Welcome

It all starts with your courageous commitment.

By registering for the Alzheimer’s Association Ride to End ALZ™, you’ve committed to much more than a bike ride. You are now a part of a movement where 100 percent of the proceeds you contribute fuel Alzheimer’s research. Each dollar you raise directly impacts the Association’s ability to accelerate science toward methods of treatment and prevention for Alzheimer’s and other dementias.

We are confident that if you follow our suggestions, you can meet (and even exceed!) your fundraising commitment and have fun in the process. Thank you for joining us as we cycle toward scientific progress in the fight against America’s sixth-leading cause of death.

We’re in this together!

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Your Dollars at Work

Inspired by science and driven by a determination to end this disease, participants in Ride to End ALZ raise funds and awareness to advance research toward the first survivor of Alzheimer’s. Every single dollar you raise will go toward the Association’s efforts to discover methods of treatment and prevention for Alzheimer’s and other dementias.

The Alzheimer’s Association is the nonprofit with the highest impact in Alzheimer’s research globally and has played a role in nearly every significant development in Alzheimer’s science to date. Today, the Association has more than $160 million invested and is active in over 450 projects in 25 countries, focusing on four critical areas:

**Discovery Science**
To accelerate biochemistry, genetics, immunology and more, the Association is increasing investments made through the Alzheimer’s Association International Research Grant Program. Recognizing the need for collaboration, the Association will continue building the Global Alzheimer’s Association Interactive Network (GAAIN) — an online “big data” platform — to give researchers free access to information.

**Early Detection**
The Association is working to provide physicians with technology and tools to recognize Alzheimer’s in patients quickly and differentiate it from normal aging — enabling more timely interventions and effective disease management. A study of the impact that early detection of Alzheimer’s may have on hospital admissions, emergency room visits and health care costs could pave the way for insurers to cover diagnostic PET scans.

**Treatment**
To help bring Alzheimer’s treatments to affected families sooner, the Association is investing in innovative drug trials designed to reduce the time it takes to go from lab to pharmacy. Inspired by the “drug cocktails” that have changed the course of cancer, heart disease and HIV/AIDS — saving countless lives — the Association is leading the charge to test combination therapies to treat Alzheimer’s.

**Prevention**
To accelerate this promising field of study, the Association is funding and implementing U.S. POINTER, a two-year clinical trial that will evaluate whether lifestyle interventions that simultaneously address multiple risk factors — including physical exercise, nutrition, cognitive and social stimulation, and improved self-management of health — can prevent cognitive decline and dementia.

To learn more about the Association’s efforts to advance research, visit [alz.org/research](http://alz.org/research).
Fundraising Commitments

All riders make a registration donation of $150 and commit to raising a required minimum fundraising amount. The registration donation counts toward the fundraising commitment.

There are three levels of commitment:

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**Pace Commitment $1,800**

**Benefits:**
- Welcome kit
- Exclusive online Ride Community for participants
- Custom cycling jersey by Primal Wear
- Finisher medal
- Rider gift
- Ride Concierge services (fundraising and training support)
- Online fundraising page
- Custom mobile fundraising and event app
- Opening ceremony party (includes one free guest ticket)
- Traditional ride offerings, including credentials, lunch, snacks and a fully supported Ride

Riders who select the Pace Commitment will be responsible for the cost of their own lodging, transportation and bike shipping to and from the event. Riders will not be reimbursed for travel expenses. Riders will be able to book a room at the host hotel and arrange for bike shipping through the vendor contracting with the Alzheimer’s Association at their own expense.

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**Peak Commitment $3,600**

In addition to all of the Pace Commitment benefits, Peak Commitment riders will receive:
- Two night stay at the event host hotel (room + tax only)
- One hour massage
- Custom cycling kit (jersey and shorts)

Riders who select the Peak Commitment will be responsible for providing their own transportation and bike shipping to and from the event. Riders will be able to use the vendor contracting with the Alzheimer’s Association for bike shipping at their own expense. Riders will not be reimbursed for travel expenses. While the room rate and tax for two nights at the host hotel will be covered, any other charges to the room will be the responsibility of the rider.

**Note:** You must have raised at least 75 percent of your donations five weeks prior to the Ride date to be guaranteed your hotel benefit.
Podium Commitment $6,000

In addition to all of the Pace Commitment benefits, Podium Commitment riders will receive:

- Two night stay at the event host hotel (room + tax only)
- One hour massage
- Bike shipped to and from the event city
- Full custom cycling kit (jersey, shorts and socks).
- Custom Ride hoodie
- Fast pass for packet pickup
- Opening ceremony acknowledgment

Riders who select the Podium Commitment will be responsible for providing their own transportation to and from the event. Riders will not be reimbursed for travel expenses. While the room rate and tax for two nights at the host hotel will be covered, any other charges to the room will be the responsibility of the rider.

Note: You must have raised at least 75 percent of your donations five weeks prior to the Ride date to be guaranteed your hotel benefit.

What if I don’t meet my fundraising commitment amount by Ride?

Riders who have not met the selected fundraising minimum by Ride day will voluntarily complete our Delayed Self Pledge Form (DSPF), which allows the rider 30 days after the event to meet the fundraising minimum. If, after 30 days, a rider has still not met the requirement, the Association will charge the credit card provided on the DSPF.

Riders can upgrade or downgrade their fundraising commitment until five weeks before Ride. You will not be responsible for your fundraising commitment if you do not attend the Ride.
We’re in this Together

When you sign up for Ride, you are able to access a full suite of personalized support tools from the day you register until the moment you cross the finish line.

- Your Ride Concierge will provide you with ideas, encouragement and feedback as you work to reach and surpass your fundraising commitment.
- Ride Hub, your online participant center, offers a variety of fundraising tools to help you reach more donors in less time.
- Use our exclusive online Ride Community to discuss fundraising related topics with fellow participants, view the event calendar, read our blog and more. To access the Community, use the link in your Ride Hub.
- The Ride App offers customized mobile fundraising support for iPhone and Android users. Keep track of donations, thank donors and assess your progress while you’re on the go! The app is easy to use. Just download it from your Ride Hub. You can also use the App Store or Google Play to download the Ride App. Find it by searching “Ride to End ALZ”.

Seven Golden Rules of Fundraising

- **1.** START NOW!
- **2.** SHARE YOUR STORY.
- **3.** ASK.
- **4.** SET A STRETCH GOAL.
- **5.** KNOW YOUR STUFF.
- **6.** DOUBLE YOUR DONATIONS.
- **7.** SHOW YOUR APPRECIATION!
1. Start now.
The sooner you register, the more impact you can have in the fight to end Alzheimer’s. Register as an individual, join an existing team or create your own team and then start fundraising. Registered but not sure where to start? Visit your Ride Hub and take the tour.

2. Share your story.
Personalize your fundraising page with why you are riding and to whom you’re dedicating your Ride. This personal story is the cornerstone of your fundraising efforts. When you write your story, share from the heart. Are you riding in honor of a friend or family member? Share a funny moment with that person or one of your favorite things about him or her. Pictures are important and will go along way in humanizing your story.

3. Ask.
And then ask some more. Our online fundraising tools and sample messages make asking friends and family for donations quick and easy. Don’t be shy about asking people from your larger network to support you. By asking for donations, you are giving potential donors the opportunity to make an impact!

Wheel of Influence
Think about all the people whose lives you touch and ask them to join you in the fight against Alzheimer’s. Before you know it, you’ll have a whole list of people to ask for support. Use this wheel of influence to help identify potential donors.
Sample Ask Message
Subject line: Please support my Ride to End ALZ journey!

Hello,

I’m participating in the Alzheimer’s Association Ride to End ALZ™, a fully supported, one-day fundraising cycling event to accelerate scientific progress in the fight against Alzheimer’s, the nation’s sixth-leading cause of death. Right now, there is no shortage of ideas in Alzheimer’s research — only dollars. But together, we can help change that.

Please support my fundraising efforts by making a donation today. You can click the link at the bottom of this email to go to my personal fundraising webpage and make a donation.

On behalf of all those affected by Alzheimer’s, thanks for your generous support.

Ride on,

Your name
(Insert your personal fundraising page link found in your Ride Hub here.)

4. Set a stretch goal.

Why settle for just reaching your required minimum fundraising commitment when you have the support to reach twice that amount? Your stretch goal will not change your required minimum fundraising commitment, but it will help fuel research. Once you achieve your initial fundraising commitment, set a new goal and keep going!

Your stretch goal could help you qualify for more benefits if you reach the next fundraising level. For example, if you’re a Pace rider you could upgrade to the Peak level if your stretch goal efforts help you raise $3,600. Peak riders could upgrade to the Podium level if working toward your stretch goal helps you raise $6,000. Use this guide and work with your Ride Concierge to accelerate your fundraising success. You have until five weeks before Ride to upgrade to the next fundraising level.

5. Know your stuff.

Most likely, your commitment to end Alzheimer’s is very personal and you have a story to tell. When you do, make sure to include key facts about Alzheimer’s and the critical need for research to find methods of prevention, treatment and ultimately, a cure. Learn more by visiting alz.org/facts and alz.org/research.
6. **Double your donations.**
Many companies have matching gift programs for donations made by employees. Find out if your company has a program and ask your donors to see what their employers offer. You can check on a specific company by using the online search tool at [http://www.matchinggifts.com/alz/](http://www.matchinggifts.com/alz/). These programs are opportunities to double or possibly triple a donation. Some companies also match gifts made by retirees and/or spouses.

7. **Show your appreciation.**
Thank your donors. When you ride again next year, your friends and family will remember your appreciation.

**Sample Thank You Message**

**Subject line:** Thank you for your donation!

Hello,

Thank you for donating to the Alzheimer’s Association Ride to End ALZ™ on my behalf. I am so grateful for your support, which brings me one step closer to my fundraising goal and accelerates critical Alzheimer’s research. Your contribution will directly impact the Association’s ability to advance scientific projects aimed at uncovering methods of treatment and prevention for Alzheimer’s and other dementias.

Many thanks for your generous support!

Your name

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**Get Social**

**Tell your story.**
Social media makes it easy to let the world know you’re committed to the fight against Alzheimer’s. Share why you’re riding to inspire others to join your team and donate toward your fundraising goal.

**Time it right.**
Once you register for Ride, get the word out by sharing your personal page through Facebook, Twitter, LinkedIn and Instagram. Use social media to update friends and family on your fundraising progress, share photos from your training and on Ride day, and thank donors for their support.
Set up a Facebook fundraiser.
All it takes is a few clicks to invite your Facebook friends to support you and to reach a wider audience. Those who donate are encouraged to invite and share with their Facebook friends as well, which means you may receive gifts from people you don’t even know who were moved by your story! Get started by logging into your Ride Hub.

Add hashtags.
Hashtags make it easy for the entire social community to rally around a cause. Use #Ride2EndALZ and #ENDALZ in your Twitter and Instagram posts and with your photos to build awareness. Search these hashtags to join a larger conversation with other participants and the Alzheimer’s community.

Express appreciation.
Thank your donors publicly using social media. Include a link to your Ride participant page in your message so others can donate.

Follow us.
Follow the Alzheimer’s Association on Facebook (facebook.com/actionalz), Twitter and Instagram (@alzassociation) to get the latest event news, read about fellow participants and enter giveaways.

Select “Social” in your Ride Hub to get started today.
Creative Fundraising Ideas

We want to share some tried and true fundraising ideas as well as encourage you to be creative! Feel free to customize these ideas to fit your personality and interests. You can bounce ideas off your Ride Concierge as you try different fundraising strategies. We’re in this together.

Do the Math

If you combine some of our creative fundraising ideas with other suggestions in this guide, you will be surprised at how quickly you can meet your commitment! For example:

<table>
<thead>
<tr>
<th>Creative Fundraising Ideas</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration donation</td>
<td>$150</td>
</tr>
<tr>
<td>Pre-Ride solicitations</td>
<td>$450</td>
</tr>
<tr>
<td>(15 donations averaging $30 each)</td>
<td></td>
</tr>
<tr>
<td>Facebook fundraiser</td>
<td>$425</td>
</tr>
<tr>
<td>Follow-up social media posts</td>
<td>$250</td>
</tr>
<tr>
<td>Office fundraiser</td>
<td>$100</td>
</tr>
<tr>
<td>Super Bowl party</td>
<td>$150</td>
</tr>
<tr>
<td>Ride Weekend solicitations</td>
<td>$275</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$1,800</strong></td>
</tr>
</tbody>
</table>
Some Inspiration to Get You Started

**Identify** several large companies and contact them directly. They may be willing to sponsor you completely.

**Host** a fundraising dinner at your favorite restaurant. Ask the restaurant to supply the food and you supply the donation forms!

**Ask** your local movie house to donate several movie tickets. Sell them and put the money toward Ride.

**Create** a challenge. Dye your hair purple when you reach your fundraising goal.

**Partner** with a local fitness facility or company to host a class for donations.

**Get** rid of all of those miscellaneous items in the garage and attic. Ask your friends and neighbors to do the same and set up a mega garage sale.

**Invite** all your friends and their friends to a Happy Hour party. Charge each person $25 or more to sponsor a spoke.

**Become** Julia Child (and ask your friends to do the same) by hosting a bake sale. You can even have it in conjunction with your garage sale.

**Get** your kids involved in a weekend mow-a-thon. Check ahead of time with all your neighbors and ask them if you can mow their lawn for a donation.

**Organize** a fundraising challenge for your office. Encourage your colleagues to challenge each other to raise the most. Give the “winner” a prize like some movie passes or a gift certificate.

**Spread** the word about Ride in your company newsletter or on the intranet message board.

**Contact** a couple of local bike shops. Tell them what you are training for and ask them if they would like to sponsor you for the entire amount! You may even get some cool riding gear.
Seasonal Fundraising

Birthday Fundraiser
Instead of receiving birthday gifts that you may not want or need this year, consider asking for donations instead!

Super Bowl Sunday Party
Invite friends to watch the big game and donate $15 or $25 each time their team makes a touchdown.

Valentine’s Day Chocolate Sale
Ask a local candy shop to donate a portion of the proceeds from a certain item to Ride.

March Madness Matching Gift Pool
Ask your friends to match their contributions to the tournament pool with a donation for Ride.

June Gift Sale
Do you have a special talent like sewing or painting? Go purple for Alzheimer’s & Brain Awareness Month in June and sell purple crafts to raise funds for Ride!

Fourth of July BBQ
Host a neighborhood BBQ with a donation jar and silent auction.

Fall Football Tournament
When football season is in full force, organize a tournament of your own and set an amount for each team to raise. On game day, collect donations from the crowd for drinks and snacks.

Holiday Open House
Host an open house to celebrate the winter holidays with your friends, family and coworkers. Set up a donation jar at the bar and create a signature Ride to End ALZ cocktail or mocktail for a $10 donation.
Frequently Asked Questions

How do my donors receive receipts?
Donors who write a check made out to the Alzheimer’s Association, or who give by credit card online and include their name and mailing address, will receive a receipt once the donation has been processed. Using Ride Hub, you can acknowledge, record and send in check donations. If you add your donor’s email address, they will receive a receipt via email; otherwise, a receipt will be mailed to them.

What happens if I don’t meet my fundraising commitment in time?
If you have not met your required fundraising minimum by Ride day, you will voluntarily complete our Delayed Self Pledge Form (DSPF) which will allow you 30 days after the Ride to meet your fundraising minimum. If, after 30 days, you have still not met your requirement we will charge your credit card provided on the DSPF.

What is the deadline for benefits? What happens if I don’t meet the deadline?
For Peak and Podium Commitment riders, you must have raised at least 75 percent of your donations five weeks prior to the Ride date to be guaranteed your hotel benefit.

What is the cancellation policy?
If you need to cancel your participation in Ride, please contact our Ride staff at ride@alz.org. You will not be responsible for your fundraising commitment if you do not attend Ride.

If I cancel my registration what happens to my donations?
Donations are nonrefundable and nontransferable. All donations go toward efforts to discover methods of treatment and prevention for Alzheimer’s disease!

My employer does not allow soliciting. What should I do?
The Alzheimer’s Association respects your employer’s policy. We encourage you to check out “Creative Fundraising Ideas” on pages 9-11, talk to your Ride Concierge and consult with other riders via the Ride Community to achieve your fundraising commitment. We’re in this together!
Before You Go

If you have questions we didn’t answer here, email the Ride team or give us a call.

ride@alz.org
833.239.RIDE (7433)

Additional Resources

Ride to End ALZ Homepage
http://www.alz.org/ride

More FAQs
https://act.alz.org/site/SPageServer/?pagename=ride_faq

More on the Association’s Commitment to Research
https://www.alz.org/alzheimers-dementia/research_progress/our_commitment