



2016 WALK TO END ALZHEIMER'S TEAM CAPTAIN TOOLKIT

How to raise awareness and funds for
Alzheimer's as a 2016 walker advancing
research, care and support in
Eastern North Carolina

#ENDALZ



**TOGETHER,
WE CAN
#ENDALZ**



JOIN A WALK TO END ALZHEIMER'S NEAR YOU!

Raleigh/Durham, NC

Sept. 24th

Fayetteville, NC

Sept. 24th

Four Oaks, NC

Oct. 8th

Jacksonville, NC

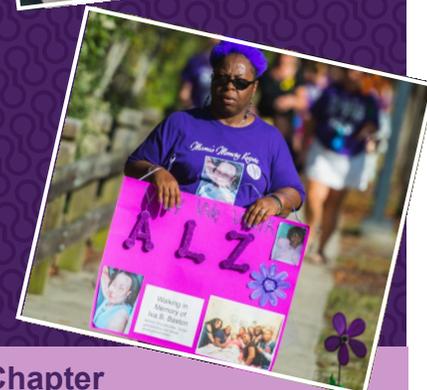
Oct. 8th

New Bern, NC

Oct. 22nd

Wrightsville Beach, NC

Nov. 5th



alzheimer's association

REGISTER TODAY!

alz.org/walk

Alzheimer's Association Eastern North Carolina Chapter
3739 National Drive, Suite 110 | Raleigh, NC 27612 | 919-803-8285
Our 24/7 Helpline is always available: 800.272.3900 | alz.org/nc

Dear Team Captain,

THANK YOU for registering your team for the 2016 Walk to End Alzheimer's! Together, we can raise awareness and funds to enhance Alzheimer's care and support and advance critical research.

In the enclosed packet you will find materials to help you lead your team to amazing success. You will find ideas about promoting and fundraising for your team, information about fundraising incentives and so much more. If, after looking through everything, you still have questions or need assistance please don't hesitate to contact the Eastern North Carolina chapter at 919-803-8285.

The success of Walk relies on teams like yours — teams made up of friends, family, co-workers and neighbors— all united to end this devastating disease. Team Captains are the leaders who build excitement and help their teams set and meet fundraising goals. As a Walk Team Captain, every person you recruit and every dollar your team raises brings us closer to a world without Alzheimer's.

When you participate in Walk, your fundraising dollars fuel our mission-related initiatives of care, support and research. In addition, your actions, both through fundraising and participating in the event, help to change the level of Alzheimer's awareness in our community.

Now that you have your Team Captain kit, it's time to take the next step. Use these tips to get started:

- **Set up your personal Web page.** Sign into your Participation Center (alz.org/Walk) and add photos representing your reason to Walk. Include your personal story - your reason to end Alzheimer's.
- **Build your team.** Invite friends, family or co-workers to join your efforts. Let's make this the biggest year for ENC yet!
- **Begin fundraising.** It's never too early to start - send out emails from your Participation Center asking for donations to advance the care, support and research efforts of the Alzheimer's Association and work with your team to create a fundraising plan. Start now to achieve the best results!
- **Connect with other participants** through the Walk online community. Exchange ideas and fundraising tips.
- **Get social.** Spread the word on Facebook, Twitter, LinkedIn and Instagram. Use the hashtags #ENDALZ and #Walk2EndAlz. Tag us! Share your stories and tag @AlzENC on Instagram and Facebook!
- **Make a self-donation** and show your friends you believe in a world without Alzheimer's.

We're so grateful for your support and can't wait to see you honoring those facing this disease on Walk day!

Sincerely,

Lisa Roberts

Lisa Roberts
Executive Director
Alzheimer's Association Eastern North Carolina Chapter



2016

Alzheimer's Disease Facts and Figures

ALZHEIMER'S DISEASE IS THE
6TH LEADING
CAUSE OF
DEATH
IN THE UNITED STATES

MORE THAN
5 MILLION

AMERICANS ARE LIVING WITH ALZHEIMER'S

1 IN 3 SENIORS
DIES WITH ALZHEIMER'S
OR ANOTHER DEMENTIA



IN 2015, MORE
THAN 15 MILLION
CAREGIVERS
PROVIDED AN
ESTIMATED

18.1 BILLION
HOURS OF
UNPAID CARE

ALZHEIMER'S COSTS CAREGIVERS
MORE THAN THEIR TIME

FAMILY CAREGIVERS SPEND MORE THAN
\$5,000 A YEAR
CARING FOR SOMEONE WITH ALZHEIMER'S

FOR SOME FAMILIES THIS MEANS
MISSING A VACATION

BUT FOR OTHERS, IT MAY MEAN
GOING HUNGRY

EVERY
66 SECONDS

SOMEONE IN THE UNITED STATES
DEVELOPS THE DISEASE



IN 2016, ALZHEIMER'S AND OTHER
DEMENTIAS WILL COST THE NATION

\$236 BILLION

IT
KILLS
MORE
THAN

BREAST AND
PROSTATE CANCER
COMBINED

alzheimer's  association®

THE BRAINS BEHIND SAVING YOURS.®



ALZHEIMER'S STATISTICS NORTH CAROLINA

U.S. STATISTICS

Over **5 million** **Americans** are living with Alzheimer's, and as many as **16 million** will have the disease in 2050. The cost of caring for those with Alzheimer's and other dementias is estimated to total **\$236 billion** in 2016, increasing to **\$1.1 trillion** (in today's dollars) by mid-century. Nearly **one in every three seniors** who dies each year has Alzheimer's or another dementia.



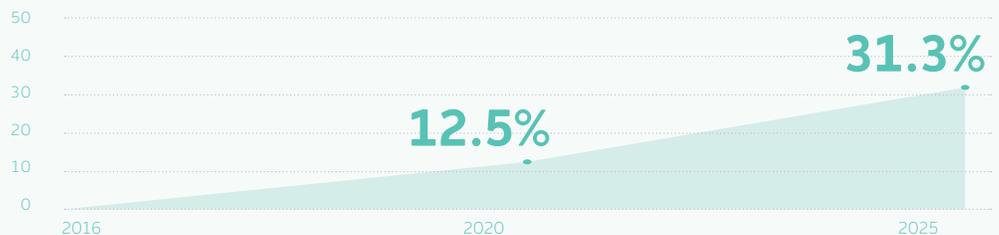
For more information, view the **2016 Alzheimer's Disease Facts and Figures** report at alz.org/facts.

65+ Number of people aged 65 and older with Alzheimer's by age*

Year	65-74	75-84	85+	TOTAL
2016	26,000	70,000	64,000	160,000
2020	31,000	79,000	69,000	180,000
2025	35,000	100,000	77,000	210,000

* Totals may not add due to rounding

Percentage change from 2016



+ Medicaid costs of caring for people with Alzheimer's, 2016

\$1,094
MILLION

Number of deaths from Alzheimer's disease in 2013

- 6th leading cause of death in North Carolina

2,872

Number of Alzheimer's and dementia caregivers, hours of unpaid care, and costs of caregiving

Year	Number of Caregivers	Total Hours of Unpaid Care	Total Value of Unpaid Care	Higher Health Costs of Caregivers
2013	442,000	504,000,000	\$6,272,000,000	\$252,000,000
2014	448,000	510,000,000	\$6,208,000,000	\$263,000,000
2015	454,000	516,000,000	\$6,327,000,000	\$275,000,000

Walk to End Alzheimer's

2015 Season by the Numbers

54,500+ Teams, 500,000 Participants, \$12.2M in Sponsorship*, \$65.3M in Fundraising, \$77.5M Total Raised



41.4%

41.4% of Participants Fundraised
Avg. Raised per Participant: \$130.89
Avg. Raised per Fundraiser: \$232.23.



16% of Walkers simply donate and do no further fundraising. Only 25.5% of all Walkers go on to fundraise by asking others to donate. Avg. raised per True Fundraiser: \$331.



1/2 of all Walkers register within 12 days of Walk

★ The earlier a Walker registers, the more they raise!



Average team size: 7.76 members
Team Captains raise 3.25x more than other participants.

20% of Walkers Returned
54% of Teams Returned



Returning Participants raise 4x more than new participants.

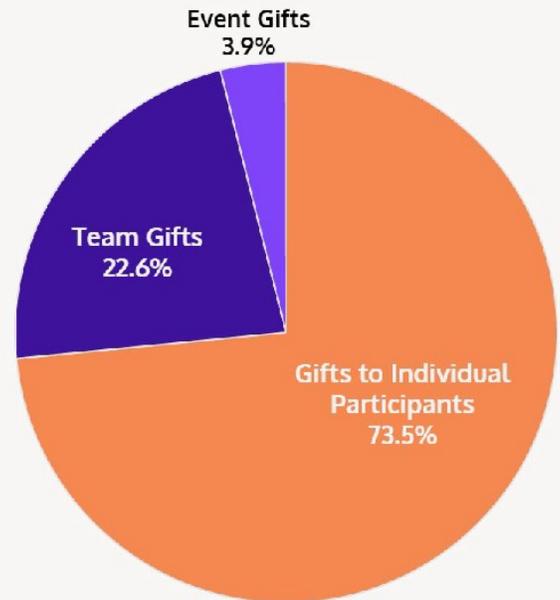


19,467 installed the Facebook app. They raised an average of \$458!



24,236 installed the Mobile app. They raised an average of \$435!

Total Raised through the Apps: \$2,820,170



4.3% became Champions Club Members, and 1.9% became Grand Champions. Champions Club members raised \$28.9M, accounting for 44% of all fundraising.



Fundraisers that raise money both online and offline raise an average of \$543 - 3x more than those that fundraise just online or just offline!

*Includes national IJX Promise Garden sponsorship

WALK TO END ALZHEIMER'S FAQ

Do I have to register in order to walk?

Yes, we want to know you're walking with us and need every walker to sign a standard waiver through their official registration. Find your Walk and register online, or print an offline registration form, at alz.org/walk.

Is there a registration fee?

There is no fee for Walk; however, we ask walkers to commit to raise funds in the fight against Alzheimer's.

How do I register?

To register for Walk, search for your local event at alz.org/walk, then click "Register." If you're new to Walk, choose one of the three participation options - Form a Team, Join a Team, or Walk as an Individual. If you're returning, please log in with your username and password, and follow the flow to complete registration.

Does every walker get a t-shirt?

Every registered participant will receive an official walk shirt after achieving the fundraising minimum of \$100

How many people should be on my team?

We recommend teams of 8-12, however there is no required number of people. Tell your friends, family and coworkers why you are walking and ask them to join you – you'll have a team in no time!

What responsibilities does a team captain have?

As a team captain, you recruit your team of members, help them fundraise, keep them motivated and have fun fighting for a great cause. You will have access to web pages and tools to make your team a success.

How do I start fundraising?

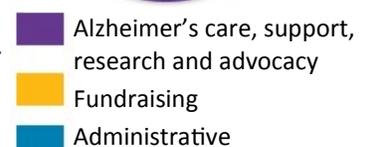
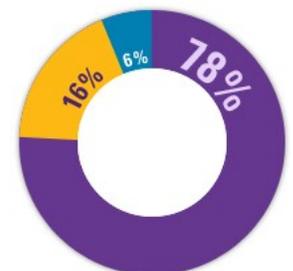
The best fundraising efforts start by sharing your story about why you're participating in the Walk. You can share your story on your personal Walk to End Alzheimer's page by logging in to your participant center. Once your page is updated, share it with friends, family, and coworkers via email, social networking.

Where does the money go?

The funds raised through Walk to End Alzheimer's benefit the care, support and research efforts of the Alzheimer's Association. See chart for more information

How is the money collected?

Donations can be made online, by mailing donations to 3739 National Drive, Suite 110, Raleigh, NC 27612 and by hand-delivering to Bank Night or to the Walk itself.



What is the Promise Garden?

The Promise Garden calls on participants to make a commitment to fulfill their promise to remember, honor, care and fight Alzheimer's. Through color, Promise Flowers represent the reasons participants have gathered. At Walk, walkers will receive a promise flower and be able to write a message on it to further strengthen their dedication.

- **Blue** represents someone with Alzheimer's or dementia.
- **Purple** is for someone who has lost a loved one to the disease.
- **Yellow** represents someone who is currently supporting or caring for someone with Alzheimer's.
- **Orange** is for everyone who supports the cause and vision of a world without Alzheimer's.

What is the Champions Club?

Raise \$500 and you'll join the elite ranks of the Walk to End Alzheimer's Champions Club and receive special recognition at Walk. Raise \$1,000 and become a member of our Grand Champions Club.

How can my company participate in or sponsor a walk?

We're counting on companies to be leaders in the community and in the fight against Alzheimer's. Companies can participate in many ways including forming a team and sponsoring one of our six regional Walk to End Alzheimer's. See sponsorship packet for more information about levels and recognition.

Sign Up. Set Up. Share.



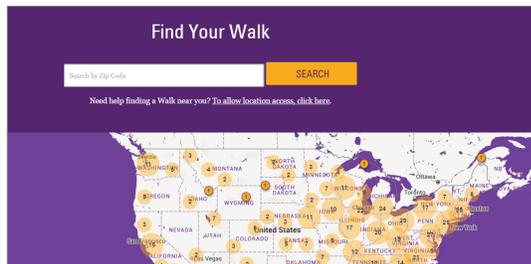
Ready to join the fight against Alzheimer's disease? Follow the step-by-step instructions below to register for the Alzheimer's Association Walk to End Alzheimer's® and set up your fundraising web page.

1

Find your Walk.

Three ways to find an event near you:

1. Visit alz.org/walk and enter your ZIP code.
2. Allow your browser to access your location.
3. Use the interactive map.



2

Click "Register."



3

Sign in.

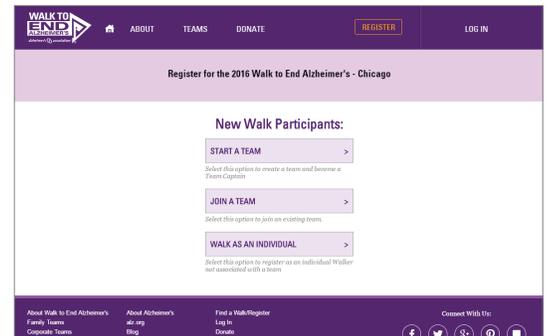
- If you're a returning participant, click "Yes." Log in with your username and password. Your information from previous years will be accessible, including your email contacts.
- If you're new, click "No" and continue to the registration page.



4

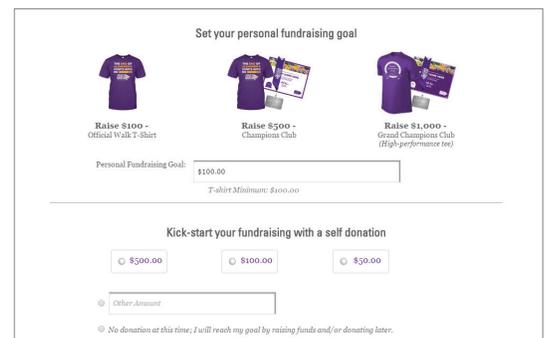
Choose your team status.

Select if you want to start a team, join a team or walk as an individual.



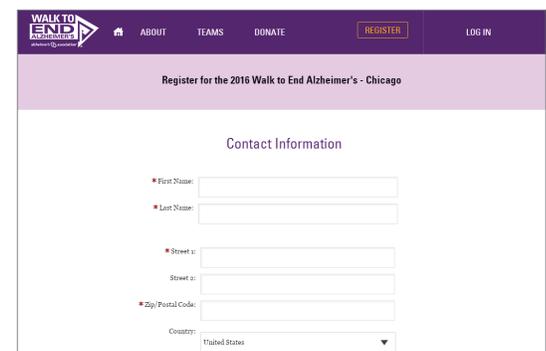
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Set your fundraising goal.



6

Complete your registration..



Once your registration is complete, you'll see a confirmation screen.

7

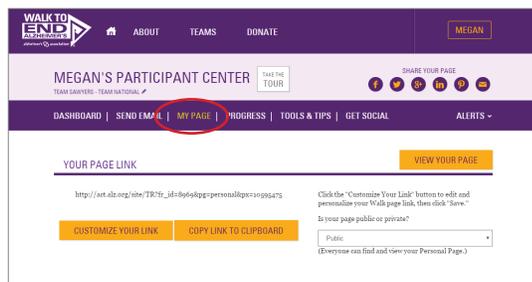
Set up your participant page.

Closing the confirmation screen will take you directly to your Participant Center dashboard. From there, click “My Page.”

In this section you can:

- Create a shortcut link to your page by clicking “Customize Your Link.”
- Share your link in emails, on social media and in other fundraising or recruiting materials.
- Customize your page by uploading a photo or YouTube video.
- Add your story — the reason why you participate.
- Edit your team’s page under the “My Team’s Page” tab (Team Captains only).

Be sure to click “Save” after completing each section.



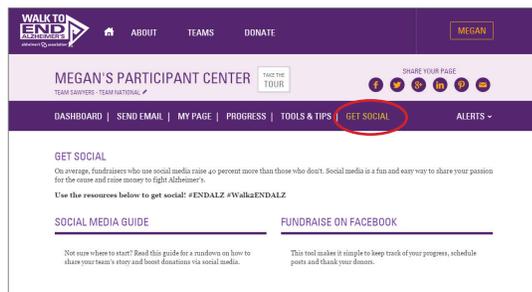
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Share on social media.

At the bottom of the “My Page” section, select where you’d like to share your page by clicking the appropriate social media icon. Be sure to tag friends who you’d like to join your team or support your efforts.



For more ideas and tips for fundraising on social media, click the “Get Social” tab.



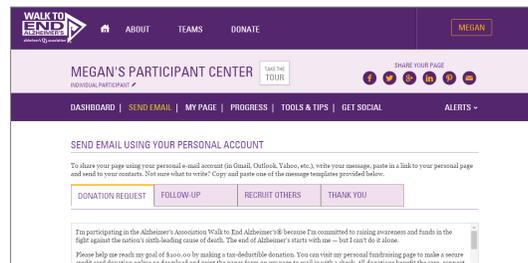
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Send email.

Click “Send Email” and decide your delivery method.

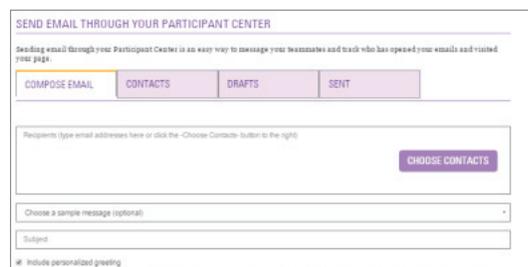
Through your personal account:

- Select one of the email templates provided in the Participant Center.
- Copy the message and paste it into a new email in your personal account.
- Edit the message to make it your own and include a link to your personal page.



Through your Participant Center:

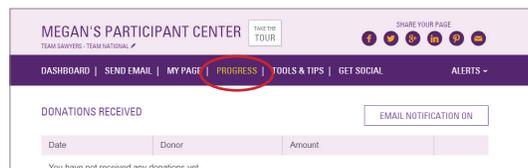
- Visit the “Contacts” tab and click “Import Contact” to merge information from a .csv file, Gmail or Yahoo. You can also manually add contacts by clicking “New Contact.”
- Stay organized by categorizing your contacts (e.g., donors, potential donors, team members).
- Once your contacts are ready, choose the person you’d like to message and click “Email.”
- Select a sample message from the dropdown menu.
- Customize, preview and send.
- A link to your personal page will be included in your message.



10

Track your progress

Visit your Participant Center dashboard often to track your fundraising progress. You can also visit the “Progress” tab to view your donors and send thank-you notes.



GETTING STARTED AS A TEAM CAPTAIN

TIPS TO FUNDRAISE YOUR WAY TO SUCCESS

You've taken the first step by signing up for the Alzheimer's Association 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!



Share your story. This Walk is personal and your fundraising should be too. Fundraisers who include a photo and story about why they walk on their personal 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 reason to end Alzheimer's on Facebook, Twitter, LinkedIn and other social networks in order to maximize your fundraising reach.



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 into your Participant Center for more fundraising tips and tools.



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SOCIAL MEDIA GUIDE

Sample Social Posts for Walk to End Alzheimer's Participants

Facebook, Google+, LinkedIn:

- I Walk to End Alzheimer's for the more than 5 million Americans living with the disease. Follow my footsteps and join my team today! [\[Link to personal Walk page.\]](#)
- I am Walking to End Alzheimer's for my [\[grandma, grandpa, brother, sister, the future\]](#). Please donate to my team today. Together we can end Alzheimer's! **#ENDALZ #Walk2EndAlz** [\[Upload photo of the person you are Walking for and include a link to your Walk page in your post text\]](#)
- We're Walking to End Alzheimer's on [\[date\]](#). Join [\[team name\]](#) or donate to help us fight Alzheimer's. [\[Link to personal Walk page\]](#)
- I am at [\[insert percentage\]](#) of my fundraising goal for Walk to End Alzheimer's! Please donate and help me reach 100 percent. [\[Link to personal Walk page\]](#)
- I beat my fundraising goal for Walk to End Alzheimer's! THANK YOU. Alzheimer's disease is all around us –but the power to stop it is within us. **#ENDALZ** [\[Include photo from Walk\]](#)
- I Walked to End Alzheimer's today! Thank you to everyone who donated and cheered me on. Together we can end Alzheimer's. [\[Include photo from Walk\]](#)

Twitter:

- 5 million+ Americans are living with Alzheimer's. This is why I **#Walk2EndAlz**. Join my team! **#ENDALZ** [\[Link to personal Walk page\]](#)
- I am Walking to End Alzheimer's 4 my [\[grandma, grandpa, brother, sister, the future\]](#). Donate 2 [\[team name\]](#) & help **#ENDALZ**: [\[Add photo of the person you are Walking for & link to your Walk page.\]](#)
- We're **#Walking2EndAlz** on [\[date\]](#). Join our team or donate 2 help **#ENDALZ**. [\[Link to personal Walk page\]](#)
- I'm at [\[insert percentage\]](#) of my fundraising goal for **#Walk2EndAlz**! Please donate & help me reach 100%: [\[Link to personal Walk page\]](#)
- I beat my fundraising goal for Walk to End Alzheimer's! THANK YOU. Together we can **#ENDALZ**. [\[Add photo from Walk\]](#)
- I Walked to End Alzheimer's today! Thank you to everyone who donated. [\[Add photo from Walk\]](#) **#Walk2EndAlz**



\$100

Official Walk to End Alzheimer's T-Shirt

All walkers who raise \$100 and above receive the 2016 T-shirt



\$300

Hot & Cold Tumbler, Sports Duffel Bag, or Java Wallet Sleeve



\$500

Champion's Club Medal plus Fleece Blanket, Yoga Mat, or Backpack

All walkers who raise \$500 and above receive the Champion's Club medal.



\$750

Zip Pullover,* Umbrella, or Bluetooth Speaker



\$1,000

Grand Champions Club T-Shirt plus Messenger Bag, Heather Hooded Jacket,* or Sports Cabana

All walkers who raise \$1,000 and above receive the Grand Champions Club T-shirt.



\$1,500

Backpack/Cooler/Stadium Seat, Eddie Bauer Fleece Jacket,* or Pack & Hang Duffel



\$2,500

Eddie Bauer Softshell Jacket,* Wireless Headphones, or Virtual Keyboard



\$5,000

Wheeled Duffel Bag or Digi Stripe Jacket*



\$7,500

Wheeled Cooler or Vortex Waterproof Jacket*



\$10,000

Corn Hole Board Game or Music Vacation Chair

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

For details regarding this program and fundraising tips, please visit www.turnkeywow.com/walktoendalz.

Recognition programs brought to you by Turnkey. Call 800.405.7829, or visit <http://turnkey2p.com>.

Redemption certificates for incentive gifts will be sent via email post-event. Please check with your local Walk to End Alzheimer's staff for details and confirm your chapter's participation in this program. Teams and non-participation donors do not qualify for incentive prizes.

WALK TO END ALZHEIMER'S FUNDRAISING IDEAS

When you participate in Walk to End Alzheimer's, your fundraising dollars fuel our mission-related initiatives of care, support and research. Here are a few tips to get you started with your fundraising efforts:

UPDATE YOUR WALK PAGE – Once you've registered for the Wilmington Walk to End Alzheimer's, start off by updating your personal fundraising webpage and tell your story about why you're participating in Walk. Add photos, a fundraising goal, and a bit about yourself. Get personal!

NEIGHBORHOOD GARAGE SALE - Everyone has things they need to get rid of. Pull your neighbors together and have them help your team raise money. Clean out your attic for a good cause!

FOOD, FOOD & MORE FOOD – Everyone loves an excuse to eat! Hold a bake sale, pot luck, pizza party, BBQ, chili cook-off or ice cream social. Get the kids involved-these are great activities for the whole family!

RESTAURANT NIGHT - Partner with a local restaurant to donate a portion of the proceeds from the day or certain menu item. Everybody loves to eat out, especially when they're supporting YOU!

AUCTIONS - Plan your own auction to benefit your Walk team. Invite team members to donate items, antiques, gift cards, gift baskets, sporting equipment—anything that could be auctioned off to support your team!

CASUAL FOR A CAUSE - Encourage employees to wear jeans to work in exchange for a small donation. For \$5, employees can wear their favorite pair of comfy denim.

THROW A PARTY - If you're looking for an excuse to entertain, this is the idea for you! Invite your friends, family and co-workers to a themed party with food and games and ask people to make a donation to your Walk team instead of bringing food or drinks. With the holidays right around the corner, party ideas are endless.

GET SOCIAL – Facebook, Twitter, Instagram and LinkedIn can be very useful fundraising tools. Include a link to your fundraising page in your status and get the word out!



HOW TO RAISE \$500 OR MORE IN 10 DAYS



DAY
1

Make a \$25 self-donation.



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 give \$10 each.



DAY
5

Ask five neighbors to donate \$10 each.



DAY
6

Ask five people from your place of worship to commit to \$10 each.



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).



DAY
10

Hold a team fundraiser (e.g., bake sale, car wash, raffle).

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



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10 TIPS FOR RECRUITING CO-WORKERS

Co-workers make excellent teammates for 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 your co-workers right after you register your team online. The sooner you build your team, the more time you have to raise awareness and funds.
- 2 Speak at a company or team meeting.** Sharing your story may motivate others who are also affected by the disease to take action.
- 3 Post information in your workspace and around the office.** Create a flier that lists facts about the disease (alz.org/facts) and hang it in break rooms and other common areas. Don't forget to include a sign-up sheet with 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 the cause 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 if your manager or CEO has a connection to the disease, invite him or her to include a personal story.
- 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 a baked good so that you can talk about Walk and the Alzheimer's cause with visitors. Have copies of your flier on hand.
- 9 Combine Walk with company fitness efforts.** Invite co-workers to take group walks during breaks as a way to build excitement and bond with team members. Consider attaching a fundraising incentive to your walks. For example, ask co-workers to make a donation for each mile your team walks during the year and then ask your manager to match it.
- 10 Make it fun.** Give your co-workers regular updates on fundraising milestones reached. 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.



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THANK YOU!!!!



ALZHEIMER'S ASSOCIATION® 24/7 HELPLINE | 800.272.3900

provides information and support in over 200 languages to more than 310,000 callers each year.

Because of participants like you...

WALK_16_132

- Advocacy has reached NEW heights with a recent \$350 MILLION increase to the NIH for Alzheimer's Disease research.
- Research grants are added year after year to further the work of brilliant researchers, such as Duke's Dr. Carol Colton, Alzheimer's Association Zenith grant award recipient.
- Support groups and programs are consistently added throughout Eastern North Carolina to help local constituents and their families.