

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. If you have any registration questions, please email corporateinitiatives@alz.org.

1

Find your Walk.

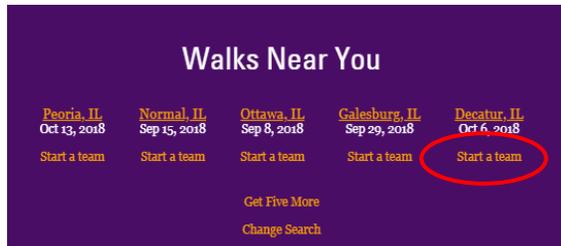
Four ways to find an event near you:

1. Visit alz.org/yourcompanyname (your company's specific url, i.e. alz.org/brookdale) Start or Join A Team
2. Look by zip code or look by state.
3. Allow your browser to access your location.
4. Use the interactive map.



2

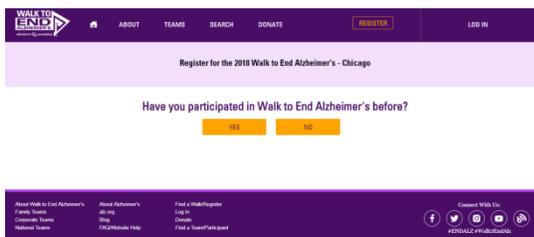
Once you find your local Walk page, click "Start or Join A Team."



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.



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Set your team name or pick your team you are joining.

Note: Your Company should populate as the Group/Company if not, please search for your company. We recommend using your company/organization name. Team Captains can also update company in your participant center tools.

Start a Team

Team Name:

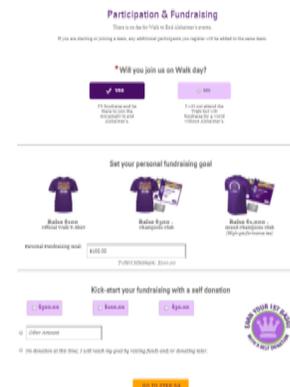
Team Fundraising Goal:

Group/Company (optional):

Team Type:

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Set your fundraising goal.



6

Complete your registration.

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

7

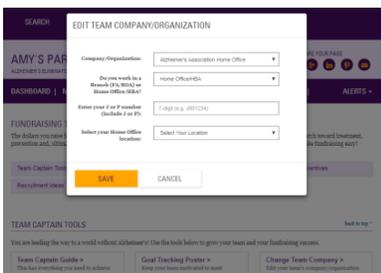
Set up your participant page.

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

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).
- Update your Company/Organization. (Team Captains only).

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



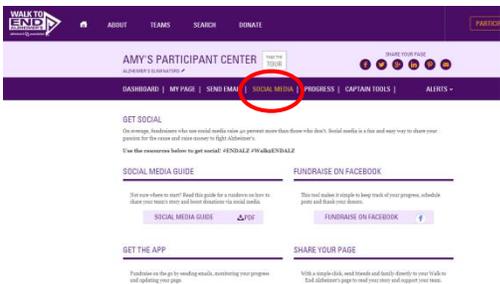
8

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.

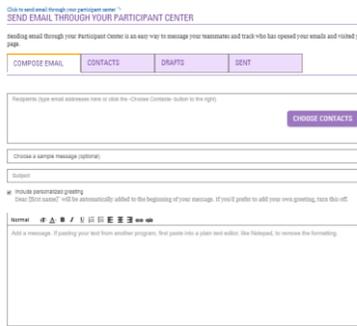
Through your personal account:

- 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.

