

LEAD THE WAY TO ALZHEIMER'S FIRST SURVIVOR.



2018 TEAM CAPTAIN GUIDE

Your guide to recruitment and fundraising success.



800.272.3900 | alz.org/walk

THANK YOU FOR STEPPING UP AS A TEAM CAPTAIN.

The success of 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.



“It’s so rewarding to be a Team Captain and see all the people who join your team and start fundraising. I love watching everyone making a difference.”

-Kristen B., Team Captain

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 your success, we're here to help every step of the way.

Team Captain support includes:

- Team member recruitment ideas and tools for successful team building.
- Creative fundraising ideas to implement at work and in the community, like a Casual for a Cause day in your office, a Dine 'n Donate night at a local restaurant or a paper flower pin-up display at your gym.
- Coaching emails with tips and reminders to keep you and your team on track.
- Guidance and support available at alz.org/walk or by phone (**800.272.3900**).
- Online tools and social media resources to help you spread the word and raise funds.

Log in to your Participant Center at 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:



Set up your team webpage. Visit your Participant Center through your event website to build a team webpage. Be sure to include your team's 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 of everyone you know. You may be surprised how many people have been affected by Alzheimer's and want to participate.



Send emails. Log in to your Participant Center to find pre-written recruitment emails to send to friends and family.



Get social. Facebook, Twitter and LinkedIn are great tools to spread the word that you're looking for teammates. Make sure to provide a link to your team page.



Forward to a friend. Encourage your teammates to 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.



“You have to share your personal story. Alzheimer's touches so many people, and I think sharing your experience inspires folks to get involved.”

-Nicole B., Team Captain

2 MOTIVATE YOUR TEAM.

As a Team Captain, it's your job to create excitement and encourage involvement.

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 to ensure that your teammates 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, read personal stories at alz.org/blog and connect with the Association through Facebook (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 2018 Walk T-shirt

Raise at least \$100* to earn the 2018 Walk to End Alzheimer's T-shirt.

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



Champions Club

Raise \$500 and join the elite ranks of the Champions Club. Reach the \$1,000 mark and gain entry to our exclusive Grand Champions Club.



Incentive Program

Earn Walk to End Alzheimer's gear, such as apparel, bags and electronic accessories, when you reach fundraising milestones. Visit alz.org/WalkIncentives for more information.

3 FUNDRAISE.

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:

- **Set a goal together.** Plan a team dinner, coffee break or happy hour to determine a fundraising goal and each teammate's expected contribution. We encourage participants to raise at least \$100*.
- **Explore ideas.** Discuss fundraising options with your team to determine which have the most potential.
- **Make the first donation.** Set an example for your team by making a self-donation. It doesn't matter how much — showing your dedication and inspiring others to do the same is what counts. Participants who make a self-donation to start their fundraising typically raise double the amount of those who don't.
- **Use online tools.** All registered team members have access to their online Participant Center, where they can build a personal fundraising webpage and find pre-written email templates to send to friends and family asking for donations. Each team member has access to numerous tools, including the Walk Mobile app — an easy way to request donations from anywhere.
- **Explore opportunities in your community.** Can you raise money at a local fair or event? By hosting a garage sale? You may also consider asking for donations from community organizations, local corporations and businesses that you frequent. 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 in your online Participant Center.
- **Reach out to your local volunteers and staff.** They have a wealth of information, tools and ideas to help you achieve fundraising success. Visit 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 alz.org/walkmatch or talk with your human resources department.

4 PREPARE FOR WALK DAY.

Your team should arrive on event day energized and ready to show the community the force we represent in the fight against Alzheimer's.

Tips to build excitement:

- **Plan ahead.** Contact your local Alzheimer's Association office to see if there is a bank night planned, or other opportunities to turn in your funds and receive your wristbands, T-shirts (available to participants who raise \$100 or more*), and any other event-day materials before Walk day.
- **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.
- **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 wearing your Walk T-shirts, your team may want to create buttons or signs to express your reasons to end Alzheimer's.
- **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 and share that pride with your social networks live from the event. 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 the amount 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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