

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

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.



1

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.

2019 Incentive Program

Register for a Walk in your area at alz.org/walk.
You must be a registered participant to earn incentive gifts.



2019 Walk to End Alzheimer's participant T-shirt

\$100



Tank top**, Therm-O tote or trunk organizer

\$300



Moisture-wicking polo**, wireless phone charging stand or tech organizer AND champion medal

\$500



Computer backpack, sweatshirt-fabric beach tote or portable picnic blanket

\$750



Quarter-zip pullover**, hoodie or potluck casserole tote AND Grand Champion heathered T-shirt*

\$1,000



Bamboo quarter-zip pullover**, Bluetooth speaker or disc slam

\$1,500



Nike half-zip jacket**, Targus Urban Explorer backpack or portable propane grill AND Elite Grand Champion quarter-zip pullover*

\$2,500



Eddie Bauer jacket** or giant tumble tower game

\$5,000



North Face Thermoball jacket** or Apple AirPods

\$7,500



Cornhole lawn game or Vitamix blender

\$10,000

*Individuals who reach the fundraising minimums for the participant T-shirt, Champion medal, Grand Champion T-shirt and Elite Grand Champion pullover will receive these items in addition to their selected incentive prize.

** Available in men's and women's styles.

Visit your Participant Center at alz.org/walk for fundraising tools, tips and ideas.

Gifts are not cumulative; only one item is awarded to each fundraiser. Fundraiser may select one item at or below the level achieved.

Redemption certificates will be sent via email post-event. Contact your staff partner for the fundraising deadline.

Need help with your certificate order or redeeming your certificate? Please call 855.462.7263 or email ALZ.incentives@halo.com.



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.

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



Raise \$100* to earn the official 2019 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 them — 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, Instagram or LinkedIn.



Visit alz.org/walkmatch to find out if your workplace matches charitable gifts.

Every dollar makes a difference, advancing the care, support and research efforts of the Alzheimer's Association®.

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





BE A FUNDRAISING CHAMPION.

The Walk to End Alzheimer's® Champions Club recognizes and rewards participants who reach special fundraising milestones. These individuals are leading the way in the fight against Alzheimer's — and you can too! Make a difference in the lives of those facing the disease today and in the future by raising funds to advance the critical care, support and research efforts of the Alzheimer's Association®.

All Champions Club members receive:

- Official event T-shirt.
- Fundraising badge on your personal fundraising webpage.
- Personalized thank-you certificate.
- Recognition on your local Walk website.
- Grand Champions and Elite Grand Champions receive additional rewards and recognition.



CHAMPIONS

Become a Champion by raising at least **\$500** and you'll receive a commemorative medal for your accomplishment. But this is just the beginning: channel your momentum to reach new ranks within the club.



GRAND CHAMPIONS

When you raise at least **\$1,000**, you'll earn the title of Grand Champion and the exclusive fundraising status that comes along with it. You'll also receive a special lightweight, heathered T-shirt to show off your success.



ELITE GRAND CHAMPIONS

Once you've raised **\$2,500**, you'll be in the company of greatness as an Elite Grand Champion. As part of this esteemed group of fundraisers, you'll earn a one-of-a-kind quarter-zip pullover and the glory of being one of the best.

Have questions? Learn more at alz.org/championsclub.



How to create a Walk to End Alzheimer's Facebook Fundraiser

Registered Walk to End Alzheimer's® participants can now log in to their Participant Center on alz.org/walk and set up a Facebook Fundraiser. All donations received through Facebook will be credited to their individual fundraising webpage.

What are the benefits of a Facebook Fundraiser?

- **Quick.** Your Facebook friends can donate on the spot.
- **Easy.** With just a few clicks, you can invite friends to support your efforts.
- **Motivational.** Your friends will see updates about your progress and which of their friends are donating.
- **Far-reaching.** Your donors are encouraged to invite and share your fundraiser with their friends, which means you could receive donations from people you don't know who were moved by your story!

How does it work?

- You must be a registered participant in order to create a Walk Facebook Fundraiser. Once registered, visit alz.org/walk and log in with your username and password, then click "Participant Center."
- On the dashboard, click the "Connect Fundraiser to Facebook" option (also accessible from the "My Page" and "Social Media" sections). You'll be prompted to log into Facebook with your account credentials, or, if you're already logged in, confirm you're connecting the correct account.
- You'll be asked to install the Alzheimer's Association® Facebook app (if you haven't already done so) and grant permission for the app to access your Facebook Fundraiser pages. Once the app has been installed and permissions granted, your Facebook Fundraiser will be automatically created using the personal story, photo and goal from your Walk fundraising page.

For more details and instructions, watch this [video](#) and check out our [Facebook Fundraiser FAQ](#).



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.*

TEAM CAPTAIN GOAL-SETTING WORKSHEET



Team Captains who set goals for their team are three times more successful in raising awareness and funds to support the Alzheimer's Association® than those who don't. Complete this worksheet to set your goals and track your progress toward success. Returning Team Captains, include last year's totals for each category to help set your sights for this year!

WALK TO END ALZHEIMER'S® TEAM GOALS



TEAM CAPTAIN

As Team Captain, it's important you lead by example. Make a self-donation to start your fundraising and embrace ideas that are easy, fun and increase involvement.

This year _____

Last year _____



TEAM MEMBERS

Recruit at least 10 people to join your team and fundraise (be sure they register so all fundraising is tracked appropriately). Check out tips on how to recruit team members in the pages that follow.

This year _____

Last year _____



\$100* FUNDRAISERS

Every team member who raises at least \$100* will earn the official Walk to End Alzheimer's T-shirt. Encourage your team to check out the Participant Center at alz.org/walk for fundraising ideas and tips.

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

This year _____

Last year _____



CHAMPIONS

The Champions Club recognizes and rewards participants who reach fundraising milestones of \$500, \$1,000 and \$2,500. Set a goal for how many team members will hit these milestones — be sure to include yourself!

This year _____

Last year _____



FUNDRAISING EVENTS

Fundraising events are a great way to collect donations, inspire others and bond with your team members. Download the A-Z Fundraising Ideas from your Participant Center to get inspired!

This year _____

Last year _____



TEAM FUNDRAISING

Aim high! The average Walk team raises \$1,100.

This year _____

Last year _____

GET INSPIRED TO FUNDRAISE ALL YEAR.

Plan ahead! Brainstorm fundraising ideas that your team can do each month. Being organized goes a long way in helping you achieve your fundraising goal!

And remember, every dollar you raise helps advance the care, support and research efforts of the Alzheimer's Association.



JANUARY

IDEA: Pick a day to run errands for others in exchange for donations.

OUR PLAN:



FEBRUARY

IDEA: Host and charge admission for a wine-tasting party with donated wine, cheese and chocolate.

OUR PLAN:



MARCH

IDEA: Organize a March Madness bracket challenge to benefit Walk to End Alzheimer's.

OUR PLAN:



APRIL

IDEA: Raise funds by asking co-workers to pay \$5 to wear jeans or other casual wear to work for a day — or \$20 for a weekly pass.

OUR PLAN:



MAY

IDEA: Collect donated items and coordinate a garage sale.

OUR PLAN:



JUNE

IDEA: Host and charge admission for a trivia night at a local restaurant, mixing in questions about Alzheimer's disease.

OUR PLAN:



JULY

IDEA: Beat the heat and host a lemonade stand at a community event.

OUR PLAN:



AUGUST

IDEA: Host an office olympics. Charge an entry fee to participate in events like a typing competition.

OUR PLAN:



SEPTEMBER

IDEA: Auction off a special lunch with your company's CEO or a local celebrity.

OUR PLAN:



OCTOBER

IDEA: Host a haunted house. Charge admission and sell spooky snacks.

OUR PLAN:



NOVEMBER

IDEA: Organize a bake sale with tasty fall treats.

OUR PLAN:



DECEMBER

IDEA: Host a holiday sweater contest at your office. Ask co-workers to vote (\$1 = one vote) for the tackiest sweater.

OUR PLAN:

TEAM CAPTAIN CHECKLIST

- _____ Create a list of potential teammates to join your Walk team. Set a goal of the amount of team members you'd like to recruit!
- _____ Personalize your team and personal webpages with a photo or video and share your story. In addition, create a friendly URL for both pages to make sharing easy!
- _____ Use your social networks to encourage team membership from Facebook friends or Twitter and Instagram followers. This is a great place to share your friendly URL.
- _____ Include your friendly URL in your email signature to create more opportunities for others to join your team and donate.
- _____ Set an example and make a self-donation!
- _____ Take advantage of the Participant Center and the great tools it has to offer.
- _____ Contact your Walk Manager to order free fundraising tools.
- _____ Read your Chapter e-newsletters and share information or details with your team.
- _____ Keep all team members aware of, and working toward, deadlines for various challenges and opportunities.
- _____ Ask every donor to leverage the power of Matching Gift programs and remind your teammates to do the same.
- _____ Consider creating a fun team t-shirt for Walk day that incorporates your reason for Walking!



Remember you can always contact our Walk Team for any additional assistance.