



# 2013 TEAM CAPTAIN GUIDE

[www.alz.org/cwva](http://www.alz.org/cwva) ■ 800-272-3900

Make a difference!

## ROANOKE

WALK TO END ALZHEIMER'S

**SATURDAY**

**SEPTEMBER 28, 2013**

[www.roanokewalktoendalz.org](http://www.roanokewalktoendalz.org)

3959 Electric Road, Suite 357, Roanoke, VA 24018

# WALK TO END ALZHEIMER'S

Walk to End Alzheimer's is the nation's largest event to raise awareness and funds for Alzheimer's care, support and research. Held annually in more than 600 communities nationwide, this inspiring event calls on participants of all ages and abilities to reclaim the future for millions. Together, we can end Alzheimer's disease, the nation's sixth leading cause of death.

## The Alzheimer's Association—Our Mission and Vision

The Alzheimer's Association is the largest nonprofit voluntary health organization dedicated to accelerating the progress in prevention, cure and living with Alzheimer's disease. The Alzheimer's Association and each affiliated Chapter share a single vision and mission and are incorporated as independent 501©(3) nonprofit entities. The funds raised through Walk to End Alzheimer's benefit the care, support and research efforts of the Alzheimer's Association.

We strive to:

- Help families across the country by continuing to provide and enhance programs focusing on education and support.
- Advance critical research studies into methods of treatment, prevention and ultimately, a cure.
- Speak up for the needs and rights of those facing Alzheimer's through our public policy initiatives.

## The Central and Western Virginia Chapter

We are here to help the people in our chapter area who have been diagnosed with Alzheimer's disease or related dementias, as well as their caregivers and families. This assistance comes in the form of a toll-free Helpline, support groups and care consultation in each region, lending libraries, Medic Alert & Safe Return, an annual education conference as well as many other programs and services.

Our Chapter is comprised of five regions serving 52 counties and cities with offices in Charlottesville, Danville, Lynchburg and Roanoke. Our Chapter uses 76% of all funds raised for programs, services and research efforts.

## Our Mission

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

A world without Alzheimer's.

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# THE ROLE OF THE TEAM CAPTAIN

## Team captains are the heart of Walk!

In this role, you can be a powerful force in the fight to end Alzheimer's disease. We value your leadership and dedication to our cause.

When you participate in Walk to End Alzheimer's, you not only help raise critical funds to fuel our mission, you are also work to increase Alzheimer's awareness in Central and Western Virginia.

At the Walk, your team can demonstrate team spirit, celebrate your fundraising success, and learn more about Alzheimer's disease and the programs and services offered by the Alzheimer's Association.

As a Team Captain you have access to unique resources and tools to inspire your team and ensure that you reach your fundraising goal. This year, we've added a few features to recognize your accomplishments and help with your fundraising efforts.

We are thrilled to welcome you as a Team Captain and are committed to helping you every step.

## YOUR PRIMARY RESPONSIBILITIES

- Your main priority is to keep your teammates informed and motivated. In addition to sending emails to team members, Team Captains may host team events and plan team fundraising activities. **Your level of involvement is up to you, and will directly affect your team's progress!**
- Recruit new team members. We encourage you to recruit new members and inspire your teammates to do the same. Set a recruitment goal for your team and surpass it!
- Set a team fundraising goal. Because the need is so great, we urge you to set an ambitious goal.
- Set up and maintain your team's webpage. Upload a team photo and write about why your team is doing the walk!
- Encourage team members to set and surpass their fund raising goals. Every Walk participant is encouraged to set a goal.
- One of the best ways to inspire your team members to fundraise is to lead by example and start fundraising yourself.
- Help your team members reach their goal. Walk not only provides every team with a Web page, but also provides each participant with his or her own Walk Participant Center which includes a customizable personal Web page, sample e-mails & letters, as well as helpful fund raising tips.
- Share Walk fund raising advice, team progress and Walk day information with your team.
- Have fun , build team spirit., create a team banner or hat to help identify and encourage your team.
- Ask for help! We are here to help you through your journey as a Walk Team Captain!

# REGISTER YOUR TEAM ONLINE

If this is your first time utilizing online fund-raising tools, you may be a little intimidated. Don't worry! We try to make it as easy as possible for you to set up your team and personal webpages.

## STEP 1

Visit [www.roanokewalktoendalz.org](http://www.roanokewalktoendalz.org) to register your team.

## STEP 2

Follow the step by step instructions

## STEP 3

Watch the videos for detailed instructions

If you have questions or need assistance, please do not hesitate to contact us for more information about registering your team and setting up your Team webpage. We are just a phone call away at 540-345-7600 or 434-973-6122, ext. 101 and are more than happy to assist you.

# ONLINE TOOLS

- Now that you are registered you can take advantage of the easy to use online fundraising tools.
- As a team captain you can create your own team webpage, send personalized e-mails to recruit and motivate team members, and track your team fundraising progress.
- Once the Team Captain has created the team webpage, team members can register to join the team, create their own personal webpage and send out e-mails to invite friends, family members and business associates to sign up or donate on their behalf.
- The team and individual webpages allow team leaders and members to track their fundraising success and team recruitment efforts online. Team leaders even receive e-mail notification when a new team member has registered.
- Team members receive e-mail notifications when donations are made on their behalf.

## **Online Tools offers you a variety of features which include the following:**

- Using your Participant Center
- Fundraising with Social Media and Mobile
- Printable Promotions
- Company Team Resources
- Friends and Family Team Resources
- Cash and Check Donations
- Fundraising Tips
- How to Build Your Team
- Goal Setting
- Timeline
- Check your fundraising progress

**Using online  
tools is easier  
than you think!**

# FREQUENTLY ASKED QUESTIONS

## **Where do the funds from the Walk go?**

The funds raised through Walk to End Alzheimer's benefit the care, support and research efforts of the Alzheimer's Association. The Alzheimer's Association is a nonprofit 501(c)(3) organization. All donations are tax-deductible.

## **How do I register?**

To register online, go to [www.alz.org/cwva](http://www.alz.org/cwva) and follow the Walk links to find the event you would like to be a part of. If you don't want to register online, call us at 434-973-6122, ext. 101, and we will register you over the phone. You can also go to our website at [www.alz.org/cwva](http://www.alz.org/cwva) and print off a Registration Form on the Walk Page. Registration is also done on the day of the walk at our on-site registration table.

## **How much is registration?**

This event is a "friends asking friends" event with no registration fee. Participants are asked to raise funds in the spirit of the mission of the Alzheimer's Association. Participants who raise a minimum of \$100 will receive an official Walk T-shirt.

## **Do I need to register my children for the walk?**

Children who are under 18 should register and have a waiver signed by a parent/guardian in order to participate.

## **Is the Walk a competitive event?**

No, it is not a race. It's an all-ages, all-ability, family-friendly walk event to raise awareness and funds for Alzheimer care, support and research.

## **Teams**

### **What is a Walk Team?**

Teams are the heart of the Walk - people working together to support the millions affected by Alzheimer's. Team up to have fun, make new friends and support a great cause. Teams are made up of family, friends and coworkers all on the MOVE to end Alzheimer's.

### **How do I start my own team?**

You can be a Team of 1 but starting a team is easy. Invite three people, and they'll invite three people - before you know it, you'll have a team.

### **How many people do we need to form a team?**

There are no recommendations on how many people make a team. It is easy however to get a team that consists of 5-10 people who raise an average of \$200 per person.

# FAQ CONTINUED

## **What is the Virtual Walker Registration?**

Friends or family who can't join you on the day of the Walk can sign up to be a Virtual Walker and still help with your Team's fundraising efforts, still working to help with raising Awareness and funds for Alzheimer's and help your Team move the vision forward of a world without Alzheimer's disease.

## **How can my company participate?**

Companies can participate by organizing teams of employees to raise funds and walk in the event and/or be a corporate sponsor. National or large regional companies interested in participating in more than 10 locations may be eligible to participate in our National Team Program. For more information, please contact [walk@alz.org](mailto:walk@alz.org)

## **Is it difficult to organize a company team?**

Not at all! Once you appoint a team captain, he or she will act as a liaison between your local Alzheimer's Association and your company. The Alzheimer's Association will provide tools and coaching so your team is sure to succeed!

## **Is participation on a company team limited to employees of the company?**

No. Team participation is encouraged among families, friends and neighbors of employees.

## **Does having a team require some kind of corporate donation?**

Corporate donations are encouraged but not required. The majority of contributions will be generated by your individual team members. However, corporate matching gifts can enhance employee fundraising efforts.

## **What can senior management do to facilitate a company Walk team?**

Management can encourage team participation in a variety of ways:

- Sign up for the team.
- Draft and distribute a company-wide memo or e-mail endorsing the Walk.
- Authorize/host company-wide recruitment, informational meetings and an internal kickoff.
- Purchase incentives to encourage their company's commitment to the event.

## **What if I want to raise funds but I can't participate in the actual walk? Will I still have access to fundraising tools?**

The 2013 Virtual Walker is a great way to show your support if you can't attend the event or if there is not a Walk in your area. You will have the same level of access to fundraising tools as other participants, and all of the dollars you raise will go toward the support, care and research efforts of the Alzheimer's Association.

## **Online tools**

**There are numerous tools available online through the main hub at [www.alz.org/walk](http://www.alz.org/walk). You can fundraise through social medial sites such as LinkedIn, Facebook or Twitter.**

# FAQ CONTINUED

## **I forgot my Username and Password.**

Go to [alz.org/walk](http://alz.org/walk), find your walk (search by state, chapter or zip code). At the top right of the page you will “Participant Center Login”. When you put your mouse over that box, a drop down will guide you to the User Login page where you can receive Login Assistance. If you still have questions, please contact Rose Cona at [rcona@alz.org](mailto:rcona@alz.org) or 434-973-6122, ext. 101.

**How do I unsubscribe from e-mail?** You can opt out by following the link at the bottom of most e-mails that you receive. You can also contact us at [rcona@alz.org](mailto:rcona@alz.org) and we will take you off of the Walk e-mail list.

## **I’d like to keep up to date with the Chapter and its events aside from Walk. How do I do this?**

Send an email to [alzcvwa@alz.org](mailto:alzcvwa@alz.org) and put Add to E-Newsletter Mailing. You can also access information about our Chapter at [www.alz.org/cwva](http://www.alz.org/cwva).

## **Personal Web page – Participant Center**

### **What is a personal page?**

A personal page is a Web page provided by the Alzheimer’s Association as an online fundraising tool for Walk participants. Your personal page is where friends and family should go when they want to make a donation towards your efforts for a Walk event. They can donate online or print out a customized donation form to mail in with their check.

Your personal page is automatically created for you when you register online. Personalize your page with personal photos, stories and a color scheme – it will be much more interesting for your visitors! If you scroll down on the WALK page for your particular WALK you will see “More Information”. When you click on “Event Information”, “How to Register”, and “Website Help” you will get great instructional videos or written guides to walk you step by step through everything.

### **How do I email current/potential donors from my personal page?**

When you click on “Website Help” you will see instructional videos to walk you through these steps.

### **I would rather send an e-mail directly from my e-mail account. How can I lead donors to my personal Walk page?**

When you register, follow all the tools in the Participant Center handout available on-line. There is a location where you can create a shortcut URL to share with friends and family, to make it easier to share your page. From here, you can copy the link to share your page on your social network of choice, or paste it into an email.

### **How do I change my personal fundraising goal?**

Log in to your Participant Center and you will find a “Steps to Success” page. Scroll down where you see “Your Fundraising Progress” and under that section you will see where you can click the purple word “change”.

# FAQ CONTINUED

## Donations

### **How do I turn in donations?**

Turn in your donations either by sending checks through the mail or coming by our office. Make sure to have a Donation Form available online at your Participant Center under the Tools tab on the right hand side of the page under “View More Fundraising Tools”. Then click on Cash and Check Donations and you will see two forms to use as well the mailing address for sending these donations to our office. **Please do not send Cash in the Mail.**

We accept donations everyday so please do not hesitate to come by any of our offices and turn them in ahead of the busy time during Walk Season of September and October.

We will also be having a Bank Day the week before each of our Walks and the Team Captain will receive information when and where the Bank Day will be held.

Donations can also be turned in the day of the walk. Make sure to utilize the Contribution Tracking Form so we can make sure to credit all donations accurately.

**During the heaviest fundraising weeks of the walk (September-November), please allow up to 2 weeks for donations that were mailed to post to your account.**

### **What if my donors need a receipt?**

When a donor gives online, they will receive an automatic thank you letter that can be used as a receipt. All other acknowledgment letters will be mailed after the event. If you or someone you know donated to a Walk event and didn't receive a thank you letter, please contact your local chapter at 434-973-6122, ext. 101.

### **I mailed a donation to the Walk but it's not listed on my honor scroll.**

Please allow 10-15 business days for processing. If the donation does not appear after 15 business days, please contact us at 434-973-6122, ext. 101.

### **What can I do to make sure my donations are credited to my account?**

Make sure your donors know that they need to credit your account when donating online. Some donors make general team or general event donations when meaning to make it to a particular walker.

If they are unable to donate online, please print out the donation form located in your Participant Center. If you scroll down you will see the link “Turn in Cash and Check Donations”. Click on there and it will give you the mailing address or it will allow you to print a donation form. This form contains information that will ensure that you receive the proper credit for all donations.

There is also a Contribution tracking form available in your Participant Center to help you keep track of your fundraising efforts.

If someone donates to your campaign and you weren't credited for the donation, please contact the office at 434-973-6122, ext. 101 and we will work to make sure that the donation is properly attributed.



# FAQ CONTINUED

## **Can I send in donations for more than one participant in one envelope?**

Yes, but please be very specific as to how the donations should be credited. The more information you provide the faster we can process your donations.

## **Are donations tax deductible?**

All donations are tax deductible in the same calendar year your donation was processed to the extent allowed by law. Please work with your tax professional to determine what deductions you are eligible for.

## **How can I see who has donated to me?**

Log in to your Participant Center and across the top you will see "Check your Progress". Scroll down and will see your Donation History.

## **Personal Fundraising**

There are plenty of ways to start fundraising for the Walk. Remember, all individuals registered for the walk and raise \$100 or more are eligible to receive a 2013 Walk to End Alzheimer's event T-shirt.

## **Make a donation to yourself.**

Did you know that walkers who start their fundraising with a self-donation typically raise more than double the amount of those who don't. Don't worry about how much you contribute. It can be as little as \$5.00. Every little bit helps and it sets a great example by showing your donors and other team members your dedication to the cause.

## **How do I donate?**

There are several easy ways to donate:

Donate online by going to [www.alz.org/cwva](http://www.alz.org/cwva) - follow the Walk links and find the Walk location where you would like to make your donation. There you can search for a Team or a Participant. You can also make a self-donation at your Participant Center.

### **● Make checks payable to The Alzheimer's Association and mail to:**

The Alzheimer's Association, Attn: Mary Pat Hanson  
1160 Pepsi Place, Suite 306, Charlottesville, VA 22901

You can also bring cash donations to the Chapter office or to the offices in Lynchburg (1022 Commerce Street – 434-845-8540), Danville (308 Craghead Street, Suite 306 – 434-792-3700, ext. 224) or in Roanoke (3959 Electric Road – 540-345-7600). \*Please call ahead to the Lynchburg, Danville or Roanoke offices to make sure someone will be there when you come.

## **Reach out to your community.**

In your Participant Center under the "Tools" tab, then "View more fundraising tools" you will find resources to help with your fundraising efforts.

# FAQ CONTINUED

## **Reach out to your workplace.**

Ask your HR Department if you can host a “Casual for a Cause” day at your office. In exchange for a donation, your co-workers can dress down for a day each month leading up to the Walk. The local office can provide you with more information on how to obtain stickers and brochures.

## **Matching Gifts.**

Many workplaces will match a portion of the money their employees donate and/or raise for charity. Find out from your HR Department what you will need to do.

## **Reach out to your local Walk Staff.**

The staff has a wealth of information, tools and ideas to help get you on your way to fundraising success. Call us to share tactics, exchange ideas or ask us for the best way to reach your goals.

## **Champions Club.**

Raise \$500 or more for the care, support and research efforts of the Alzheimer’s Association and you will join the elite ranks of the National Walk to End Alzheimer’s Champions Club. Members of the Club will receive their Walk to End Alzheimer’s event T-shirt, a Champions Club medal, a fundraising badge on your personal online page, a Thank You Certificate from our National Office and recognition on the National Walk Thank You page. Members of the Champions Club must have \$500 of individual fundraising credited to their personal page (as opposed to team efforts) by the day of the Walk.

## **Social Media**

Utilize the power of social fundraising. You can find icons for Facebook, Twitter and LinkedIn to share your personal page with. In your Participant Center under Fundraising Tools, click on the Fundraising with Social Media and Mobile link and follow the directions.

## **What if I want to raise funds but I can’t participate in the actual walk? Will I still have access to fundraising tools?**

The 2013 Virtual Walker is a great way to show your support if you can't attend the event or if there is not a Walk in your area. You will have the same level of access to fundraising tools as other participants, and all of the dollars you raise will go toward the support, care and research efforts of the Alzheimer’s Association.

## **General Event Day Questions – What to Expect on Walk Day**

Please check the homepage of your Walk location for more detailed information. Generally, on Walk Day registration starts at 8:00 a.m. with our Opening Ceremony beginning at 9:00 a.m. The Opening Ceremony is usually about 10 minutes and includes someone with Alzheimer’s disease and/or their caregiver speaking about receiving the diagnosis of Alzheimer’s and how it has affected them.

## **All Walks include:**

Scenic 1-3 mile walk routes depending on Walk location

Music

\*Promise Garden (see below for detailed description)

# FAQ CONTINUED

Snack and beverage area  
Information on Alzheimer's disease and our Programs and Services  
Sponsorship Exhibitor Tables.

## **\*Promise Garden**

The Promise Garden is a visual mission element introduced to the Walk brand in 2010. Walk participants are encouraged to pick the color flower that most represents their commitment to the cause and their reason for walking.

**Blue** – I have Alzheimer's disease

**Yellow** – I am a current caregiver to someone with the disease

**Purple** - I have lost someone to the disease

**Orange** – I am an Advocate of the cause.

Participants have the opportunity to personalize their flower with their reason for walking and carry it with them as they walk or they can place it in the Promise Garden.

## **Are dogs, strollers, wheelchairs, bicycles, and inline skaters allowed to participate?**

Dogs, strollers and wheelchairs are welcome. All walk routes are handicap accessible. However, for everyone's safety, bicycles, inline skates, wheelie footwear, skateboards and scooters are not allowed.

## **What happens if it rains?**

The Walk to end Alzheimer's is held rain or shine unless the event of a natural weather emergency occurs. Please stay tuned to your local weather channel or if you are unsure please feel free to call our 24/7 Helpline at 800-272-3900 for more information.

## **Other ways to get involved**

If you're unable to participate in the actual walk, there are still plenty of ways you can get involved to move the cause forward.

**Local event committee:** Enjoy details? There many event-related responsibilities that require the assistance of dedicated volunteers all year round. Help your local Alzheimer's Association plan activities before or after the event.

**Event day:** On the day of the event, we need volunteers to help set up, clean up, sign walkers in, run activities, serve food and more!

**Team captains:** You don't have to walk to be a team captain! As a captain, your big job is rallying walkers and motivating them to raise funds and awareness for our cause.

**Team builders:** Join staff and other volunteers as we help teams raise money! You can help us recruit new teams, motivate walkers and provide assistance for those who need some help with fundraising.

**Administrative support:** Help make team packets and support the office staff in various administrative tasks.

**Contact us at 434-973-6122, ext. 106 to learn how to help.** You can also email our Communications Director, Mary Sandridge at [msandridge@alz.org](mailto:msandridge@alz.org).







## Offline Donation Form    Location of Walk: Roanoke

### Instructions

To make a donation, please complete this form and mail it along with your gift to the address below. Please allow up to 10 business days for processing. A donor acknowledgement letter will be mailed within 30 days as a receipt for your generous contribution. Please note that a copy of this form should accompany all offline donations submitted directly by a donor or collected by a Walk participant. Please make any additional copies you need of this form.

### Donor Information (person making the donation) – Please Print Clearly

Donor Name: \_\_\_\_\_

Donor Street or Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

### Walk Participant Information

Please check one:

\_\_\_\_\_ Option 1: Individual Walker: \_\_\_\_\_

\_\_\_\_\_ Option 2: Walk Team Donation: \_\_\_\_\_

\_\_\_\_\_ Option 3: Walk to End Alzheimer's Roanoke General Donation

*Please note: This is a general donation to the Walk and WILL NOT be credited to an individual participant or team.*

### Donation Information

Yes, I would like to make a contribution of \_\_\_\_\_ to support the Alzheimer's Association, Central and Western Virginia Chapter.

\_\_\_\_\_ My check is enclosed made payable to the **Alzheimer's Association**

\_\_\_\_\_ Please charge my \_\_\_\_\_ Visa    \_\_\_\_\_ Mastercard    \_\_\_\_\_ American Express

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CV# \_\_\_\_\_

Name on Card: \_\_\_\_\_ Today's Date: \_\_\_\_\_

My donation is "In Memory of/In Honor of" \_\_\_\_\_

### Contact Information

**Thank you for your gift! Please mail your completed form and donation to:** Mary Pat Hanson  
Chapter Office – Alzheimer's Association CWVA, 1160 Pepsi Place, Suite 306, Charlottesville, VA 22901

For Questions – Please call Rose Cona, 434-973-6122, ext. 101



www.alz.org/cwva • 800-272-3900

# 2013 Team Supplies Order Form

You can order any of the following products to help your team fundraise and raise awareness for free!!!

## Awareness

- \_\_\_\_\_ Customized Press Release for your Team for your local paper
- \_\_\_\_\_ Yard sign (for high traffic locations) 18x24 sign with wire stand with the Walk Logo on the sign
- \_\_\_\_\_ Walk Rack Cards with Stands – 20 cards with one holder. Perfect for the counter in your place of business or facility.
- \_\_\_\_\_ Walk Poster – 2013 Walk poster can be customized to promote your fundraising event. Designed with a blank white space, it allows you to add the information.
- \_\_\_\_\_ Walk Point of Purchase Flowers – Includes space for writing a name or message. Use as a recognition and fundraising piece. Great for small businesses and facilities. (Limit 50)
- \_\_\_\_\_ Walk to End Alzheimer's Key Chains—You can sell for \$5.00 (Limit 15)

Your Name: \_\_\_\_\_ Team Name: \_\_\_\_\_

Walk Location: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email \_\_\_\_\_ Pick up \_\_\_\_\_ Mail to me \_\_\_\_\_

Questions:

For Danville and Lynchburg areas - contact Jane Massie, Volunteer Outreach Manager, email - [jmassie@alz.org](mailto:jmassie@alz.org) or Danville @ 434-792-3700, ext. 224 or Lynchburg @ 434-845-8540

All other locations, contact Mary Pat Hanson, Walk Director, email-[mhanson@alz.org](mailto:mhanson@alz.org) or 434-973-6122, ext. 111

Send form to Chapter Office at 1160 Pepsi Place, Suite 306, Charlottesville, VA 22901 – attn.: Mary Pat Hanson - Fax to 434-973-4224