

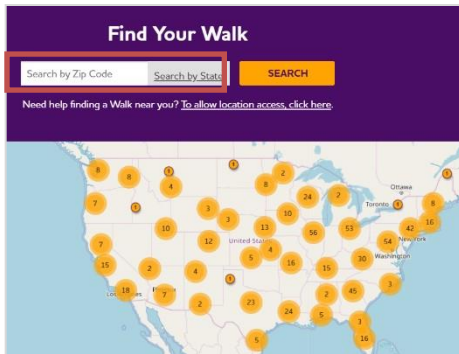
# Sign up. Set up. Share.

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 to get started.

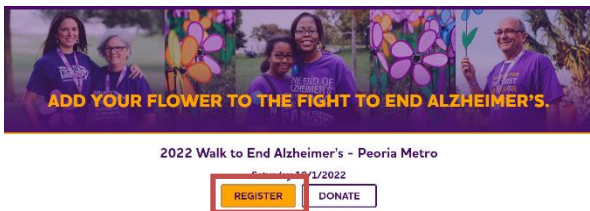
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- Visit [alz.org/pragroup](http://alz.org/pragroup). Click Start or Join A Team.
- Look for your local Walk by State or Zip.
- Allow your device to access your location.
- Use the interactive map.



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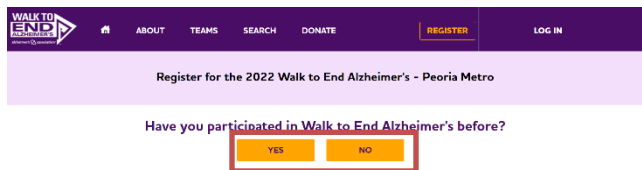
## 2 On your local Walk page, click "Register."



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## 3 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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## 4 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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## 5 Set your fundraising goal.

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## 6 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 content area is titled 'Fundraising Progress' and includes 'My Progress' and 'My Team Progress' sections with progress bars and buttons like 'DONATE', 'EDIT GOAL', and 'VIEW TEAM PAGE'. Below this, there's a section for 'Reach Your Goal' with icons for 'Fundraise with Facebook', 'Get the Updated App', 'Edit and Share Page', and 'Send Emails', each with a brief description and a corresponding button.

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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 has a navigation bar with 'DASHBOARD', 'MY PAGE', 'SEND EMAIL', 'SOCIAL MEDIA', 'PROGRESS', 'CAPTAIN TOOLS', and 'ALERTS'. The main content 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 'EDIT PHOTO', 'DELETE PHOTO' buttons). 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 USING YOUR PERSONAL ACCOUNT' template. It features a navigation bar with 'DASHBOARD', 'MY PAGE', 'SEND EMAIL', 'SOCIAL MEDIA', 'PROGRESS', 'CAPTAIN TOOLS', and 'ALERTS'. Below the navigation, there's a title 'Send email using your personal account' and a brief instruction: 'To share your page using your personal email account (Gmail, Outlook, Yahoo, etc.), write your message, paste in a link to your personal page and send to your contacts. Not sure what to write? Copy and paste one of the message templates provided below.' There are four tabs: 'DONATION REQUEST', 'FOLLOW-UP', 'RECRUIT OTHERS', and 'THANK YOU'. The 'FOLLOW-UP' tab is selected, showing a message template about participating in the Alzheimer's Association Walk to End Alzheimer's. At the bottom, there are 'COPY THIS MESSAGE' and 'OPEN IN DEFAULT EMAIL' buttons, and a link to '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 has a navigation bar with 'DASHBOARD', 'MY PAGE', 'SEND EMAIL', 'SOCIAL MEDIA', 'PROGRESS', 'CAPTAIN TOOLS', and 'ALERTS'. The main content includes: 'GET SOCIAL' (with a tip about social media reach), '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), 'SOCIAL MEDIA TAGGING GAME' (with a 'Share Your Photo' button), and 'SOCIAL FUNDRAISING' (with a 'Send Messages' button). The 'Send Messages' button is highlighted, leading to a 'Send Messages' interface with a list of message templates like 'I need your help to end Alzheimer's' and 'Help me become a Grand Champion'.