contribution toward your personal fundraising goal. It doesn't matter how much — showing your dedication to the cause and inspiring others to do the same is what counts. In addition, participants who start their fundraising with a self-donation typically raise double the amount of those who don't.
- **Use our online tools.** Upon registration, all team members have access to their Participant Center, where they can build a personal fundraising webpage and send pre-written emails to friends and family asking for donations. Each team member has access to numerous tools, including the Walk Facebook app — an easy way to request donations from people in your social network.
- **Explore opportunities in your community.** Can you raise money at a local fair or event? By hosting a garage sale? A block party? You may also consider asking for donations from community organizations, local corporations and businesses that you frequent, such as your dry cleaner, hair salon or coffee shop. People you support on a regular basis may be happy to return the favor.
- **Fundraise at work.** Ask your human resources department if you can host a Casual for a Cause dress-down fundraiser at your office. Or consider displaying Walk pin-up flowers in exchange for donations. Learn more about these activities and others at [alz.org/walk](https://www.alz.org/walk).
- **Reach out to your local Alzheimer's Association office.** Staff members have a wealth of information, tools and ideas to help you achieve fundraising success. Visit [alz.org/findus](https://www.alz.org/findus) to find a location near you.
- **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 [matchinggifts.com/walk](https://www.matchinggifts.com/walk) or talk with your human resources department.

FUNDRAISING IDEA



HOST A CASUAL FOR A CAUSE EVENT AT YOUR OFFICE.

Invite your colleagues to get comfortable while joining the fight against Alzheimer's disease. Casual for a Cause allows your co-workers to wear jeans (or dress down) in exchange for a donation to the Alzheimer's Association®.

HOW IT WORKS:

- Ask permission to host a Casual for a Cause event at your office. Check with your human resources department.
- Determine a time frame — a week or maybe even a month.
- Offer colleagues an opportunity to make a donation to your Alzheimer's Association Walk to End Alzheimer's® team in exchange for a Casual for a Cause sticker. Each sticker is good for one day of casual dress.
- Consider setting up a table in a high-traffic area to collect donations for stickers and offer additional information about Walk to End Alzheimer's and the Association.

CASUAL FOR A CAUSE IS A GREAT WAY TO:

- **Raise money** – Invite your colleagues or peers to support your Walk efforts. All funds help to advance the Association's care, support and research efforts.
- **Increase awareness** – The event gives you an opportunity to promote the importance of joining the fight against Alzheimer's. And the stickers, which must be worn on the chosen casual dress day, raise awareness for the cause.

Visit alz.org/casualforcause to order your free Casual for a Cause kit complete with stickers.

Casual
for a
Cause!

alzheimer's
association



FUNDRAISING IDEA



ALZHEIMER'S ASSOCIATION WALK TO END ALZHEIMER'S® POINT-OF-PURCHASE FLOWER FUNDRAISER.

Invite your friends, colleagues and community members to support the Alzheimer's cause by creating a display of paper Promise Flowers. Give your Walk fundraising a boost as you raise awareness of the event and show support for the fight against Alzheimer's disease.

HOW IT WORKS:

- Ask permission to organize this fundraiser at your school, office, health club, place of worship or anywhere you think might be a good location.
- Decide how and where to display the paper flowers. Ideas include: office doors, windows, cubical walls, hallways, break rooms, lobbies and hanging from trees.
- Set up a table in a highly trafficked area at a peak time, such as the morning rush or the lunch hour.
- Decorate the table to draw attention and offer additional information about Walk to End Alzheimer's and the Alzheimer's Association®.
- Offer visitors the opportunity to make a donation and invite them to write their name on a paper flower, which represents their promise to honor, remember, care and fight for those facing Alzheimer's disease. They may also choose to indicate who they are honoring, e.g., "In honor of Grandma Smith."
- Hang all flowers in your chosen location.



ORGANIZING A PAPER FLOWER FUNDRAISER:

- **Raise money.** An interactive way to engage your colleagues or peers in your Walk to End Alzheimer's efforts. Typically, participants encourage a \$1 or \$5 donation in exchange for a flower. All funds raised support the care, support and research efforts of the Alzheimer's Association.
- **Increase awareness.** Your flowers can remain displayed beyond the day of the fundraiser to reinforce how many people at that location support the fight against Alzheimer's disease.
- **Have fun.** There are many possibilities! You decide where you want to hang your flowers. You may even want to stage a friendly competition among your team — *Who raises the most money? Which team member can grow their display the fastest?*

Visit alz.org/walk and log into your Participant Center for more fundraising tips and tools.





For more information or to participate, please contact:

[Chapter Name]
 [Chapter Street Address]
 [City, State ZIP]
 [Chapter Phone Number]

Walk to End Alzheimer's Point-of-Purchase Program Commitment Form

Walk to End Alzheimer's Point-of-Purchase (POP) Program

Each year across the country, thousands of paper Walk to End Alzheimer's point-of-purchase (POP) flowers are made available to customers in local stores and banks providing an opportunity to support the Alzheimer's Association Walk to End Alzheimer's®. While performing a transaction, tellers and cashiers can offer the "pin-up" flowers to patrons for a suggested donation of \$1 or more and then hang all flowers, complete with donor names, to create a visual display of community support.

The Walk POP program is designed to raise awareness and funds to advance the care, support and research efforts of the Alzheimer's Association. Participation in this program is a great way for your business to show support for the cause, contribute to the Alzheimer's Association® and engage the community.

Participation is easy

The Walk POP Program can be held at any time of the year and most participants run the promotion for a couple of weeks to a month. At the end of the promotion, your business will submit all proceeds to the Alzheimer's Association and in return receive appropriate recognition.

The Alzheimer's Association will provide you with POP flowers as well as Walk to End Alzheimer's promotional materials to help make the program a success. Walk representatives are also available to attend manager or staff meetings to provide further training and explanation of the program.

Business Information:

Name:
Contact and Title:
Address:
Phone:
Email:

Community Awareness Commitment:

Product	Quantity Requested	Quantity Received	Mgr's Initials (received)	Money Turned In	Quantity Returned	Mgr's Initials (returned)
POP "Pin-up" Flowers						
Walk Poster						
Walk Brochure Holder w/Brochures						
Donation Canisters						

Promotional Date Period Agreement: From (Month/Day/Year): _____ to (Month/Day/Year): _____

____ I will turn in funds and remaining flowers, brochure holders and canisters on: _____

____ I request funds and remaining flowers, brochure holders and canisters be picked up on: _____

Business Manager's Signature: _____ Date: _____

Credit to (Circle One): **General Walk Donation** **Specific Walk Team:** _____

Specific Walk Participant: _____

LEAD THE WAY.



Become a Walk to End Alzheimer's® Champions Club Member.

Raise \$500 or more for the care, support and research efforts of the Alzheimer's Association® and you'll join the elite ranks of the Walk to End Alzheimer's® Champions Club. Take your fundraising to an even higher level by raising \$1,000 or more, and you'll gain access to our exclusive Grand Champions Club.

Member benefits include:

- Official event T-shirt*.
- Commemorative medal.
- Fundraising badge on your personal fundraising Web page.
- Personalized thank-you certificate.
- Recognition on your local Walk website.
- Exclusive Grand Champions Club performance T-shirt. (Grand Champions only)

**Participants will receive a T-shirt after achieving the fundraising minimum established at their local chapter. In most instances, this is \$100.*

Walk toward Champion status.

- Make a self-donation to lead by example and show your commitment to the cause.
- Update your personal fundraising Web page and share a story about why you're participating.
- Send emails from your Participant Center (already written for you!) to ask for support from friends, family and co-workers.
- Use Facebook to get the word out. Include a link to your fundraising page in your status.

Check out alz.org/walkfundraising for even more ideas and support. We offer online and offline fundraising tools, as well as coaching, advice and tips from our expert staff.

Learn more about the Champions Club and Grand Champions Club at alz.org/championsclub.



Champions Club Medal



Grand Champions Club T-shirt

This purple shirt is made of lightweight moisture-wicking material and represents Walk fundraising prestige.

THE BEST \$100 T-SHIRT YOU'LL EVER EARN.



Raise \$100* to earn the official 2017 Alzheimer's Association Walk to End Alzheimer's® T-shirt.

Quick ways to raise your first \$100:



Email five friends asking for \$20.



Bring your coffee or lunch to work for a couple of weeks instead of buying — and put the money you would have spent aside for a donation.



Host a bake sale, garage sale or game night.



Get social and send out a fundraising message via Facebook, Twitter or LinkedIn.



Visit matchinggifts.com/walk to find out if your workplace matches charitable gifts.

Every dollar advances the care, support and research efforts of the Alzheimer's Association®. Every dollar makes a difference.

*Every registered participant will receive a T-shirt after achieving the fundraising minimum established for their Walk. In most instances, this is \$100.



4 PREPARE FOR WALK DAY

All teams should arrive on event day energized and prepared to celebrate our collective success — and ready to show the community the force we represent in the fight against Alzheimer’s.

Build excitement among your team:

- **Plan ahead.** Check with your local Association office if there is a bank night planned or other opportunities to turn in your funds before Walk day, and receive your wristbands, T-shirts (available to participants who raise \$100 or more*), and any other event-day materials.
- **Stay in regular communication.** The day before Walk, send an email reminding your teammates of event details and to bring any additional donations to the event. You can easily send emails to your team through your Participant Center.
- **Get organized.** Make arrangements for carpooling or meeting up at the Walk. Consider planning a pre-event breakfast or post-Walk lunch to celebrate your team’s success.
- **Show your purple.** In addition to your Walk T-shirt, your team may want to create buttons or signs to express your personal reasons to end Alzheimer’s disease.
- **Capture the moment.** Take a formal team photo as well as some candid shots to capture the emotions of the day.
- **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.
- **Celebrate and share.** Gather at the Walk finish line to recognize your success. Be proud of all you’ve accomplished in the fight against Alzheimer’s disease and share that pride live from the event with your social networks. Don’t forget to include the hashtags **#Walk2EndAlz** and **#ENDALZ**. You can also use this opportunity to ask for last-minute donations.



“When you see everyone come together at the start line, it makes you feel like you’re part of something so much bigger.”

-Liliana A., Team Captain (center)

**Most Walks require a \$100 minimum; in some locations it is higher.*

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®.

alzheimer's  association®

THE BRAINS BEHIND SAVING YOURS®

800.272.3900 | alz.org®

2017 Incentive Program

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



Official Walk to End Alzheimer's T-Shirt
All walkers who raise \$100 and above receive the 2017 t-shirt

\$100



Garment Washed Cap, Sling Bag, or Hot/Cold Tumbler

\$300



Champions Club Medal and Powerbank, Performance Polo*, or Carry-all Duffel Bag

\$500



Picnic Blanket, Tech Bag, or Exercise Mat

\$750



Grand Champions Club T-Shirt and J America Hoodie*, Bluetooth Speaker, or Knit 1/4 zip*

\$1,000



Adirondack Recliner, Big Lazy, or 720p HD Camera

\$1,500



New Englander Rain Jacket*, Pack n Hang Duffel Bag, or Softshell Jacket*

\$2,500



Coleman 54 Quart Cooler or True Wireless Bluetooth Earbuds

\$5,000



Fusion Chair or Fossil Retro Traveler Watch*

\$7,500



Weber Grill or Samsonite Luggage

\$10,000

* Available in men's and women's styles

Need help with your certificate order or redeeming your certificate?
Please contact by phone at 1.800.436.6050 or email us at incentives@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 confirm your chapter's participation in this program. Teams and non-participation donors do not qualify for incentive prizes.