



2019 TEAM CAPTAIN GUIDE

YOUR GUIDE TO RECRUITMENT AND FUNDRAISING SUCCESS.



Boulder CO CU Boulder Business Field
Saturday, August 10
Registration: 8:00am Ceremony: 9:00am
Walk: Immediately following ceremony

THANK YOU FOR STEPPING UP AS A TEAM CAPTAIN

The end of Alzheimer's starts with you — and we're grateful you're leading the way. The success of the Alzheimer's Association Walk to End Alzheimer's® relies on teams of friends, family, co-workers and neighbors led by people like you. As a Team Captain, you're building excitement and helping your team set fundraising goals. Every person you recruit and every dollar you raise increases awareness and helps the Alzheimer's Association® advance care, support and research.

Thank you for taking on this important role. Together we can help those affected by this devastating disease and move closer to our vision of a world without Alzheimer's.

Since 1989, we've been walking to make a difference in the fight against Alzheimer's, the nation's sixth leading cause of death. The success of the Walk relies on teams just like yours — teams consisting of friends, family, co-workers and neighbors, all uniting to end this devastating disease. You can start with one email, one phone call, or one letter asking friends and family to join you. You will be amazed how many people are touched by this impartial disease, and how willing they will be to support you! Here are some ideas that are sure to stir your creative fundraising juices! Please contact us if we can be of any assistance!

YOUR WALK STAFF TEAM

Staff Contact Info

Catie Davis | Development Manager | cdavis@alz.org | 303.813.1669 x9613

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WE'RE IN THIS TOGETHER

Walk to End Alzheimer's is the world's largest event to raise awareness and funds for Alzheimer's care, support and research — and that's in no small part because of the enthusiasm and leadership of our Team Captains. To ensure continued success, we're here to help you every step of the way.

The Colorado Chapter provides classes and trainings, support groups, care consultations, early stage programs and services, a 24/7 Helpline and many other services for those with the disease and their caregivers. Thanks to money raised by fundraisers like you, we are able to provide all of these services at no cost to the families. Additionally, we are the number one nonprofit funder of Alzheimer's research in the world.

TEAM CAPTAIN SUPPORT INCLUDES:

- Recruitment and retention ideas and tools for successful team building.
- Creative fundraising ideas to implement at work and in the community, like a Casual for a Cause day in your office, a give back night at your local restaurant or a paper flower pin-up display at your gym.
- Coaching emails with tips and reminders to keep you and your team on track.
- Guidance and support available online at alz.org/walk or by contacting your Walk Staff Team.
- Online tools and social media resources to help you spread the word and kick off your fundraising efforts.

Log in to your Participant Center at alz.org/walk to access Team Captain resources.



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BUILD YOUR TEAM

Many people will be eager to join you in advancing the fight against Alzheimer's disease — they just need to be asked. The Association suggests a team of 12 to 15 registered participants, but teams of all sizes are welcome.

TIPS TO RECRUIT TEAM MEMBERS



Visit your Participant Center. Log in through your event website and build a Walk team web page complete with your personal story and pictures from a past Walk or photos representing your reason to end Alzheimer's.



Set a participant goal. Determine a goal for your team size and brainstorm a list of potential teammates. Think about the people you see every day. You may be surprised how many have been affected by Alzheimer's disease and will want to participate.



Send emails. Your Participant Center makes it easy to recruit teammates. Upload a list of contacts from your personal address book and send one of the template emails to your friends and family.



Get social. Facebook, Twitter and LinkedIn are great tools to spread the word about your Walk team. Tweet or post a status message that you're looking for people to join your team. Make sure to provide a link to your team page to make it easy for them to register.



Forward to a friend. Suggest that your teammates forward a recruitment email to their contacts. With the help of others, your team can grow beyond your original circle.



Recruit Everywhere. Ask people at your work, church, gym, book club and local coffee shop to join your team.

SAMPLE RECRUITMENT EMAIL

Dear [Name],

This year, I'm participating in the Alzheimer's Association Walk to End Alzheimer's®, the world's largest fundraiser to fight the disease. Currently, Alzheimer's can't be prevented, cured or even slowed. But what if one day it could? Join me and nearly 500,000 participants in communities across the country to help make that beautiful day happen.

Registration is easy; simply visit my participant page [insert link] and join my team. All the money we raise benefits the care, support and research efforts of the Alzheimer's Association®.

Together, we can end Alzheimer's disease.

Thank you!

Sincerely,

[Name]

[Phone Number]

[Email Address]



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MOTIVATE YOUR TEAM

An important part of your Team Captain role is to engage your team and help build excitement around Walk to End Alzheimer's, and encourage involvement with the Alzheimer's cause.

TIPS TO INSPIRE AND ENGAGE YOUR TEAM



Increase communication. In the weeks leading up to the event, send inspirational quotes, personal stories or photos from previous Walks, and share updates on fundraising progress.



Commit to fundraising success. We need your help as a Team Captain to ensure that participants reach their personal fundraising goals. Share fundraising tips and be prepared to offer help and suggestions to those who have a hard time asking for donations.



Invite your teammates to learn more about the disease. Encourage them to visit alz.org/facts, read personal stories at alz.org/blog and connect with the Association through Facebook (facebook.com/alzco), Twitter ([@alzcolorado](https://twitter.com/alzcolorado)) and Instagram ([alzcolorado](https://instagram.com/alzcolorado)).



Promote incentives. Share opportunities to earn prizes and recognition to further motivate your team members.

- **Official 2019 Walk T-shirt**
Raise at least \$100* to earn the 2019 Walk to End Alzheimer's T-shirt.
- **Champions Club**
Raise \$500 and join the elite ranks of the Walk to End Alzheimer's Champions Club. Reach the \$1,000 fundraising mark and gain entry to our exclusive Grand Champions Club. New this year is the Elite Grand Champions Club at \$2,500. All levels include exciting recognition opportunities.
- **Incentive Program**
Earn Walk to End Alzheimer's gear when you reach fundraising milestones. Incentives Range from apparel to bags to electronic accessories. Visit alz.org/Walk Incentives to See all of the items available.

THE BEST \$100 T-SHIRT YOU'LL EVER EARN.



RAISE \$100* TO EARN THE OFFICIAL ALZHEIMER'S ASSOCIATION WALK TO END ALZHEIMER'S T-SHIRT.

Quick ways to raise your first \$100:

- Email five friends asking for \$20.
- Bring your coffee or lunch to work for a couple of weeks instead of buying — and put the money you would have spent aside for a donation.
- Host a bake sale, garage sale or game night.
- Get social and send out a fundraising message via Facebook, Twitter or LinkedIn.
- Visit matchinggifts.com/walk to find out if your workplace matches charitable gifts.

Every dollar advances the care, support and research efforts of the Alzheimer's Association®.

Every dollar makes a difference.

* Every registered participant will receive a T-shirt after achieving the fundraising minimum established for their Walk. In most instances, this is \$100.

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FUNDRAISE

Every dollar you raise helps to strengthen the efforts of the Alzheimer's Association while moving us closer to our vision of a world without Alzheimer's disease. From face-to-face support to online education programs and promising worldwide research initiatives, your donations make a difference in the lives of the millions of people affected by Alzheimer's today and those who will face the disease tomorrow.

As a Team Captain, we encourage you to embrace fundraising ideas that are easy, fun and increase involvement. Brainstorm with your teammates to select activities that will engage others in the cause and raise important funds to advance the Association's care, support and research efforts.

IDEAS TO GUIDE YOUR FUNDRAISING EFFORTS

Set a goal together. Organize a team dinner, coffee break or happy hour to decide on a fundraising goal and each teammate's expected contribution. We encourage all participants to raise at least \$100.

Explore ideas. Discuss fundraising options with your team. Build off of each other's ideas to determine which have the most potential.

Make the first donation. Set a great example for your team by making a contribution toward your personal fundraising goal. It doesn't matter how much — showing your dedication to the cause and inspiring others to do the same is what counts. In addition, participants who start their fundraising with a self-donation typically raise double the amount of those who don't.

Use our online tools. Upon registration, all team members have access to their Participant Center, where they can build a personal fundraising webpage and send pre-written emails to friends and family asking for donations. Each team member has access to numerous tools, including the Walk Facebook app — an easy way to request donations from people in your social network.

Explore opportunities in your community. Can you raise money at a local fair or event? By hosting a garage sale? A block party? You may also consider asking for donations from community organizations, local corporations and businesses that you frequent, such as your dry cleaner, hair salon or coffee shop. People you support on a regular basis may be happy to return the favor.

Fundraise at work. Ask your human resources department if you can host a Casual for a Cause dress-down fundraiser at your office. Or consider displaying Walk pin-up flowers in exchange for donations. Learn more about these activities and others at alz.org/walk.

Reach out to your local Alzheimer's Association office. Staff members have a wealth of information, tools and ideas to help you achieve fundraising success.

Secure matching gifts. Many workplaces will match a portion of the money their employees raise for charity. To see if your office has a matching gift policy, visit matchinggifts.com/walk or talk with your human resources department.

CORPORATE FUNDRAISING IDEAS

Many companies will happily promote internal fundraising events, and the Walk is a great opportunity for team building within your organization. Always make sure you have the appropriate permission before you fundraise at your place of employment.

THE FOLLOWING IDEAS CAN EASILY BE IMPLEMENTED IN MOST CORPORATE ENVIRONMENTS

Team Recruitment. Call your local office if you would like Walk posters or Save The Date cards. Our posters and postcards can be personalized with your team name and have important information like the website address, Walk date, time and location. Keep a supply of Walk collateral on hand so you have it ready when you run into people you want to ask to join your team. Post Walk team recruitment information in the lunch/break room where people will see it.

Coin Wars. Each employee makes a jar and leaves it in the lunchroom. Loose change is collected all year. At the end of the year, the coins are counted. Silver coins have positive values, pennies hold negative values. This is a fun competition, and you will be amazed at the money that you will raise! It might be fun to have a prize at the end of the year for the person who raised the most money!

Jeans/Casual/Colors Day Campaign. Employees can dress casual on designated days for a specific dollar donation. Some organizations allow color days. Color days are designated days when staff members wear their favorite sports team colors. If you already have a designated casual day, turn it into a fundraiser. You might consider selling a years worth of casual/colors day privileges for \$100, or a month for \$25. This great fundraising event can go on all year long. You will always find us in jeans at the Alzheimer's Association on Fridays!

Lunch with the Boss. Employees who donate to the Walk are entered into a monthly drawing for lunch with the "boss." This is a great way for your executives to get to know newer staff members.

Meeting Etiquette. Fine co-workers \$1 for arriving late, not turning off cell phones, having side conversations, etc. Correct some bad habits while raising funds for Walk.

Parking Promotion. Hold a monthly drawing, \$1 per chance to win a prime parking place for the month.

MORE IDEAS

Spa Day. Offer 10 minute chair massages for those who make donations. Call the local massage school to see if a “therapist in training” will donate some time for your event.

Cook Off. Charge an entry fee and/or \$1 per vote for the yummiest dish. This can be a monthly event, desserts one month, appetizers the next, use your imagination! You know how everyone loves to eat!

Wine Pull. Have each member of your team donate a bottle of wine to the event. Place bottles upside down in cardboard wine cases so no one can see the bottle. Charge all who attend an entry fee. For an entry fee participants have the opportunity to pull one wine bottle from the box. Whatever wine they pull is their prize! You might even have a “premium” wine box. Those who make an additional donation get the opportunity to pull a bottle from the “premium” box.

Break a Balloon Contest. Have your most convincing salesperson gather prizes from local businesses and eateries. Number the prizes on the list and fill balloons with corresponding numbers. Charge a suggested donation per balloon, let participants choose a balloon and give it a squeeze! Whatever prize matches their number is their prize. Prizes can include casual day stickers, gift cards, prime parking spots, free lunches, gift certificates, etc.

Manager Cook Off. For a \$10 donation, employees enter a drawing to win a chance to dine on food prepared by the management team. Use your imagination and your leadership’s skills, the result could be an annual favorite event!

Matching Gifts. Be sure to check with your employer to see if your company offers a matching gift program. Your hard fundraising work can often be multiplied!



FAMILY TEAM FUNDRAISING IDEAS

Be sure to take advantage of all of our online tools that you can find in your Participant Center. These tools provide team captains and walkers with fun, easy and effective ways to recruit walkers, register for the Walk and fundraise online. Use these fundraising ideas to enhance your participation in Walk to End Alzheimer's and increase your team's fundraising efforts!

Write Letters! When writing a letter requesting a Walk donation, be sure to make it personal. Tell your story. Why do you participate in the Walk? The more vulnerable you are when sharing your experiences the more responsive your donors will be. Ask your friends and family, but don't forget to ask people that you work with professionally too. Consider sending letters to your hair stylist, dentist, accountant, lawyer, stock broker, or even your kid's teachers.

Widen the scope of your letter writing campaign by requesting the address books/email lists of your family and friends. If they would prefer not to share their lists, ask them to send the request on your behalf. You can send a different version of your letter to these lists, introducing yourself and making new connections, e.g., "I am Mary's sister, and you may know that our father has Alzheimer's..."

Use fundraising kits. Take advantage of fundraising kits such as pizza sales kits, or the multitude of candy, beauty products, gift wrap and jewelry sales kits to bolster your team total. Google fundraising ideas for a comprehensive list of opportunities.

Organize your own fundraising event. There are no limits to what you can do. Some simple ideas might include a lemonade stand, garage sale, car wash or bake sale. These are great ways to get your children involved!



MORE IDEAS

- **Game night anyone?** If you are feeling a little more creative you might consider hosting a family/friends game night. Charge an entry fee, or play \$1 a hand, have prizes or maybe even have a final round where the winner has the opportunity to put their winnings toward their personal fundraising goal. The team still benefits, and hopefully you can recruit friends or family not already on your team!
- **Love to cook?** If you are a really great cook, host a dinner and charge participants to attend.
- **Host a backyard garden party.** If you have a talent, incorporate it into the event.
- **Are you a golf enthusiast?** Arrange a round of golf for the cause.
- **Do you teach Aerobics, Zumba or another fitness class?** Hold a class and charge \$5 per person with the proceeds going to the Walk.
- **Birthdays...We all have one!** Several people have reached their goal by asking friends and family that would normally give birthday gifts to write a check to the Alzheimer's Association in lieu of gifts. This feels really great to both parties!
- **Friendly Competition.** Host a ping pong, bridge or pool tournament. Entry fees and prizes are always a great way to entice people to participate
- **Share your talent!** If you have a skill or talent, chances are there are those who admire it and would like for you to share it. Don't be shy, step out of your comfort zone, it is for a great cause!
- **Be sure to watch our website for Do It Yourself (DIY) events** that are happening in your area. Go and support others in their fundraising efforts! Keep us in the loop when you are hosting an event. We would love to send a representative and advertise the event for you on our DIY page of the Walk website.



CARE COMMUNITY FUNDRAISING IDEAS

Care communities are an amazing part of our Walk to End Alzheimer's and make up about half of our teams. Over the years those teams have shared with us many of their creative ideas for fundraising. Here are a few of our favorites:

Casual for a Cause. Casual for a Cause is our greatest ever, super easy fundraising tip! Pick up your Casual for a Cause stickers at the Alzheimer's Association and start collecting money today! Each sticker entitles the participant to dress in casual attire on given days. Call your local office for your Casual for a Cause stickers today.

Food = Funds! Ice-cream socials, bake sales, cookouts, breakfast burritos, donut sales. Everyone loves to eat! Remember to reach out to your suppliers, maybe one of your food vendors will donate the raw materials for your event.

More food! Auction off cooking lessons with your chef, or maybe hold a raffle for a private gourmet meal prepared by your chef. Chances are the chef in your community enjoys cooking. Take advantage of those wonderful skills and raise some money for the cause!

Private Movie Night. Most communities have a movie room. Auction off a private movie showing. Allow the winner to fill the room with their friends and provide a special snack!

Hold a Craft Sale. Have residents make hand made crafts and then have a craft fair to sell these one of a kind treasures. Last year one of our communities had their residents hand paint clay pots. As another project residents participated in a gardening day filling the creative pots with "forget me nots." What a great way to welcome spring and raise some money for your Walk team!

Host a Used Book Sale. Don't know what to do with your used books? Ask everyone you know to donate their used books, then sell them for your fundraiser.

Involve your residents and their families. When family members drop by for a visit, never miss the opportunity to ask them to join your team. Do they have a special skill or talent that you could incorporate into your team fundraising event?

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PREPARE FOR WALK DAY

All teams should arrive on event day energized and prepared to celebrate our collective success —and ready to show the community the force we represent in the fight against Alzheimer's.

BUILD EXCITEMENT AMONG YOUR TEAM

Plan ahead. Check with your local Association office if there is an Early Bird Check-In planned or other opportunities to turn in your funds before Walk day, and receive your wristbands, T-shirts (available to participants who raise \$100 or more), and any other event-day materials.

Stay in regular communication. The day before Walk, send an email reminding your teammates of event details and to bring any additional donations to the event. You can easily send emails to your team through your Participant Center.

Get organized. Make arrangements for carpooling or meeting up at the Walk. Consider planning a pre-event breakfast or post-Walk lunch to celebrate your team's success.

Show your purple. In addition to your Walk T-shirt, your team may want to create buttons or signs to express your personal reasons to end Alzheimer's disease.

Capture the moment. Take a formal team photo as well as some candid shots to capture the emotions of the day.

Get immersed in the Alzheimer's cause. Encourage your team to visit the Association's education and awareness tables at the event to learn about clinical studies, advocacy, programs and services, and more.

Celebrate and share. Gather at the Walk finish line to recognize your success. Be proud of all you've accomplished in the fight against Alzheimer's disease and share that pride live from the event with your social networks. Don't forget to include the hashtags #Walk2EndAlz and #ENDALZ. You can also use this opportunity to ask for last-minute donations.



FAQ'S

Q: Is there a minimum amount that needs to be raised to Walk? Is there a registration fee?

A: No, there is no minimum fundraising amount required to participate in the Walk, and there is no registration fee. However, we encourage every walker to set a personal fundraising goal.

Participants who raise a minimum of \$100 will receive an official 2019 Walk to End

Alzheimer's t-shirt. Participants who raise \$500 or more receive a Champions medal and have access to our Champions tent on Walk day!

Q: How do I e-mail current/potential donors from my personal page?

A: You can compose e-mails in your Participant Center (look for the E-mail tab) and send them to potential donors. Manually enter your recipients or click "Address Book Import" to upload your Outlook, Yahoo or Gmail address book or CSV file. Create your own e-mail message or select one of the templates we've started for you. Potential donors will receive an e-mail from you that leads them directly to the donation tool on your personal page.

Q: How can I see who has donated to my team so I can thank my donors?

A: To see your donations, log on to your participant page. You can see your donors and the amount donated in the box labeled honor scroll. If you would like to send them an e-mail thank you, use the e-mail tab to access your e-mail tool.

Q: How should I turn in donations?

A: Donations can be mailed directly to the Alzheimer's Association at 455 Sherman Street #500, Denver CO, 80203. Remember, **never send cash in the mail**. Please include the pdf document from your participant center for the donation to be appropriately credited to your Walk fundraising campaign. If you have cash to turn in you can bring your donations to the office (call or email first), or you may turn them in the day of the Walk. If you turn your donations in prior to the Walk, they will be listed on your honor scroll. Funds may also be turned in on our convenient Early Bird Check-In days one week prior to the Walk. Watch the Walk Website for dates and times. Finally, on the Walk to End Alzheimer's App, you may collect credit card donations and deposit checks.

Q: What if my donors would like a receipt?

A: When a donor gives online, they will receive an automatic thank you letter via e-mail that can be used as a receipt. All "offline" donations of \$100 or more will receive a thank you letter from the Alzheimer's Association automatically.

Q: I mailed a donation in, but it does not appear on my honor scroll.

A: Please allow 5-10 business days for processing. More questions, please call us at 303-813-1669.

FAQ'S CONT'D

Q: Can I send in donations for more than one participant in one envelope?

A: Yes, but please be very specific as to how the donations should be credited. Include the Walk location, participants name and team name if applicable. The more information you provide, the faster we can process your donations.

Q: Can I check in prior to the event to avoid the long registration lines?

A: Yes, we encourage you to turn in your money, pick up your registration packet and Walk shirts prior to the day of the event. Early Bird Check In days will be posted on our Walk Website and are generally one week prior to the Walk. You may also call Catie at 303-813-1669 x 9613.

Q: Can people register on the day of the Walk?

A: Yes, day of registration is permitted. Those needing to do so should visit the registration area to fill out a quick registration form. Donations may also be made at that time.

Q: Does every member of my team need to register?

A: Yes, there are several reasons we like all members of the team to register. First, and most importantly, the registration form has a waiver that all walkers or their guardians should sign. These waivers are required by the cities who allow us to hold walks in their parks.

Secondly, we like to know who is walking so we can thank them for their participation. Finally, we like to know how many people are participating in the walk each year. It is fun to watch the size of the event grow. Participants like to know too!

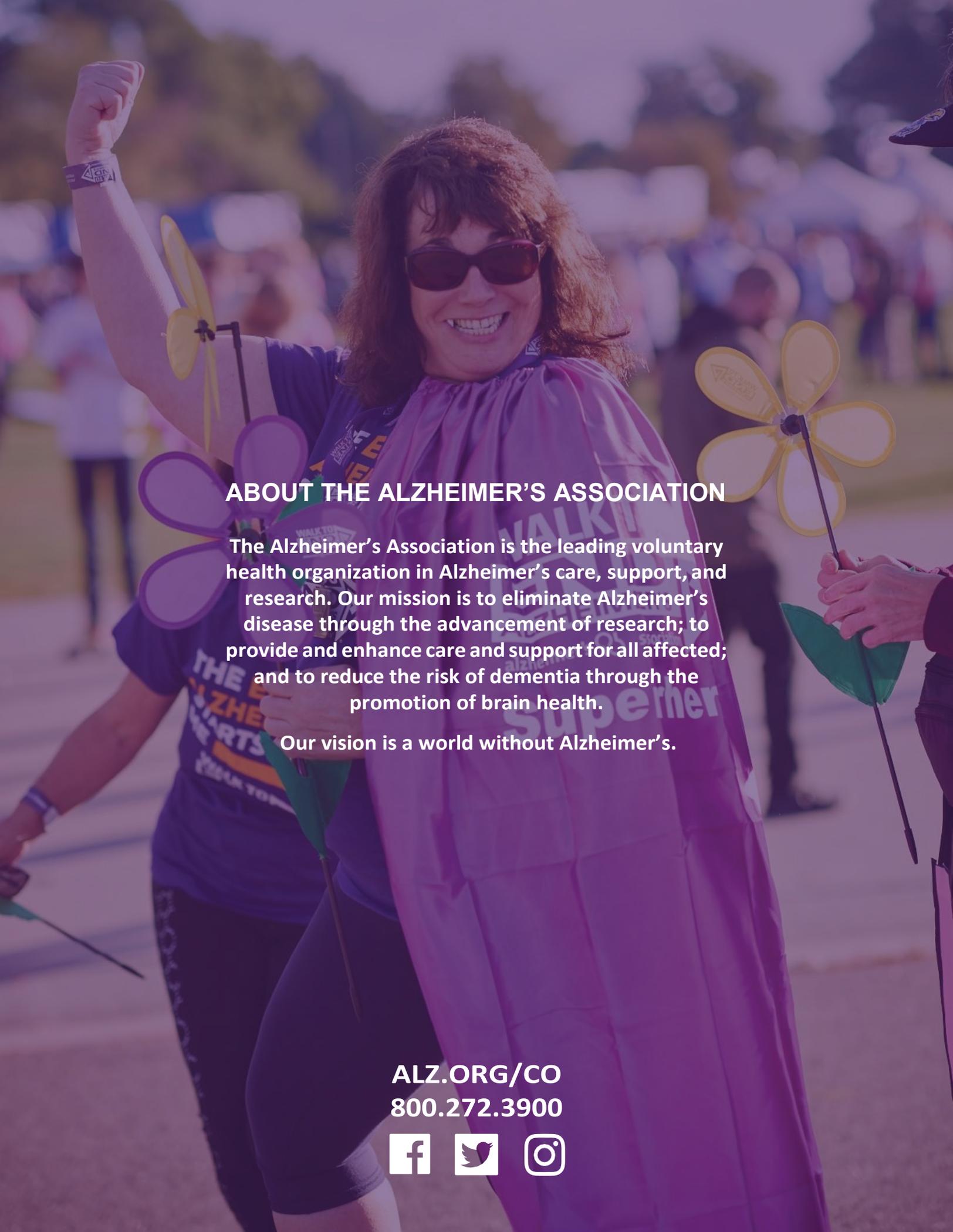
Q: If I am registered online, but don't have any money to turn in on the day of the Walk, do I still need to go through registration?

A: If you have turned in your money, picked up your materials at early bird check in, you can avoid the registration line and enjoy the day.

Q: Will the money I turn in on the day of the Walk show up online?

A: Yes, day of donations will be entered online, but please allow at least one month post Walk for them to be reflected on the website. In Colorado, we host 11 walks within a months time and the

Denver accounting office is responsible for processing all donations into our database. It is an overwhelming task and they do it as quickly as possible. Please allow 2 weeks for processing during Walk season.

A woman with curly brown hair, wearing sunglasses and a purple cape, is smiling and raising her right fist. She is holding a purple flower-shaped prop. In the background, other people are visible, some holding yellow flower-shaped props. The scene is outdoors, likely at a walk or run event.

ABOUT THE ALZHEIMER'S ASSOCIATION

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support, and research. Our mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

Our vision is a world without Alzheimer's.

ALZ.ORG/CO
800.272.3900

