

Anyone, Anywhere

can be *even more* fabulous than you already are by becoming a

- **SOLE SISTER** -

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*What's a Sole Sister?* It's *you*, in one simple message, showing your support and shared vision for a world without Alzheimer's disease.





# Sole Sister

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## CALLING ALL SOLE SISTERS

Join us in raising funds and awareness for Alzheimer's. We invite you to put your best foot forward with the Wine Women & Shoes benefitting Alzheimer's Association Delaware Valley Chapter in an exciting new way.

**What Is It?** An opportunity for women who have been impacted by Alzheimer's, or know someone who has been impacted, to share their story via Crowdrise, our online fundraising website.

The Sole Sister who raises the most money will be crowned our fabulous **Queen of Sole** at the WW&S event on **April 15, 2018** at The Merion Cricket Club.

### **Quick facts:**

- Almost two-thirds of American seniors living with Alzheimer's disease are women
- Women make up 60 - 70% of Alzheimer's caregivers
- Alzheimer's disease is the 6th leading cause of death
- Every 66 seconds someone in the US is diagnosed with the disease

# WHY SHOULD YOU BE A SOLE SISTER?

Women are at the epicenter of the Alzheimer's crisis and this is a great opportunity to share your story and engage your friends, family, and business network.

## THE SOLE IS GREATER THAN THE SUM OF ITS PARTS

By raising awareness of your own connection to this disease and fundraising with friends, family, and your business contacts, you can help to move the battle against Alzheimer's one step forward. You can also elevate your company and brand through targeted exposure to a highly sought after demographic.

Wine Women & Shoes events tend to target affluent women between the ages of 30-55. Women are the decision makers of their households, they are the shoppers, they are the influencers. By placing yourself and your company in front of these women, you are not only aligning yourself with an incredible organization doing amazing work, you are promoting your business as a socially responsible participant in our community. Women support those who support others.

## IN HER SHOES

Perhaps you would prefer to recognize another woman and her story? We encourage you to create an "In Her Shoes" Crowdrise page where you can honor this woman and fundraise in her name.

## IN RETURN FOR YOUR EFFORTS, YOU WILL RECEIVE:

- *Tickets* - Complimentary ticket to WWS (for all Sole Sisters who raise \$500 or more)
- *Publicity* - All participants will have their names printed in the program, showcased on the Program screens, as well as highlighted in all pre- and post- event press
- *Queen of Sole Recognition* - The Sole Sister who raises the most funds will be crowned Queen of Sole at the event on April 15, 2018 at The Merion Cricket Club with a special gift.

## THE WW&S AUDIENCE:

- 80% women ages 30 to 55
- CEOs, moms, 30-something young professionals, activists
- Key influencers, tastemakers, connectors
- Charity supporters, socially conscious and community minded
- Concerned about the health and well-being of themselves and others
- Pay attention to fashion and attend fashion events
- Enjoy wine and attend wine events
- Represent the typical luxury brand consumer
- On average, donate/spend \$200-\$600 per event

## HOW WILL YOU PARTICIPATE?

Sole Sisters play a vital role in the success of WW&S benefiting Alzheimer's Association Delaware Valley Chapter. This friendly competition combines online, social media and personal outreach fundraising.

## YOUR RESPONSIBILITIES INCLUDE:

- Lending your name to the event
- Providing a photo and bio
- Raising funds on Crowdrise (a fundraising platform, and it's ok if you've never heard of it before ;)
- Raising awareness within your company and network

## WHO SHOULD PARTICIPATE?

All moms, sisters, business owners, business leaders, socially conscious doers, and women everywhere! Know a man that would like to get involved? Have him contact us about becoming a Shoe Guy!

## WHEN CAN YOU GET STARTED?

As soon as possible! We encourage you to get started right away.

## THE SOLE SISTER "SHOEBOX"

Hey Sole Sister! THANK YOU for joining our crew and helping to move the battle against Alzheimer's one step forward. In this Shoebox, you will find all of the information and resources to get started on kicking off your Sole Sister campaign!

We hope you can join us at the Wine Women & Shoes event on April 15, 2018 at The Merion Cricket Club. If you cannot attend in person, Sole Sisters is a great way to be involved and support our cause in the coming months.

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**"YOU'VE ALWAYS HAD THE POWER MY DEAR, YOU  
JUST HAD TO LEARN IT FOR YOURSELF."**

*- Glinda, Wizard of Oz -*



## GETTING STARTED

**1. Crowdrise** - Crowdrise is our online fundraising site. Each Sole Sister will be set up with a personal Crowdrise website link to be forwarded to friends, family and associates under the Wine Women & Shoes Philadelphia page. You can send us the information to set up the page, or you can do it yourself:

- To have your page set up for you, please submit the following information at this link:  
<https://form.jotform.com/margauxviola/sole-sister> (Name | Bio | Recent Photo – under 3MB | Email)

Once you have been added to the Crowdrise site, you will receive an email with your own personal Crowdrise link to start sharing with friends, family and associates. Email [Kris Levis](#) with any questions.

- To set up Crowdrise yourself, please visit:  
<https://www.crowdrise.com/wine-women-and-shoes-philadelphia-2018/fundraiser/alzdelval>
  - Click on Join the Team Button
  - Go to My Profile to add your photo and story.
  - Create your page by following the Crowdrise instructions!

**2. Your Network** - Think about who you would like to reach out to in your network - friends, family and colleagues. *This is a great opportunity to ask your company to do a matching donation. It helps you in your fundraising goals and allows the company to receive a tax write off. Win win!*

## OUTREACH & FUNDRAISING

- 1. Social Media** - Twitter, Instagram and Facebook are all great sources of communicating your goal. Let your network know about your campaign. Share the link not only to your personal fundraising page, but to our event page for more information: [www.winewomenandshoes.com/event/philadelphia/](http://www.winewomenandshoes.com/event/philadelphia/)
- 2. Personal Outreach** - Email, phone calls, in-person conversations should include what you are doing and why. Pass on your Crowdrise link with your personal story.

## TALKING POINTS:

- Almost two-thirds of American seniors living with Alzheimer's disease are women.
- Women make up 60 - 70 percent of Alzheimer's caregivers.
- 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 many programs and services, please visit the website for more information: [www.alz.org/delval](http://www.alz.org/delval)

## E - M A I L T E M P L A T E :

Here is some suggested language to get started on your outreach. Please add your personal touch with humor, honesty, the facts or all of the above to make this email your own.

"Friends, family, and coworkers,

I'm writing you today with 1 simple request. This April, I'm supporting Alzheimer's Association of Delaware Valley as a Sole Sister for their annual "Wine Women and Shoes" fundraiser. We Sole Sisters are raising funds for The Alzheimer's Association Delaware Valley Chapter, and I'd like to ask for your help to get me to my <\$ Goal> fundraising goal.

Support Alzheimer's Association of Delaware Valley

>> Personal Statement about your Alzheimer's story

>> Why YOU support Alzheimer's Association and/or Wine, Women & Shoes?

>> Organizational Information – Mission, Programs & Services, Impact

Would you be willing to give \$10, \$25, \$100 or \$1,000?

On a personal note, I can't forget to mention that every dollar you donate through my campaign for The Alzheimer's Association helps me towards being named the "Queen of Sole" at our event on April 15th. If crowned, I promise there will be plenty of embarrassing photos to be shared. I hope you will join me at the event for the crowning moment!

Thanks for your consideration, and I hope I can count on you as a supporter.

>> Name

P.S. If you're interested in attending Wine Women & Shoes, you can find more information at [www.winewomenandshoes.com/philadelphia](http://www.winewomenandshoes.com/philadelphia)

wine women & shoes®

————— BENEFITING —————

alzheimer's  association®

## Contact Us:

With any questions about WW&S Sole Sisters, please contact:

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