

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.

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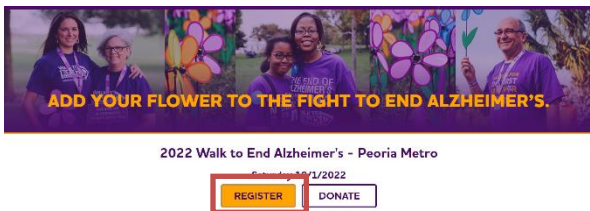
Find your Walk to get started.

- Visit alz.org/edwardjones Click Start or Join A Team.
- Look for your local Walk by State or Zip.
- Allow your device to access your location.
- Use the interactive map.



2

On your local Walk page, click "Register."



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Sign In.

- If you're returning, click "Yes" and log in with your username and password and it will bring back your previous contacts and information.
- If you're new, choose "No" and continue on with the registration process.



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Choose how you want to participate.

Select if you want to start a team, join a team or walk as an individual. If you participated before, you can re-start your team. Your Company should populate as the Group/Company and if not, please search for your company

Start a Team

*Team Name:

Team Fundraising Goal:
Suggested Team Goal: \$2,000.00

Team Type:

(Optional) Are you participating as part of a company or organization?

Group/Company (optional):

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Set your fundraising goal.

Set your personal fundraising goal

Choose from reward levels:

- Raise \$100: Official Walk T-Shirt
- Raise \$500: Champion
- Raise \$1,000: Grand Champion (Renewal Tee)
- Raise \$2,500: Elite Grand Champion (Zip-Up)

Note: Each level is inclusive of previous level incentive rewards.

Personal Fundraising Goal:
7-Over Minimum: \$1000

Kick-start your fundraising with a self donation

\$500.00 \$100.00 \$50.00

Other Amount:

No donation at this time; I will reach my goal by raising funds and/or donating later.

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If you are an Edward Jones Associate, select yes & enter your specific Branch or Home Office Information.

Edward Jones Questions

Are you an Edward Jones associate?

Yes No

Do you work in a Branch (FA/BOA) or Home Office/HBA?

Branch (FA/BOA) Home Office/HBA

Are you FA or BOA?

FA BOA

Enter your reg number:

Enter your branch number:

Enter your FA number:

Do you work in a Branch (FA/BOA) or Home Office/HBA?

Branch (FA/BOA) Home Office/HBA

Enter your FA Number (includes FA #):

Select your Home Office location:

Select your Division:

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

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Visit your Participant Center.

Closing the confirmation message will take you to your Participant Center dashboard. In this section you can check your fundraising and edit your goals, find tools and resources, and edit your registration and profile information.

The screenshot shows the 'AMY'S PARTICIPANT CENTER' dashboard. At the top, there are navigation tabs: DASHBOARD, MY PAGE, SEND EMAIL, SOCIAL MEDIA, PROGRESS, CAPTAIN TOOLS, and ALERTS. The main section is titled 'Fundraising Progress' and includes 'My Progress' and 'My Team Progress' with progress bars and goal amounts (\$0 raised vs \$0 goal). Below this, there are buttons for 'DONATE', 'EDIT GOAL', 'VIEW TEAM PAGE', and 'CHANGE'. A message from 'My Team Captain Amy' is displayed. A section titled 'Reach Your Goal' offers various tools: 'Fundraise with Facebook', 'Get the Updated App', 'Edit and Share Page', and 'Send Emails', each with a corresponding icon and a button to access the tool.

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Set up your fundraising page.

From the dashboard, click "My Page." In this section you can create a short link, share your page on social media, and select a 'cover photo' for your page. You can also add your own photo or YouTube video and edit the message that appears on your page.

This screenshot shows the 'MY PAGE' setup interface. It is divided into several sections: 'YOUR PAGE LINK' (with a 'VIEW YOUR PAGE' button and a 'CUSTOMIZE YOUR LINK' button), 'SHARE YOUR PAGE' (with social media icons and a 'Connect to Facebook' button), 'Who Are You Honoring?' (with an 'EDIT HONORARY' button), and 'YOUR PHOTO/VIDEO' (with a photo upload area and a 'DELETED PHOTO' button). A tip for selecting a photo is provided at the bottom of the photo section.

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Send an email.

Once your page is ready, share it via e-mail. Go to the Send Email tab and view the message templates available to you. Copy and paste a message into a new email from your personal e-mail account – a link to your personal page will be included.

The screenshot shows the 'SEND EMAIL' tab with a 'SEND YOUR MESSAGE' button. Below is a section titled 'Send email using your personal account' with a text area containing a pre-written message. At the bottom, there are buttons for 'COPY THIS MESSAGE' and 'OPEN IN DEFAULT EMAIL'. A small link at the bottom says 'Click to send email through your Participant Center'.

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Widen your reach with social media.

Social Media is another way to spread the word that you're participating in Walk to End Alzheimer's, and invite others to support you. In the Social Media section of your Participant Center, you'll find tips and tools for fundraising on social media, including the option to create a Facebook Fundraiser that will feed into your total for Walk. Not on Facebook? Check out the social scheduling tools to schedule tweets and LinkedIn posts. You'll also find links to install The Walk to End Alzheimer's mobile app, which you can use to text friends and deposit checks directly to your campaign.

This screenshot shows the 'GET SOCIAL' section. It includes a 'CREATE A FACEBOOK FUNDRAISER' section with a 'Connect to Facebook' button, a 'SHARE YOUR PAGE' section with a 'Share Your Page' button, a 'GET THE APP' section with 'Download on the App Store' and 'GET IT ON Google Play' buttons, and a 'SOCIAL MEDIA TAGGING GAME' section. At the bottom, there is a 'SOCIAL FUNDRAISING' section with a 'Send Messages' button and a 'Send Messages' sub-section with a 'Fundraise' button and a list of message templates.