

LEAD THE WAY TO ALZHEIMER'S FIRST SURVIVOR.



2019 TEAM CAPTAIN GUIDE

Your guide to recruitment and fundraising success.



800.272.3900 | alz.org/walk

THANK YOU FOR STEPPING UP AS A TEAM CAPTAIN.

The success of 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 build excitement and help 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.



“Our team grows a little each year, and with each Walk we attend, we grow our impact in the fight against Alzheimer’s. The funds we raise provide help for families — like mine — and advance vital research to discover methods of treatment, prevention and, one day, a cure”
-Mary E., Team Captain (kneeling behind her mother, seated center front)

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 your success, we're here to help every step of the way.

Team Captain support includes:

- Team member recruitment ideas and tools for successful team building.
- Coaching emails with tips and reminders to keep you and your team on track.
- Creative fundraising ideas and a suite of materials for work and in the community, like a Casual for a Cause day in your office, a Dine 'n' Donate night at a local restaurant or a point-of-purchase flower pin-up display at your gym.
- Guidance and support available at alz.org/walk.
- Online tools and social media resources to help you spread the word and raise funds.

Log in to your online 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:



Set up your team webpage. Visit your Participant Center to build a team webpage. Be sure to include your team's 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 of everyone you know. You may be surprised how many people have been affected by Alzheimer's and want to participate.



Send emails. Log in to your Participant Center to find pre-written recruitment emails to send to friends and family.



Host a team rally. Invite existing and potential team members to a party or get together and help build excitement about participating in Walk. Encourage people to register during your event.



Engage in friendly competition. Challenge another Team Captain to see who can recruit more team members.



Don't forget virtual participants. Just because someone can't join you on Walk day doesn't mean they can't be part of your team. Recruit friends or family that live elsewhere to join and support the team!



Get social. Facebook, Twitter and LinkedIn are great tools to spread the word that you're looking for teammates. Make sure to provide a link to your team page. You can also share social updates straight from your Participant Center.



Forward to a friend. Encourage your teammates to 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.



"You have to share your personal story. Alzheimer's touches so many people, and I think sharing your experience inspires folks to get involved."

-Nicole B., Team Captain

2 MOTIVATE YOUR TEAM.

As a Team Captain, it's your job to create excitement and encourage involvement.

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 to ensure that your teammates 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. Check your Participant Center for resources, such as the A-Z Fundraising Ideas.
- **Plan a team fundraiser.** Organize an event to encourage team bonding and raise funds. See next page for ideas.
- **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/alzwalk), Twitter ([@alzassociation](https://twitter.com/alzassociation)) and Instagram ([@alzassociation](https://instagram.com/alzassociation)).
- **Ask about matching gifts.** Encourage your teammates to check if their company offers matching gifts by visiting alz.org/walkmatch or asking their human resources department.
- **Promote incentives.** Share opportunities to earn prizes and recognition to further motivate your team members.



Official 2019 Walk T-shirt

Individuals who raise at least \$100* earn the 2019 Walk to End Alzheimer's T-shirt.

**Most Walks require a \$100 minimum; in some locations this amount is higher.*



Champions Club

Participants who raise \$500 gain access to the exclusive Champions Club. Those who reach the \$1,000 mark become Grand Champions and individuals who raise \$2,500 or more reach the top of the club as Elite Grand Champions.



Incentive Program

Participants can earn Walk gear, such as apparel, bags and electronic accessories, when they reach fundraising milestones, starting at \$300 and up to \$10,000. Visit alz.org/WalkIncentives for more information.

3 FUNDRAISE.

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.** Plan a team dinner, coffee break or happy hour to determine a fundraising goal and each teammate's expected contribution. We encourage participants to raise at least \$100*.
- **Explore ideas.** Discuss fundraising options with your team to determine which have the most potential.
- **Make the first donation.** Set an example for your team by making a self-donation. It doesn't matter how much — showing your dedication and inspiring others to do the same is what counts. Participants who make a self-donation to start their fundraising typically raise double the amount of those who don't.
- **Use online tools.** All registered team members have access to their online Participant Center, where they can build a personal fundraising webpage and find pre-written email templates to send to friends and family asking for donations. Each team member has access to numerous tools, including the Walk Mobile app — an easy way to request donations from anywhere.
- **Aim for one a day.** Ask one person per day to donate to your team. Make the "ask" a part of your daily schedule so you don't forget!
- **Explore opportunities in your community.** Can you raise money at a local fair or event? By hosting a garage sale? You may also consider asking for donations from community organizations, local corporations and businesses that you frequent. People you support on a regular basis may be happy to return the favor.
- **Fundraise at work.** Ask if you can host a Casual for a Cause fundraiser at your office or display point-of-purchase flowers in exchange for donations. Visit alz.org/casualforcause to order your free Casual for a Cause kit complete with stickers. Your local chapter can provide you with the pin-up flowers. Learn more about these activities and others in your online Participant Center.
- **Reach out to local Association volunteers and staff.** They have a wealth of information, tools and ideas to help you achieve fundraising success. Visit alz.org/findus to find a location near you.
- **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 alz.org/walkmatch or talk with your human resources department.

4 PREPARE FOR WALK DAY.

Your team should arrive on event day energized and ready to show the community the force we represent in the fight against Alzheimer's.

Tips to build excitement:

- **Plan ahead.** Contact your local Alzheimer's Association office to see if there's an Early Bird Check-In planned, or other opportunities to turn in your funds and receive your wristbands, T-shirts (available to participants who raise \$100 or more*), and any other event-day materials before Walk day.
- **Stay in regular communication.** The day before Walk, send an email reminding your teammates of event details, including where to meet on Walk day, and to bring any additional donations to the event.
- **Get organized.** Make arrangements for carpooling or other event-day logistical needs. Consider planning a pre-Walk breakfast or post-Walk lunch to celebrate your team's success.
- **Show your purple.** In addition to wearing your Walk T-shirts, your team may want to create buttons or signs to express your reasons to end Alzheimer's.
- **Capture the moment.** Take a formal team photo as well as some candid shots to capture the emotions of the day. You may want to use this in your thank-you to donors or for next year's recruitment efforts.
- **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.
- **Share your experience.** Gather at the Walk finish line to recognize your success. Be proud of all you've accomplished in the fight against Alzheimer's and share that pride with your social networks live from the event. Don't forget to include the hashtags **#Walk2EndAlz** and **#ENDALZ**. You can also use this opportunity to ask for last-minute donations.
- **Show gratitude.** Be sure to thank everyone who joined and supported you for their dedication to the cause. Team members and donors who are shown appreciation are more likely to participate year after year than those who are not.
- **Come together to celebrate.** Plan a post-Walk event for your team and share fundraising totals, recognize top team members and celebrate your team's accomplishments.



“It can be so lonely facing Alzheimer's. But putting on that purple T-shirt and participating in Walk helps you realize you're not alone. There are so many other people in the same situation and we're all in this fight together.”

-Kim S., Team Captain

**Most Walks require a \$100 minimum; in some locations the amount is higher.*

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 disease®.

alzheimer's  association®

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