

LEAD THE WAY
TO ALZHEIMER'S
FIRST SURVIVOR.



WALK TO
END
ALZHEIMER'S

alzheimer's  association®



2020 TEAM CAPTAIN GUIDE

Your guide to recruitment and fundraising success

Dear Team Captain,

The Alzheimer's Association Walk to End Alzheimer's® is the world's largest event to raise awareness and funds for Alzheimer's care, support and research. The success of Walk relies on teams of friends, family, co-workers and neighbors, led by people like you. As a Team Captain, you build excitement and help your team set fundraising goals, and we're here to help every step of the way.

In this kit, you'll find everything you need to get started, including:

- A worksheet to help you set goals and track your team's progress.
- Tips for recruiting co-workers and building your team.
- Fun and easy fundraiser ideas to inspire you and motivate your teammates.
- Information on matching gifts.
- Details of our 2020 incentive program.

To ensure your success, we also have a wealth of tools and resources available to you through your online Participant Center at alz.org/walk. Log in today to access:

- Additional team member recruitment ideas and tools for successful team building.
- Tools to help you host fundraisers at work and in the community, like a Casual for a Cause day in your office, a Dine and Donate night at a local restaurant or a point-of-purchase flower pin-up display at your gym.
- Email templates to help you and your team recruit, fundraise and thank your donors.
- Online tools and social media resources to help you spread the word and raise funds.
- And more!

THANK YOU FOR TAKING ON
THIS IMPORTANT ROLE!



1 BUILD YOUR TEAM.

Invite others to join you in advancing the fight against Alzheimer's disease. 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 to build a team webpage, including photos and your team's reason to end Alzheimer's.



Set a participant goal. Determine a goal for your team size and brainstorm a list of potential teammates.



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



Host a team rally. Invite existing and potential team members to a party and help build excitement about participating in Walk.



Engage in friendly competition. Challenge another Team Captain to see who can recruit more team members.



Don't forget virtual participants. Invite people from across the country to join or support your team, even if they can't make it in person on Walk day.



Socialize. Recruit teammates through social media. Share updates about your efforts on Facebook, Twitter, Instagram and LinkedIn — right from your Participant Center.



Forward to a friend. Encourage your teammates to forward a recruitment email to their contacts.



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

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.** Share fundraising tips with your teammates and be prepared to offer help and suggestions to those who have a hard time asking for donations.
- **Plan a team fundraiser.** Organize an event to encourage team bonding and raise funds. See next page for ideas.
- **Promote the Champions Club.** Participants who raise \$500 gain access to the exclusive Champions Club. Those who reach the \$1,000 mark become Grand Champions and individuals who raise \$2,500 or more reach the top of the club as Elite Grand Champions.

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.



Ideas to guide your fundraising efforts:

Set a goal together. Plan a dinner, coffee break or happy hour to determine your team fundraising goal and what each person will aim to raise. 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 fundraise on the go.

Aim for one a day. Ask one person per day to donate to your team. Make the “ask” a part of your daily schedule so you don't forget!

Explore opportunities in your community. Can you raise money at a local fair or event, or 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 if you can host a Casual for a Cause fundraiser at your office or display point-of-purchase flowers in exchange for donations. Visit alz.org/casualforcause to order your free Casual for a Cause kit complete with stickers. Your local chapter can provide you with the pin-up flowers. Learn more about these activities and others in your online Participant Center.

Reach out to local Association 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's an Early Bird Check-In 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, including where to meet on Walk day, and to bring any additional donations to the event.
- **Get organized.** Make arrangements for carpooling or other event-day logistical needs. Consider planning a pre-Walk 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. You may want to use this in your thank-you to donors or for next year's recruitment efforts.
- **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.
- **Share your experience.** 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.
- **Show gratitude.** Be sure to thank everyone who joined and supported you for their dedication to the cause. Team members and donors who are shown appreciation are more likely to participate year after year than those who are not.
- **Come together to celebrate.** Plan a post-Walk event for your team and share fundraising totals, recognize top team members and celebrate your team's accomplishments.



“Ever since my mom passed away eight years ago, our family has participated in Walk to End Alzheimer's to honor her. We won't stop until Alzheimer's is stopped.”

-Sylvia F., Team Captain



800.272.3900 | alz.org/walk

TEAM CAPTAIN GOAL-SETTING WORKSHEET



Team Captains who set goals for their team are three times more successful in raising awareness and funds to support the Alzheimer's Association® than those who don't. Complete this worksheet to set your goals and track your progress toward success. Returning Team Captains, include last year's totals for each category to help set your sights for this year!

WALK TO END ALZHEIMER'S® TEAM GOALS



TEAM CAPTAIN

As Team Captain, it's important you lead by example. Make a self-donation to start your fundraising and embrace ideas that are easy, fun and increase involvement.

This year _____

Last year _____



TEAM MEMBERS

Recruit at least 10 people to join your team and fundraise (be sure they register so all fundraising is tracked appropriately). Check out tips on how to recruit team members in the pages that follow.

This year _____

Last year _____



\$100+ FUNDRAISERS

Every team member who raises at least \$100* will earn the official Walk to End Alzheimer's T-shirt. Encourage your team to check out the Participant Center at alz.org/walk for fundraising ideas and tips.

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

This year _____

Last year _____



CHAMPIONS

The Champions Club recognizes and rewards participants who reach fundraising milestones of \$500, \$1,000 and \$2,500. Set a goal for how many team members will hit these milestones — be sure to include yourself!

This year _____

Last year _____



FUNDRAISING EVENTS

Fundraising events are a great way to collect donations, inspire others and bond with your team members. Download "A-Z Fundraising Ideas" from your Participant Center to get inspired!

This year _____

Last year _____



TEAM FUNDRAISING

Aim high! The average Walk team raises \$1,100.

This year _____

Last year _____

BUILD YOUR TEAM.



Many people will be eager to join you in advancing the fight against Alzheimer's — they just need to be asked! We suggest recruiting at least 10 fundraisers to join your team, but teams of all sizes are welcome.



Brainstorm! Think of anyone you would like to join you on Walk day.



Get social. Facebook, Twitter, Instagram and LinkedIn are great tools for spreading the word about your team. Make sure to provide a link to your team page to make it easy for them to register.



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



Follow up! It can take several reminders for someone to take action. Make sure everyone is registered online so they have access to all of the fundraising and recruitment tools provided by the Association and will know what to expect on Walk day.



Help others. Work with your team members to set their fundraising goals. Support their efforts and motivate them to continue reaching new fundraising milestones. Share what strategies have helped you successfully raise money.



Need ideas? Contact your local staff partner! We have even more tools and resources to get you started.



10 TIPS FOR RECRUITING CO-WORKERS

Co-workers make great additions to your Alzheimer's Association Walk to End Alzheimer's® team! Here are 10 tips to get your colleagues on board.

- 1 Start early.** Begin recruiting right after you register your team. The sooner you build your team, the more time you'll have to raise awareness and funds.
- 2 Speak at a company or team meeting.** Sharing your reason to end Alzheimer's may motivate others to get involved.
- 3 Post information in your workspace and around the office.** Print fast fact flyers and posters from your Participant Center (alz.org/walk) and hang them in break rooms and other common areas. Don't forget to include your contact information or a link to your team page.
- 4 Include a blurb in your company newsletter.** Share a brief story that explains your connection to Alzheimer's and lets others know how they can join your Walk team.
- 5 Ask your manager or CEO to send an email on your behalf.** Draft the email you'd like sent and invite him or her to include a personal story if they have one.
- 6 Offer incentives.** Encourage colleagues to sign up by offering small prizes to the first people who register for your team.
- 7 Get the word out.** Let your co-workers know you're looking for team members and ask them to help spread the word. They may know someone in another department who would like to participate.
- 8 Set up a table during lunch.** Attract attention to your table by offering candy or baked goods. Strike up a conversation about Walk and the Alzheimer's cause with those that stop by. Have copies of your Walk marketing materials on hand.
- 9 Get moving.** Take group walks during breaks as a way to bond with team members. Invite other co-workers to join you so they can learn more about Walk.
- 10 Make it fun.** Give your co-workers regular updates on fundraising milestones. Those who haven't signed up for your team will see how much success and fun your team is having and may be inspired to join.

Visit alz.org/walk and log into your Participant Center for more recruitment tips.



TIPS TO FUNDRAISE YOUR WAY TO SUCCESS.

Thank you for joining the fight against Alzheimer's! You've taken the first important step by signing up for Walk to End Alzheimer's®. Now it's time to start working toward your fundraising goal! Every dollar you raise will help enhance care and support programs and advance research toward methods of treatment, prevention and, ultimately, a cure.

Here are some fundraising tips to help you get started:



Set a goal. A goal gives you something to reach for while fundraising. You can measure your progress against this amount. If you reach the goal, you can always raise it and work toward a new target. Participants who reach specific fundraising milestones earn additional rewards and gain entrance into the exclusive Champions Club. Learn more at alz.org/championsclub.



Share your story. Your reason to end Alzheimer's is personal and your fundraising should be, too. Participants who include a photo and story about why they participate in Walk on their personal fundraising page raise three times as much as those who do not.



Lead the way. Kick off your fundraising with a self-donation. A self-donor badge will be prominently displayed on your personal page for all to see your commitment to the cause.



Email, email, email. On average, one in five fundraising emails will result in a donation. The more emails you send, the better your odds for receiving a donation. Use one of the pre-written emails available in your online Participant Center or draft your own.



Get social. Share your story on Facebook, Twitter, LinkedIn and other social networks in order to maximize your fundraising reach. Set up a Facebook Fundraiser so that all donations received through Facebook will credit to your personal fundraising page.



Take it offline. Those who raise funds both online and offline raise three times more than those who fundraise just one way. Have a bake sale, make a phone call or start a conversation while at a community event.

Visit alz.org/walk and log in to your Participant Center for more fundraising tips and tools.



GET INSPIRED TO FUNDRAISE ALL YEAR.

Plan ahead! Brainstorm fundraising ideas that your team can do each month. Being organized goes a long way in helping you achieve your fundraising goal!

And remember, every dollar you raise helps advance the care, support and research efforts of the Alzheimer's Association.



JANUARY

IDEA: Host a chili cook-off and charge by the bowl. Ask attendees to vote (\$1 = one vote) for the best one.

OUR PLAN:



FEBRUARY

IDEA: Host and charge admission for a wine-tasting party with donated wine, cheese and chocolate.

OUR PLAN:



MARCH

IDEA: Organize a sports bracket challenge to benefit Walk to End Alzheimer's.

OUR PLAN:



APRIL

IDEA: Raise funds by asking co-workers to pay \$5 to wear jeans or other casual wear to work for a day — or \$20 for a weekly pass.

OUR PLAN:



MAY

IDEA: Organize a flower sale with donated plants and offer delivery for Mother's Day.

OUR PLAN:



JUNE

IDEA: Kick off summer by organizing a cornhole tournament. Charge admission for all players.

OUR PLAN:



JULY

IDEA: Get friends and family together for a Dine and Donate event at a local restaurant.

OUR PLAN:



AUGUST

IDEA: Host an office olympics. Charge an entry fee to participate in events like a typing competition.

OUR PLAN:



SEPTEMBER

IDEA: Get your neighbors together for a block party. Ask for donations to your team.

OUR PLAN:



OCTOBER

IDEA: Host a haunted house. Charge admission and sell spooky snacks.

OUR PLAN:



NOVEMBER

IDEA: Plan a Friendsgiving meal. Provide all food and desserts and ask for donations.

OUR PLAN:



DECEMBER

IDEA: Host a holiday sweater contest at your office. Ask co-workers to vote (\$1 = one vote) for the tackiest sweater.

OUR PLAN:

2020 Incentive Program

Register for a Walk to End Alzheimer's® event in your area at alz.org/walk.
You must be a registered participant to earn incentive gifts.



2020 Walk to End Alzheimer's participant T-shirt

\$100



Wheat straw box set, deluxe luggage tag or dry bag

\$300



Canvas tote bag, stainless steel wine tumbler or dress socks AND Champion medal

\$500



Varsity T-shirt*, beanie and touch-screen gloves, or stainless steel tumbler

\$750



Wood coasters, laptop sleeve or T-shirt hoodie AND Grand Champion heathered T-shirt*

\$1,000



Sherpa blanket, full-zip hoodie* or laptop commuter backpack

\$1,500



Travel backpack, performance jacket* or charging portfolio AND Elite Grand Champion half-zip pullover*

\$2,500



Wrapsody wireless headphones or rain jacket*

\$5,000



Ray-Ban Wayfarer sunglasses or carry-on suitcase with neck pillow and sleep mask

\$7,500



Shark Robot vacuum or 4 In A Row lawn game

\$10,000

*Available in men's and women's styles.

Individuals who reach the fundraising minimums for the participant T-shirt, Champion medal, Grand Champion T-shirt and Elite Grand Champion pullover will receive these items in addition to their selected incentive prize.

Visit your Participant Center at alz.org/walk for fundraising tools, tips and ideas.

Gifts are not cumulative; only one item is awarded to each fundraiser. Fundraiser may select one item at or below the level achieved.

Redemption certificates will be sent via email after the event. Contact your local chapter for the fundraising deadline.

Need help with your certificate order or redeeming your certificate? Call 855.462.7263 or email ALZ.incentives@halo.com.

BE A FUNDRAISING CHAMPION.

The Walk to End Alzheimer's® Champions Club recognizes and rewards participants who reach special fundraising milestones. These individuals are leading the way in the fight against Alzheimer's — and you can too!

All Champions Club members receive:

- Official event T-shirt.
- Fundraising badge on your personal fundraising webpage.
- Personalized thank-you certificate.
- Recognition on your local Walk website.
- Grand Champions and Elite Grand Champions receive additional rewards and recognition.

CHAMPIONS

Become a Champion by raising at least **\$500** and you'll receive a commemorative medal for your accomplishment. But this is just the beginning: channel your momentum to reach new ranks within the club.



GRAND CHAMPIONS

When you raise at least **\$1,000**, you'll earn the title of Grand Champion and the exclusive fundraising status that comes along with it. You'll also receive a special lightweight, heathered T-shirt to show off your success.



ELITE GRAND CHAMPIONS

Once you've raised **\$2,500**, you'll be in the company of greatness as an Elite Grand Champion. As part of this esteemed group of fundraisers, you'll earn a one-of-a-kind quarter-zip pullover and the glory of being one of the best.



How to raise \$500 in 10 Days

- Day 1** Sponsor yourself for \$35. The first donation is the hardest, show your personal commitment to the cause!
- Day 2** Ask two family members to donate \$25 each.
- Day 3** Ask five friends to contribute \$20 each.
- Day 4** Ask five co-workers to each contribute \$15.
- Day 5** Ask five neighbors to each contribute \$10.
- Day 6** Ask five people from your place of worship or your favorite group to commit to \$10 each (e.g., book clubs, social clubs, young professional groups).
- Day 7** Ask your place of employment for a company contribution of \$50. Better yet, ask your company to match the total you raise dollar for dollar.
- Day 8** Ask two-work related businesses or companies to sponsor you for \$25 each.
- Day 9** Ask businesses you frequent to contribute \$15 (e.g., hair salon, dry cleaner, favorite restaurant, dentist, doctor, accountant, mechanic, etc).
- Day 10** Hold a team fundraiser and find a fun way to extend your reach (e.g., bake sale, car wash, raffle).

Congratulations you've raised over \$500!

Log into your Participant Center for more great fundraising ideas!

FUNDRAISING IDEAS FROM A TO Z.



- A**
 - **Adult Spelling Bee** – Each participant should be sponsored and/or raise funds for their entry fee. Between rounds, share facts about Alzheimer's disease and the Alzheimer's Association®.
 - **Auctions** – Hold a live or silent auction at work or during a party. Auction off donations from local businesses, handmade gifts or tickets to local events.
- B**
 - **Birthday Party** – Host a purple-themed birthday party and request donations to your Walk to End Alzheimer's® team in lieu of gifts.
 - **Book Sale** – Round up gently used books from your team members' personal collections as well as donations from local publishing houses, bookstores and libraries. Set up a table in a highly trafficked location and sell the books. Include a thank-you bookmark with a photo of your team and a link to your fundraising webpage.
- C**
 - **Change Jar** – Each team member takes a jar and the first person to fill it up with change gets a prize. Start with small jars and increase the size each round. As the donation totals increase, so do the prize values.
 - **Cook-Off** – Who makes the tastiest chili in your office? Who bakes the best cupcakes? Tasting judges are charged for each voting ballot. Whoever gets the most votes is crowned the winner.
- D**
 - **Dating Game** – Get bachelors and bachelorettes involved with this one. The contestants are unseen and must pick their date based on the individual's responses to questions put together by audience members, who pay admission to the event.
 - **Dance Competition** – Hold a dance competition to determine which friend or colleague has the best moves. Incorporate surprise styles — such as disco, break dance, ballet, moonwalk or others — to keep things exciting. Charge an entry fee and reward the winner with a trophy or donated prize.
- E**
 - **Envelope at a Restaurant** – Ask local restaurants to allow you to place donation envelopes or canisters at each table. Servers will collect funds after every sitting. Inquire about putting up purple balloons, table tents and posters around the restaurant.
 - **Errand Service** – Pick a day to run errands for others in exchange for donations.
- F**
 - **Face Painting** – Set up a booth at a park or in conjunction with another event.
 - **Fashion Show** – Put a spin on the traditional fashion show by holding a pet fashion show, a Halloween costume show or an accessory show. Be creative, charge an admission fee and find a way to incorporate stories from those affected by Alzheimer's disease.



- G**
 - **Game Night** – Host a party with a variety of board games. Charge a \$10 entry fee and sell snacks. Or hold a card tournament with a \$20 entry fee — half goes to the winner and half goes to your Walk team.
 - **Garage Sale** – Collect donated items and coordinate a garage sale. Advertise the sale wherever you can and make sure to mention that all donations benefit the care, support and research efforts of the Alzheimer’s Association.
- H**
 - **Haunted House** – Decorate a house or school and charge admission. Set up a couple games and organize a hayride for even more fall fundraising.
 - **Hot Dog Eating Contest** – Find someone to donate the hot dogs (or substitute any food you’d like). Charge an entry fee and sell tickets to the event.
- I**
 - **Ice Cream Social** – Host an office get-together by selling packaged ice cream or access to a sundae bar. Don’t forget the purple sprinkles!
 - **Igloo Contest** – Charge an entry fee for participation in an igloo-building contest. The best one wins a prize. Or, how about a snowman competition?
- J**
 - **Jail-and-Bail** – Send a boss, principal or owner of a restaurant off to “jail.” Those who are “locked up” can post their own bail by making a donation to the Association, or they can solicit bail from friends, family and employees.
 - **Jeans Day** – Have co-workers donate \$5 to wear jeans or casual wear for the day. Spice it up by making it a Hat Day, Team Spirit Day, Purple Day, etc. Visit alz.org/casualforcause to learn more.
- K**
 - **Karaoke Night** – Host a competition at a popular neighborhood spot or rent a karaoke machine for your home or office. Charge an entry fee to compete and request a donation for each vote cast.
 - **Kiss the Pig** – Put photos of participating teachers or employees on individual jars. The person whose jar has the most money after the time allotted must kiss a pig (or a team mascot, dog, etc.).
- L**
 - **Lemonade Stand** – It’s classic and effective. Make the lemonade with a twist by adding fresh fruit or serve as a slushy. Let the kids help!
 - **Lunch with the CEO or Celebrity** – Auction off a special lunch with your company’s CEO or a local celebrity.
- M**
 - **Matching Gifts** – Many companies already have a matching gift program. Visit alz.org/walkmatch to find out if your workplace matches charitable gifts. This is an easy way to double your funds!
 - **Movie Night** – Host a movie night at a local park, civic center, school auditorium, library or team member’s house. Sell popcorn, homemade treats, drinks and candy.



- N**
 - **New Year's Eve Party** – Ring in the new year with donations to your Walk to End Alzheimer's team! Make this party one not to miss with a unique theme, raffles and prizes.
 - **Network** – Use Facebook, Twitter, LinkedIn and any other social media to let your friends and family across the country know about your fundraising efforts. Post your goal and periodic progress updates. Include links to your Walk fundraising page.
- O**
 - **Office Olympics** – Hold events like typing competitions, swivel chair races, staple pull contests, a stress ball toss, a water cooler drinking game, etc. Ask all participants to pay an entry fee.
 - **Ornament Sale** – Create holiday ornaments with your team and sell them.
- P**
 - **Pancake Breakfast** – This is a perfect event to host before work or a worship service. Pair coffee and juice with the pancakes and charge \$10 a plate.
 - **Play-Off** – Choose your favorite sport and put departments, teams, students, teachers, etc., up against each other to compete. Invite the rest of the school or company to watch and cheer. Sell tickets or charge an admission at the door.
- Q**
 - **Questions-for-\$1** – Set up a jar and charge \$1 (or any donation) per question you answer. Ask your boss to set one in his or her office, too!
 - **Quiz Bowl** – Hold a trivia night at a local establishment. See if the restaurant will donate a portion of the night's proceeds to your Walk to End Alzheimer's team and give gift cards for the trivia winners.
- R**
 - **Relay Race** – From hopping on one foot to balancing an egg on a spoon, get creative with a series of activities and charge an entry fee for teams. Winners get a prize!
 - **Rapping Contest** – Showcase talent (or lack of talent) for fun and charity!
- S**
 - **Services** – Team members offer services for a fee and donate all proceeds. Ideas include salon treatments, photography, babysitting, golf lessons, landscaping and other odd jobs. These services could also be used as prizes for another fundraiser.
 - **Spot-the-Baby Competition** – Collect baby photos of co-workers or friends to display on a board with a number next to each picture. Charge a \$5 fee for a chance to identify the person in each photo. The participant with the most correct answers wins a prize.
- T**
 - **Theater Night** – Ask your local theater to put on a special performance in which a portion of the ticket (and possibly concession) sales is donated to your Walk team. Invite everyone you know and promote the event through social media.
 - **Tug-of-War Tournament** – Hold a tug-of-war tournament to find out which department or class is the strongest. Teams pay an entry fee and are encouraged to create names and T-shirts. Hold a potluck afterward and set out donation canisters.



- U**
 - **Ugly Sweater Contest** – Get a group to dress up and have the audience vote for the ugliest sweater using dollars (\$1 = one vote). Split the pot with the winner.
 - **Unwanted Gifts Sale** – Get your co-workers, friends and family to donate their unwanted holiday or birthday gifts. Set up a bazaar and sell them off.
- V**
 - **Vacation Day** – Ask your employer if the company can offer a paid vacation day as a prize for your fundraiser.
 - **VIP Parking** – Raffle off that coveted parking spot for a week, month or even a year.
- W**
 - **Weed** – Offer to weed gardens or do yardwork for friends and neighbors in exchange for donations.
 - **Wine-Tasting Party** – Host and charge admission for a wine-tasting party with donated wine, cheese and chocolate.
- X**
 - **Xmas Party** – Dedicate your annual holiday party to Walk to End Alzheimer's. Ask your family, friends and co-workers for donations instead of presents. Honor those affected by the disease by lighting memorial candles.
 - **“X Marks the Spot” Treasure Hunt** – Teams pay a fee to compete against each other by following clues to discover the donated “hidden treasure.”
- Y**
 - **Yacht Race** – Organize a paddle boat race. Charge an entry fee and offer prizes for first, second and third places.
 - **Yoga Lunch** – Get your co-workers to “ommm” away work stress in a lunchtime yoga session. Find a yoga instructor who will donate half or all the proceeds back to your team. Afterward, provide healthy treats or water bottles labeled with information about your Walk team and fundraising goal. Not into yoga? How about Zumba?
- Z**
 - **Zany Day** – Get people to pay to dress in the craziest outfits they can put together.
 - **ZZZ** – Pay a fee to catch some extra shut-eye and go into work late one Friday.

Be sure to check your local laws before implementing fundraisers to ensure your event does not violate any state gambling laws.

Visit alz.org/walk and log in to your Participant Center for more fundraising tips and tools.



FUNDRAISE ON FACEBOOK

We've partnered with Facebook so you can turn your fundraising page for the Walk to End Alzheimer's into a Facebook Fundraiser. Follow these easy steps:

1. Go to My Page and personalize it by sharing why you're participating in the Walk to End Alzheimer's.
2. Connect your page to Facebook and invite friends to donate.
3. Thank your donors and track your progress.



Donations through Facebook count toward your goal!

HOW DOES IT WORK?

In order to create a Facebook Fundraiser for Walk to End Alzheimer's, you must be a registered participant for the Walk. Once registered, visit alz.org/walk and log in with your username and password, then click "Participant Center" to access your participant center. On the dashboard, you'll see an option to "Connect Fundraiser to Facebook" (this option can also be accessed from the "My Page" and "Social Media" sections). Click the button to connect.

 **Connect Fundraiser to Facebook**

You will be prompted to log into Facebook with your Facebook credentials, or if you're already logged in, confirm this is the correct account. You'll be asked to install the Alzheimer's Association Facebook app (if you have not already done so) and then grant permission for the app to access your Facebook Fundraiser pages. Once the app has been installed and permissions granted, your Facebook Fundraiser will be automatically created using your personal story, photo and goal from your Walk to End Alzheimer's fundraising page.

At this point, your Fundraiser has been created and shared on your timeline and with your Facebook Friends. Click the "View on Facebook" button to see your Fundraiser in action. Review the content and update the image and/or story as desired. The progress meter on your Facebook Fundraiser will stay in sync with the progress meter on your fundraising page.

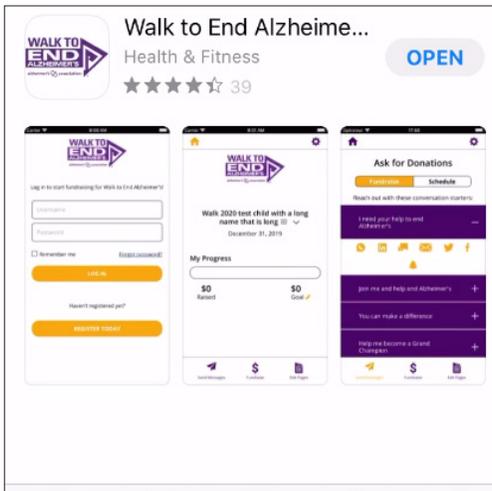


Mobile Fundraising App

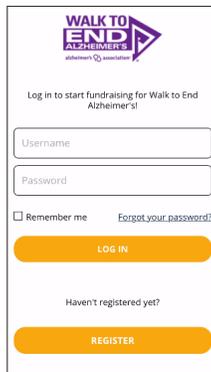
Follow the step-by-step instructions below to install the Alzheimer's Association Walk to End Alzheimer's® mobile app. This free app lets you check your fundraising progress, send messages, deposit checks and more.

1. Install the mobile app.

- Visit Google Play or the Apple App Store on your device.
- Search for “Walk to End Alzheimer’s” and follow the steps to download and launch.



2. Log in using your Walk Participant Center username and password.



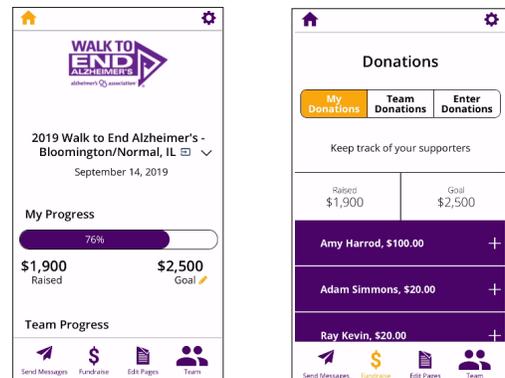
3. Update your personal page.

- Let your potential donors know why you're participating in Walk to End Alzheimer's. Those who include a personal story and photo raise more money, on average, than participants who don't.



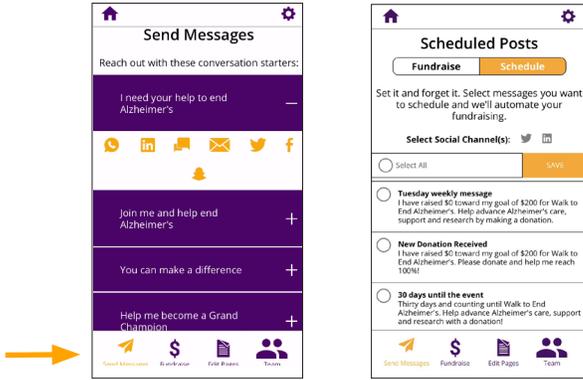
4. Check your fundraising progress.

It's easy to stay up-to-date on your fundraising progress. Your home screen displays how much you've raised towards your fundraising goal. If you're part of a team, you will also see your team's progress. Click the “Fundraise” icon at the bottom to see your individual or team donations.



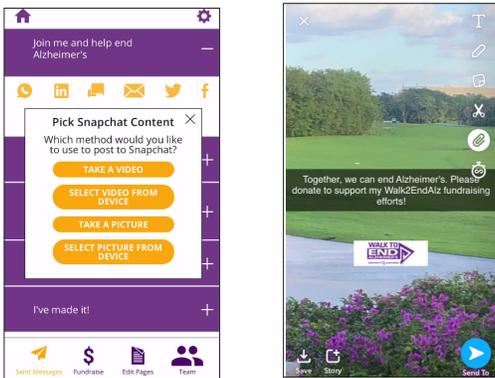
5. Schedule and send messages.

Click the “Send Messages” icon to send texts, emails or social media messages to support your fundraising efforts. You can even schedule posts on LinkedIn and Twitter to publish periodically leading up to Walk day.



6. Share messages through SnapChat and What's App.

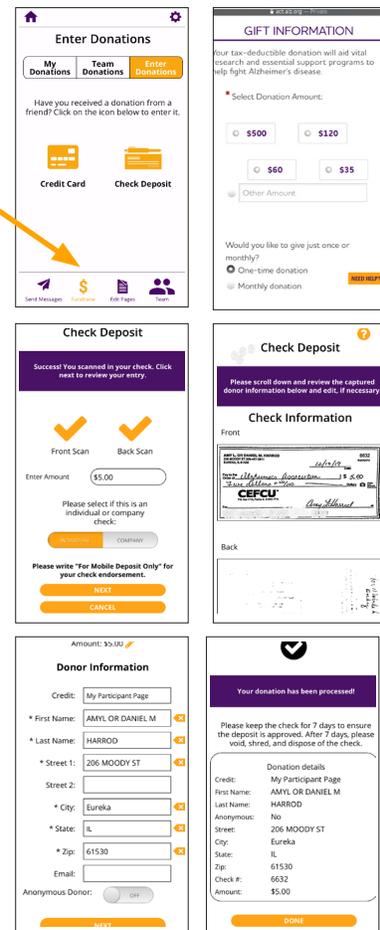
New this year! You can now send pre-written messages, images or videos linking to your fundraising page through SnapChat and What's App.



7. Deposit a check.

You can deposit a check donation in the app by clicking on the “Fundraise” icon and then “Enter Donations”.

- Select “Check Deposit” and enter the amount of the check.
- Scan the front of the check. Your phone will automatically take the picture when it’s aligned. A “Success!” message will appear when the image has been captured.
- Write “For Mobile Deposit Only” on the back of the check in the endorsement space and scan it. Your phone will automatically take the picture when it’s aligned. A “Success!” message will appear when the image has been captured.
- The name and address of the donor will be inputted directly from the check. Review the information and submit it.



DOUBLE YOUR IMPACT WITH A MATCHING GIFT.



Many employers sponsor matching gift programs and will provide matching charitable contributions for donations made by their employees. Some employers also provide volunteer grants for employee service hours.

A matching gift is an easy way to double your donation to the Alzheimer's Association®, making an even bigger impact on the fight against Alzheimer's disease.

1. Visit alz.org/walkmatch and search for your company.
2. If your company participates, enter your contact information to receive an email with application instructions from Amply, our matching gift partner.
3. Once a matching gift is received and processed by the Alzheimer's Association, the donation will be credited to the specified Walk participant, team or event.
4. Feel confident knowing that your gift to the Alzheimer's Association is going twice as far to advance Alzheimer's care, support and research.

See reverse for a sampling of companies that match donations to the Alzheimer's Association. Visit alz.org/walkmatch or contact your human resources department to learn more.



While the following companies match employee donations to the Association, matching gift programs are subject to change. Check with your human resources department for the most up-to-date information.

21st Century Fox	Hess	Northern Trust Company
3M	Home Depot	PayPal
Apple	HPE Hewlett Packard	PepsiCo
ARAMARK	HSBC	Pfizer
Bank of America	Humana	Phillips 66
Berkshire Hathaway	Intel	Progressive
Best Buy	Intuit	Prudential Financial
BlackRock	J.P. Morgan Chase	Qualcomm
Boeing	Johnson & Johnson	Quest Diagnostics
Charles Schwab	Kaiser Permanente	QVC
Chevron	Kate Spade & Company	Salesforce
CIGNA	Kimberly-Clark	Sephora
Cisco Systems	Kindred Healthcare	Shell Oil
Citizens Bank	Kohls	Sherwin Williams
Clorox	Land O'Lakes	Stanley Black & Decker
Coca-Cola	Leo Burnett	Starbucks
Columbia Sportswear	Levi Strauss & Co.	State Farm Insurance
Corning	LinkedIn	Subaru of America
Costco	Macy's	Thomson Reuters
CVS	MassMutual Financial Group	Thrivent Financial
Dell	MasterCard	Tiffany and Company
Deluxe	Mattel	T-Mobile
Duke Energy	McDonald's	TOYOTA
eBay	Mercedes-Benz	Turner Broadcasting System
Estee Lauder	Merck	U.S. Bank
Exelon	Microsoft	United Airlines
Fannie Mae	Mitsubishi	UnitedHealth Group
Gap	Mondelez	Verizon Communications
GEICO	Morgan Stanley	VISA
General Mills	Morningstar	Voya Financial
General Motors	Motorola Solutions	Walt Disney
Genworth Financial	National Football League	Wayfair LLC
Goldman Sachs	Neiman Marcus	Williams-Sonoma
Google	Netflix	Yum Brands
Grainger	Nike	
Hershey	Nordstrom	

Visit alz.org/walkmatch to search for your company. For more information about matching gifts, contact corporateinitiatives@alz.org.

YOUR DOLLARS AT WORK

Every dollar you raise benefits those affected by Alzheimer's disease in your community.

The Alzheimer's Association is a global organization, working to advance care, support and research across the world. From face-to-face support to online education programs and promising worldwide research initiatives, the money you raise makes a difference in the lives of those facing Alzheimer's.

The Alzheimer's Association:

Provides care and support to all those facing Alzheimer's.

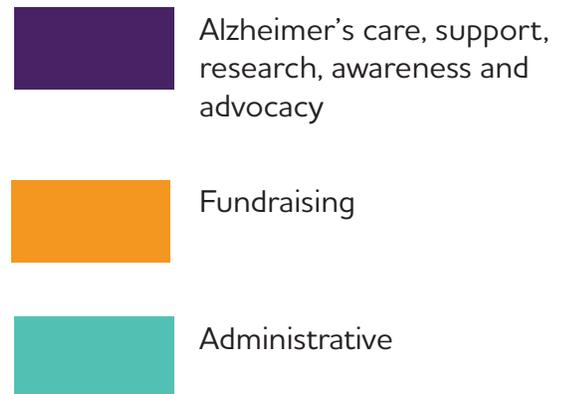
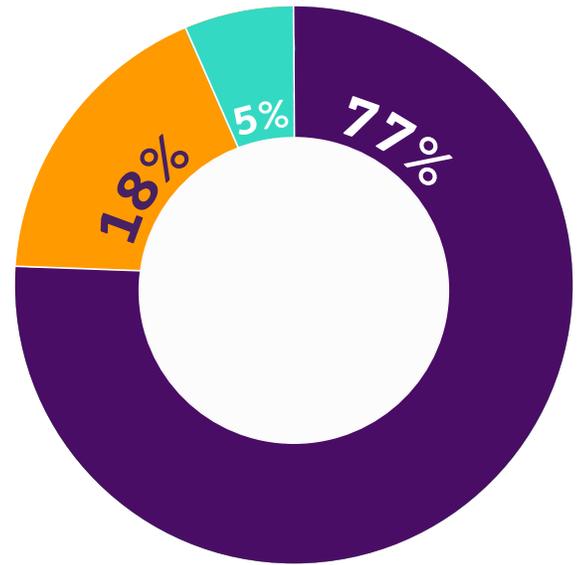
- Online message boards through ALZConnected®.
- In-person support groups, connecting those facing the disease with a network of help in their community.
- A free nationwide 24/7 Helpline (800.272.3900) offering information and referrals.

Drives research toward treatment, prevention and, ultimately, a cure.

- Currently investing \$167 million in more than 500 active best-of-field projects in 27 countries.
- Brings the global research community together to tackle common challenges, such as the first new diagnostic guidelines for Alzheimer's in 27 years.
- Drives support for transformational projects such as the Dominantly Inherited Alzheimer Network Trials Unit (DIAN-TU).

Speaks up for the needs and rights of people affected by Alzheimer's.

- Helps to pass landmark legislation such as the National Alzheimer's Project Act, which mandated a national plan to fight Alzheimer's.
- Works to ensure federal policy reflects the urgency of the Alzheimer's crisis, resulting in unprecedented funding increases, including a historic \$425 million increase.
- Recruits and trains hundreds of thousands of advocates to ensure that Alzheimer's disease cannot be ignored.



USE OF FUNDS

The Alzheimer's Association exceeds the rigorous standards of America's most experienced charity evaluator, the Better Business Bureau Wise Giving Alliance. The Association also holds a National Charity Seal from the Alliance.

