Shoe Shine

KIT

ROLES & RESPONSIBILITIES

- Participate in the online Crowdrise Donation Platform
- You are a host for 300 female guests
- Greet guests and dazzle with your charm respectfully
- Hand out wine glasses and tell the women that their wine glass is a souvenir to take home
- Sell raffle tickets - one of our great revenue sources
- Inform guests about auction items and vendor items displayed on your silver platter - change items frequently to keep the interest growing, talking points will be provided by vendors
- Spread the mission of Alzheimer's Association - we have many programs and services along with our 24/7 "800" number - we will have cards available for you to hand out
- Socialize and network appropriately - keep in mind, this is a fundraising event first
- Be a leader during the live auction and Fund-A-Need - celebrate higher bids, clap & cheer along
- Enjoy - you have a specific task, but join in the bidding and have fun!

“KING OF SOLE” FUNDRAISING

Shoe Guys play a vital role in the success of Wine Women & Shoes benefiting Alzheimer’s Association Delaware Valley Chapter. With your help, our guests enjoy a memorable afternoon of great wine tastings, gourmet treats, shopping and fashion. You play an important part the day-of the event with pampering, assisting and informing, but you can help in addition to the day-of festivities and that is where the “King of Sole” comes in. This friendly competition combines online, social media and personal outreach fundraising and you can start that right away!

ONLINE- Crowdrise is our online fundraising site. It’s easy to create your own page and an important way to raise vital funds and awareness for the Alzheimer’s Association Delaware Valley Chapter . Go to: www.crowdrise.com/wine-women-and-shoes-philadelphia-2018/fundraiser/alzdelval

For more information please contact Sharon Cohen at ssteeleone@aol.com or Kris Levis at klevis@alz.org.

SOCIAL MEDIA- Twitter, Instagram or Facebook are all great sources of communicating your goal. Let your network know you’re involved in this wonderful event benefiting this worthy cause. Share the link not only to your personal fundraising page, but to our event page for more information: www.501auctions.com/winewomenandshoesphiladelphia

PERSONAL OUTREACH- Email, phone calls, in-person conversations can include what you are doing and why. Pass on your assigned link with your personal reason why you have become involved in this event. Below are some basic talking points to include if you wish:

- *Alzheimer’s disease is the 6th leading cause of death*
- *More than 5 million americans are living with Alzheimer’s*
- *1 in 3 senior dies with Alzheimer’s or another form of dementia*
- *Every 66 seconds someone in the US develops the disease*
- *It kills more than Breast and Prostate Cancer combined*
- *With no effective prevention or treatment methods, Alzheimer’s disease has the power to bankrupt families, communities and our health care system*

Alzheimer’s Association is the world’s leading voluntary health organization in Alzheimer’s care, support and
research. Our 24/7 Helpline (800-272-3900) provides free, reliable information and support. The Delaware Valley Chapter offers hundreds of programs and services, please visit the website for more information: www.alz.org/delval

ADDITIONAL 2018 INFORMATION

- If you receive cash and/or checks, you may collect the donations up to check-in at the event on April 15th.

  Please inform Sharon at ssteeleone@aol.com of your progress so we can report on who is leading to fellow

  Shoe Guys since cash and checks can not be posted on Crowdrise
- Checks should be made payable to “Alzheimer’s Association Delaware Valley Chapter”
- Set a goal! If you are willing to participate, imagine the impact if each of you brings a donation to the table.

  Every man raising $1000 will be entered into a drawing to win a gift certificate to various local eateries worth $100
- Totaling of the results will take place the day of the event and the man raising the most funds will be crowned “King of Sole” during our seated program. Winner will be presented with a special gift.

DAY OF THE EVENT

Wine Women & Shoes
April 15th, 2018 2-6pm

- **Location:** Merion Cricket Club
  325 Montgomery Avenue
  Haverford, PA 19041

- Arrive on or before 12:30 when we will go over assignments for the day
- **Dress:** Black pants, black socks and shoes - no jeans or sneakers
- Shoe Guys shirts will be handed out upon arrival

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alzheimer's association®

399 Market Street, Suite 102, Philadelphia, PA 19106

24/7 Helpline 800.272.3900 - alz.org/delval