



# THE END OF ALZHEIMER'S STARTS WITH YOU™

## 2017 TEAM CAPTAIN GUIDE

Your guide to recruitment and fundraising success



800.272.3900 | [alz.org/walk](http://alz.org/walk)

# THANK YOU FOR STEPPING UP AS A TEAM CAPTAIN

The end of Alzheimer's starts with you — and we're grateful you're leading the way. The success of the Alzheimer's Association Walk to End Alzheimer's® relies on teams of friends, family, co-workers and neighbors led by people like you. As a Team Captain, you're building excitement and helping your team set fundraising goals. Every person you recruit and every dollar you raise increases awareness and helps the Alzheimer's Association® advance care, support and research.

Thank you for taking on this important role. Together we can help those affected by this devastating disease and move closer to our vision of a world without Alzheimer's.



***“It’s empowering to lead by example and set a pace others can follow to achieve their Walk goals.”***

***- Mary F., Team Captain (right)***

# WE'RE IN THIS TOGETHER

Walk to End Alzheimer's is the world's largest event to raise awareness and funds for Alzheimer's care, support and research — and that's in no small part because of the enthusiasm and leadership of our Team Captains. To ensure continued success, we're here to help you every step of the way.

## Team Captain support includes:

- Recruitment and retention ideas and tools for successful team building.
- Coaching emails with tips and reminders to keep you and your team on track.
- Creative fundraising ideas to implement at work and in the community, like a Casual for a Cause day in your office, a give back night at local restaurant or a paper flower pin-up display at your gym.
- Guidance and support available online at [alz.org/walk](https://alz.org/walk) or by phone at **800.272.3900**.
- Online tools and social media resources to help you spread the word and kick off your fundraising efforts.

Log in to your Participant Center at [alz.org/walk](https://alz.org/walk) to access Team Captain resources.



# 1

## BUILD YOUR TEAM

Many people will be eager to join you in advancing the fight against Alzheimer's disease — they just need to be asked. The Association suggests a team of 12 to 15 registered participants, but teams of all sizes are welcome.

### Tips to recruit team members:



**Visit your Participant Center.** Log in through your event website and build a Walk team webpage complete with your personal story and pictures from a past Walk or photos representing your reason to end Alzheimer's.



**Set a participant goal.** Determine a goal for your team size and brainstorm a list of potential teammates. Think about the people you see every day. You may be surprised how many have been affected by Alzheimer's disease and will want to participate.



**Send emails.** Your Participant Center makes it easy to recruit teammates. Upload a list of contacts from your personal address book and send one of the template emails to your friends and family.



**Get social.** Facebook, Twitter and LinkedIn are great tools to spread the word about your Walk team. Tweet or post a status message that you're looking for people to join your team. Make sure to provide a link to your team page to make it easy for them to register.



**Forward to a friend.** Suggest that your teammates forward a recruitment email to their contacts. With the help of others, your team can grow beyond your original circle.



**Recruit everywhere.** Ask people at your work, church, gym, book club and local coffee shop to join your team.



***“Everyone has the potential to be a proponent of change. They just need an opportunity.”***

***-Alex M., Team Captain***

# 2 MOTIVATE YOUR TEAM

An important part of your Team Captain role is to engage your team and help build excitement around Walk to End Alzheimer's, and encourage involvement with the Alzheimer's cause.

## Tips to inspire and engage your team:

- **Increase communication.** In the weeks leading up to the event, send inspirational quotes, personal stories or photos from previous Walks, and share updates on fundraising progress.
- **Commit to fundraising success.** We need your help as a Team Captain to ensure that participants reach their personal fundraising goals. Share fundraising tips and be prepared to offer help and suggestions to those who have a hard time asking for donations.
- **Invite your teammates to learn more about the disease.** Encourage them to visit [alz.org/facts](http://alz.org/facts), read personal stories at [alz.org/blog](http://alz.org/blog) and connect with the Association through Facebook ([facebook.com/alzwalk](https://facebook.com/alzwalk)), Twitter ([@alzassociation](https://twitter.com/alzassociation)) and Instagram ([@alzassociation](https://instagram.com/alzassociation)).
- **Promote incentives.** Share opportunities to earn prizes and recognition to further motivate your team members.
  - **Official 2017 Walk T-shirt**  
Raise at least \$100\* to earn the 2017 Walk to End Alzheimer's T-shirt.
  - **Champions Club**  
Raise \$500 and join the elite ranks of the Walk to End Alzheimer's Champions Club. Reach the \$1,000 fundraising mark and gain entry to our exclusive Grand Champions Club. Both levels include exciting recognition opportunities.
  - **Incentive Program**  
Earn Walk to End Alzheimer's gear when you reach fundraising milestones. Incentives range from apparel to bags to electronic accessories. Visit [alz.org/WalkIncentives](http://alz.org/WalkIncentives) to see all of the items available.



*\*Most Walks require a \$100 minimum; in some locations this amount is higher.*

# 3 FUNDRAISE

Every dollar you raise helps to strengthen the efforts of the Alzheimer's Association while moving us closer to our vision of a world without Alzheimer's disease. From face-to-face support to online education programs and promising worldwide research initiatives, your donations make a difference in the lives of the millions of people affected by Alzheimer's today and those who will face the disease tomorrow.

As a Team Captain, we encourage you to embrace fundraising ideas that are easy, fun and increase involvement. Brainstorm with your teammates to select activities that will engage others in the cause and raise important funds to advance the Association's care, support and research efforts.

## Ideas to guide your fundraising efforts include:

- **Set a goal together.** Organize a team dinner, coffee break or happy hour to decide on a fundraising goal and each teammate's expected contribution. We encourage all participants to raise at least \$100.
- **Explore ideas.** Discuss fundraising options with your team. Build off of each other's ideas to determine which have the most potential.
- **Make the first donation.** Set a great example for your team by making a contribution toward your personal fundraising goal. It doesn't matter how much — showing your dedication to the cause and inspiring others to do the same is what counts. In addition, participants who start their fundraising with a self-donation typically raise double the amount of those who don't.
- **Use our online tools.** Upon registration, all team members have access to their Participant Center, where they can build a personal fundraising webpage and send pre-written emails to friends and family asking for donations. Each team member has access to numerous tools, including the Walk Facebook app — an easy way to request donations from people in your social network.
- **Explore opportunities in your community.** Can you raise money at a local fair or event? By hosting a garage sale? A block party? You may also consider asking for donations from community organizations, local corporations and businesses that you frequent, such as your dry cleaner, hair salon or coffee shop. People you support on a regular basis may be happy to return the favor.
- **Fundraise at work.** Ask your human resources department if you can host a Casual for a Cause dress-down fundraiser at your office. Or consider displaying Walk pin-up flowers in exchange for donations. Learn more about these activities and others at [alz.org/walk](https://alz.org/walk).
- **Reach out to your local Alzheimer's Association office.** Staff members have a wealth of information, tools and ideas to help you achieve fundraising success. Visit [alz.org/findus](https://alz.org/findus) to find a location near you.
- **Secure matching gifts.** Many workplaces will match a portion of the money their employees raise for charity. To see if your office has a matching gift policy, visit [matchinggifts.com/walk](https://matchinggifts.com/walk) or talk with your human resources department.

# 4 PREPARE FOR WALK DAY

All teams should arrive on event day energized and prepared to celebrate our collective success — and ready to show the community the force we represent in the fight against Alzheimer’s.

## Build excitement among your team:

- **Plan ahead.** Check with your local Association office if there is a bank night planned or other opportunities to turn in your funds before Walk day, and receive your wristbands, T-shirts (available to participants who raise \$100 or more\*), and any other event-day materials.
- **Stay in regular communication.** The day before Walk, send an email reminding your teammates of event details and to bring any additional donations to the event. You can easily send emails to your team through your Participant Center.
- **Get organized.** Make arrangements for carpooling or meeting up at the Walk. Consider planning a pre-event breakfast or post-Walk lunch to celebrate your team’s success.
- **Show your purple.** In addition to your Walk T-shirt, your team may want to create buttons or signs to express your personal reasons to end Alzheimer’s disease.
- **Capture the moment.** Take a formal team photo as well as some candid shots to capture the emotions of the day.
- **Get immersed in the Alzheimer’s cause.** Encourage your team to visit the Association’s education and awareness tables at the event to learn about clinical studies, advocacy, programs and services, and more.
- **Celebrate and share.** Gather at the Walk finish line to recognize your success. Be proud of all you’ve accomplished in the fight against Alzheimer’s disease and share that pride live from the event with your social networks. Don’t forget to include the hashtags **#Walk2EndAlz** and **#ENDALZ**. You can also use this opportunity to ask for last-minute donations.



***“When you see everyone come together at the start line, it makes you feel like you’re part of something so much bigger.”***

***-Liliana A., Team Captain (center)***

*\*Most Walks require a \$100 minimum; in some locations it is higher.*

## **ABOUT THE ALZHEIMER'S ASSOCIATION®**

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research. Our mission is 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 is a world without Alzheimer's®.

**alzheimer's  association®**

THE BRAINS BEHIND SAVING YOURS®

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**800.272.3900 | alz.org®**