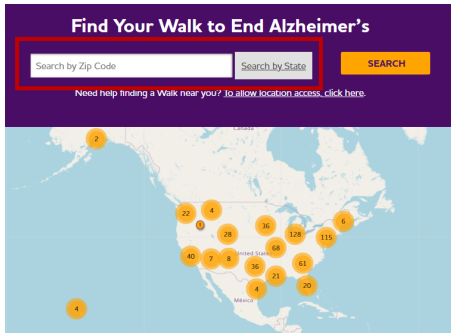


Sign up. Set up. Share.

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.

- Visit alz.org/biogen for your local Walk.
- Allow your device to access your location.
- Search for your local Walk by state or ZIP code, or using the interactivemap.



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



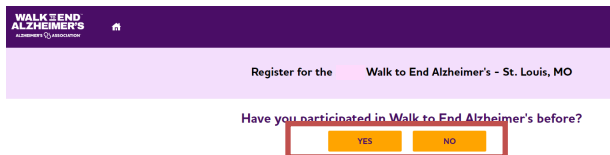
Walk to End Alzheimer's - St. Louis, MO

Saturday, October 26,

REGISTER DONATE

3 Select whether you've participated in Walk before.

- If you have, click "Yes" and log in with your username and password.
- If you're new, choose "No" and continue with the registration process.



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've participated before, you can restart your team.

Start a Team

*Team Name:

Team Fundraising Goal:
Suggested Team Goal: \$2,500.00

Team Type (Required):

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

Group/Company (optional):

5 Set your fundraising goal.

Set your personal fundraising goal

Raise \$1350 Official Walk T-Shirt
 Raise \$500 Champion
 Raise \$1,000 Grand Champion (Baseball Cap)
 Raise \$2,500 1st Grand Champion (Tee Bag)

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

Personal fundraising goal:
T-Shirt Minimum: \$100.00

Kick-start your fundraising with a self donation
Show your dedication to the fight against Alzheimer's with a self-donation. People are more likely to make a donation when they see that you're supporting your own fundraising effort!

\$100.00
 \$500.00
 \$1000.00

Other Amount:

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

GO TO STEP 1/4

6 Complete your registration form.

Register for the 2016 Walk to End Alzheimer's - St. Louis, MO

Contact Information

* First Name:

* Last Name:

* Street 1:
Street 2:

* Zip/Postal Code:

* Country:

* Email:
 I would like to receive email updates about this event.

* Phone Number:

Create Your Login

* Username:
5 to 60 characters

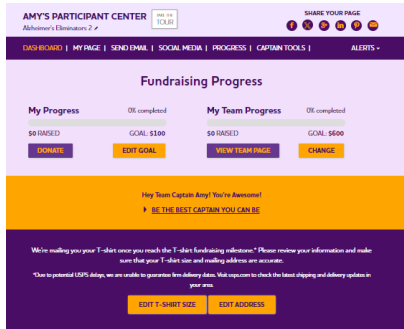
* Password:
12 to 99 characters

* Repeat Password:

7

Visit your Participant Center.

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



8

Set up your fundraising page.

From the dashboard, click "My Page" to create a unique link for your webpage, share your page on social media and select a cover photo. You can also add your own photo or YouTube video and edit the message that appears on your page.

Team Captains can edit their team's page by clicking the "My Team's Page" tab.



9

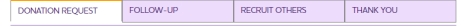
Send an email.

Once your page is ready, share it via the "Send Email" tab. Read through the message templates and pick which one you want to send. Each includes a link to your fundraising page. Copy and paste the text into a new email in your personal email account and send!



Send email using your personal account

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.



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?

COPY THIS MESSAGE OPEN IN DEFAULT EMAIL

10

Widen your reach with social media.

Check out the "Social Media" section of your Participant Center, to find tips and tools for fundraising on social media, including how to create a Facebook Fundraiser. Not on Facebook? Check out the social scheduling tools to schedule tweets and LinkedIn posts. You'll also find links to install the ALZ Fundraising app, which you can use to send fundraising and recruiting texts and deposit check donations.



GET SOCIAL

On average, fundraisers who use social media raise 40% more than those who don't. Social media is a fun and easy way to share your passion for the cause and raise money to fight Alzheimer's.

Use the resources below to get social! Connect using #ENDALZ and #WALK2ENDALZ

CREATE A FACEBOOK FUNDRAISER

Turn your page into a Facebook Fundraiser and invite friends to support your efforts for Walk to End Alzheimer's. The donations you receive through Facebook will be reflected on your personal page and will count toward your fundraising goal.

Connect to Facebook

SHARE YOUR PAGE

Make it easy for friends and family to read your story and support your team. Click the icons below to share a link directly to your Walk to End Alzheimer's page.

SOCIAL MEDIA FUNDRAISING

Share Your Page

GET THE APP

You can check your progress on-the-go, text friends and family, and deposit check donations immediately through the app. Now this year, track your steps and share messages of support on Walk day. Visit the Mobile App Instructions.

Download on the App Store GET IT ON Google Play

SOCIAL MEDIA TAGGING GAME

Share this photo and tag your friends to spread the word about Walk to End Alzheimer's.



SAMPLE SOCIAL POSTS

Facebook and LinkedIn:

I am participating in the Alzheimer's Association Walk to End Alzheimer's for the more than 6 million Americans living with the disease. Join my team or support me with a donation! https://act.alz.org/hot/TW/WalkGeneral?pe=9774451&app=personal&id=18084

SHARE COPY THIS TEXT

Twitter:

I am participating in #AlzAssociation Walk to End Alzheimer's for the more than 6 million Americans living with the disease. Join my team or support me with a donation! #ENDALZ #Walk2EndAlz https://act.alz.org/hot/TW/WalkGeneral?pe=9774451&app=personal&id=18084

SHARE COPY THIS TEXT

UPDATE YOUR FACEBOOK COVER

A picture is worth a thousand words. Use these cover photos to show your friends and family you are in it until Alzheimer's is finished. Right click on the image to save to your computer.



TWITTER BACKGROUND IMAGES

Use our Twitter wallpaper to let fellow tweeters know you are walking to end Alzheimer's.

