

# 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/jaybirds/](http://alz.org/jaybirds/). 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.



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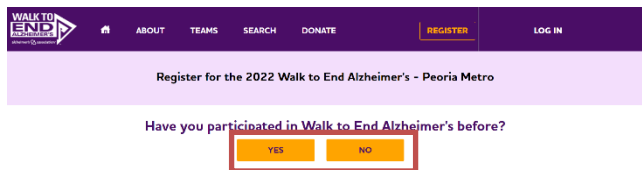
## On your local Walk page, click "Register."



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## Sign In.

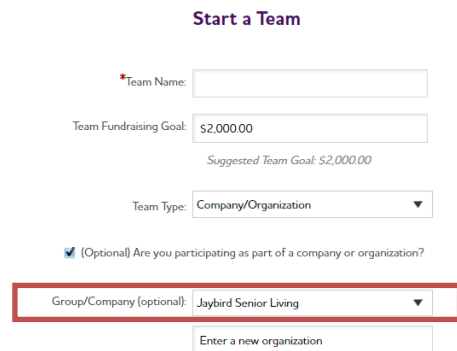
- If you're returning, click "Yes" and log in with your username and password and it will bring back your previous contacts and information.
- If you're new, choose "No" and continue on with the registration process.



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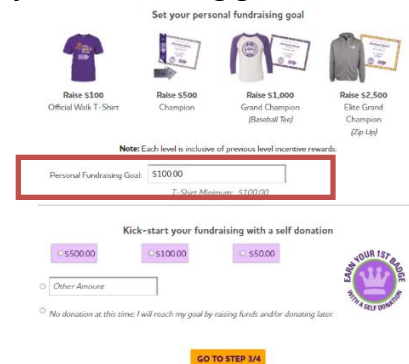
## Choose how you want to participate.

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



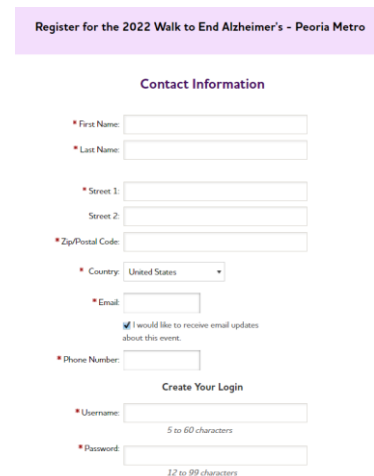
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## Set your fundraising goal.



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## Complete your registration form and payment.



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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's a navigation bar with '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 section titled 'Reach Your Goal' offers four options: 'Fundraise with Facebook', 'Get the Updated App', 'Edit and Share Page', and 'Send Emails', each with a corresponding icon and brief description.

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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 area. It includes sections for '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 on 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 PAGE' button. Below is a section titled 'Send email using your personal account' with a text area containing a pre-written message: 'Alzheimer's isn't waiting — and neither am I. This year, I'm participating in the Alzheimer's Association Walk to End Alzheimer's® to raise funds and awareness for Alzheimer's care, support and research. Will you support my efforts by making a donation on my fundraising page? Every dollar you donate helps the Alzheimer's Association® provide care and support to those facing Alzheimer's and all other dementias, and advance critical research. I hope you will stand with me in this fight. Together, we can end Alzheimer's.' There are 'COPY THIS MESSAGE' and 'OPEN IN DEFAULT EMAIL' buttons at the bottom.

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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 'CREATE A FACEBOOK FUNDRAISER' (with a 'Connect to Facebook' button), 'SHARE YOUR PAGE' (with a 'Share Your Page' button), 'GET THE APP' (with 'Download on the App Store' and 'GET IT ON Google Play' buttons), and 'SOCIAL MEDIA TAGGING GAME' (with a 'Share' button). There is also a 'SOCIAL FUNDRAISING' section with a 'Send Messages' button and a 'Send Messages' sub-section with a 'Send Messages' button and a 'Send Messages' sub-section.