Dear Team Captain,

Thank you for your commitment to the Alzheimer’s Association Walk to End Alzheimer’s®. We are incredibly grateful for our network of dedicated participants and volunteers who remain relentless in their fight against Alzheimer’s disease.

As the coronavirus (COVID-19) pandemic continues to impact communities across the country, we wanted to assure you that the Alzheimer’s Association® is here for you. Our free 24/7 Helpline (800.272.3900) is available wherever and whenever you need information or support. Our website, alz.org®, contains tips for caregivers during the COVID-19 outbreak, as well as resources for all those facing Alzheimer’s. We also offer ALZConnected® (alzconnected.org), a free online community for caregivers and individuals living with the disease.

The Alzheimer’s Association believes no one should face the disease alone — especially during difficult times like these. Thanks to supporters like you, the Association is able to provide critical programs and services to the millions of Americans facing Alzheimer’s while continuing to advance critical global research. Your sustained commitment to our mission is more important than ever in order to maintain these efforts.

Raising funds and awareness for Walk to End Alzheimer’s will, no doubt, look a bit different during this period of social distancing and quarantine. Some of the tips and tools in the enclosed Team Captain Kit may not be feasible right now, but there is still so much that can be done! Here are some creative ways you and your teammates can fundraise from home.

- **Film yourself doing an activity**, such as working out or baking. Send it out to your friends and family or post it on social media along with a fundraising ask — you can even challenge others to a friendly competition.
- **Go live on social media** to announce your fundraising goals and activities.
- **Ask for donations based on how long you can do something** — such as wall sits, planks or jumping jacks — or how much of something you can complete, like books read or flights of stairs climbed.
- **Launch a Facebook Fundraiser** through your Participant Center.
- **Use your skills to virtually teach your friends**. Are you skilled at yoga? How about cooking? Host a live-streamed class and ask for a $10 donation.
- **Knit scarves, paint flowers or make candles in your downtime**. Auction the goods online or stock up now for a future in-person sale.
- **Create personalized videos thanking your donors**. Share and tag them on social media.
- **Write thank-you cards**. If you have little ones around, ask them to help you — nothing brings joy like a handmade card from a child!

Please know that our top priorities are the health and safety of our participants, volunteers and staff. We are closely monitoring developments related to COVID-19. Currently, Walk to End Alzheimer’s events are moving forward as planned. Updates will be provided in the months leading up to each event as CDC guidelines and recommendations evolve. In the meantime, stay connected with us by visiting alz.org/walk and following us on Facebook at @actionalz and Instagram and Twitter at @alzassociation.

Thank you for helping advance the fight against Alzheimer’s — no matter what.

Sincerely,

**Donna McCullough**
Chief Field and Development Officer
Alzheimer’s Association
Dear Team Captain,

The Alzheimer’s Association Walk to End Alzheimer’s® is the world’s largest event to raise awareness and funds for Alzheimer’s care, support and research. The success of Walk 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, and we’re here to help every step of the way.

In this kit, you’ll find everything you need to get started, including:

• A worksheet to help you set goals and track your team’s progress.
• Tips for recruiting co-workers and building your team.
• Fun and easy fundraiser ideas to inspire you and motivate your teammates.
• Information on matching gifts.
• Details of our 2020 incentive program.

To ensure your success, we also have a wealth of tools and resources available to you through your online Participant Center at alz.org/walk. Log in today to access:

• Additional team member recruitment ideas and tools for successful team building.
• Tools to help you host fundraisers at work and in the community, like a Casual for a Cause day in your office, a Dine and Donate night at a local restaurant or a point-of-purchase flower pin-up display at your gym.
• Email templates to help you and your team recruit, fundraise and thank your donors.
• Online tools and social media resources to help you spread the word and raise funds.
• And more!

THANK YOU FOR TAKING ON THIS IMPORTANT ROLE!
1 BUILD YOUR TEAM.

Invite others to join you in advancing the fight against Alzheimer’s disease. 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, including photos and your team’s reason to end Alzheimer’s.
- **Set a participant goal.** Determine a goal for your team size and brainstorm a list of potential teammates.
- **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 and help build excitement about participating in Walk.
- **Engage in friendly competition.** Challenge another Team Captain to see who can recruit more team members.

Don’t forget virtual participants. Invite people from across the country to join or support your team, even if they can’t make it in person on Walk day.

Socialize. Recruit teammates through social media. Share updates about your efforts on Facebook, Twitter, Instagram and LinkedIn — right from your Participant Center.

Forward to a friend. Encourage your teammates to forward a recruitment email to their contacts.

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

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.** Share fundraising tips with your teammates and be prepared to offer help and suggestions to those who have a hard time asking for donations.
- **Plan a team fundraiser.** Organize an event to encourage team bonding and raise funds. See next page for ideas.
- **Promote the 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.
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.

### Ideas to guide your fundraising efforts:

**Set a goal together.** Plan a dinner, coffee break or happy hour to determine your team fundraising goal and what each person will aim to raise. We encourage participants to raise at least $150.

**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 fundraise on the go.

**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, or 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](http://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 [alzwalkMANH.org](http://alzwalkMANH.org) 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](http://alz.org/walkmatch) or talk with your human resources department.
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 $150 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.

“Ever since my mom passed away eight years ago, our family has participated in Walk to End Alzheimer’s to honor her. We won’t stop until Alzheimer’s is stopped.”

-Sylvia F., Team Captain
10 TIPS FOR RECRUITING CO-WORKERS

Co-workers make great additions to your Alzheimer’s Association Walk to End Alzheimer’s® team! Here are 10 tips to get your colleagues on board.

1. **Start early.** Begin recruiting right after you register your team. The sooner you build your team, the more time you’ll have to raise awareness and funds.

2. **Speak at a company or team meeting.** Sharing your reason to end Alzheimer’s may motivate others to get involved.

3. **Post information in your workspace and around the office.** Print fast fact flyers and posters from your Participant Center (alz.org/walk) and hang them in break rooms and other common areas. Don’t forget to include your contact information or a link to your team page.

4. **Include a blurb in your company newsletter.** Share a brief story that explains your connection to Alzheimer’s and lets others know how they can join your Walk team.

5. **Ask your manager or CEO to send an email on your behalf.** Draft the email you’d like sent and invite him or her to include a personal story if they have one.

6. **Offer incentives.** Encourage colleagues to sign up by offering small prizes to the first people who register for your team.

7. **Get the word out.** Let your co-workers know you’re looking for team members and ask them to help spread the word. They may know someone in another department who would like to participate.

8. **Set up a table during lunch.** Attract attention to your table by offering candy or baked goods. Strike up a conversation about Walk and the Alzheimer’s cause with those that stop by. Have copies of your Walk marketing materials on hand.

9. **Get moving.** Take group walks during breaks as a way to bond with team members. Invite other co-workers to join you so they can learn more about Walk.

10. **Make it fun.** Give your co-workers regular updates on fundraising milestones. Those who haven’t signed up for your team will see how much success and fun your team is having and may be inspired to join.

Visit [alz.org/walk](http://alz.org/walk) and log into your Participant Center for more recruitment tips.
FUNDRAISING TIPS & TRICKS

Choose any of these "fun"-raising activities or create your own to help your team make an impact in the fight against Alzheimer's!

**Make an Event Out of It!**
- Fashion Show
- Golf Tournament
- Group Yard Sale
- Karaoke
- Paint Night
- Silent Auction
- Tricycle Relay
- Bingo
- Bowling
- Comedy/Improv Show
- Cornhole Tournament
- Host a Dunk Tank

**Purchase for a Purpose!**
- Calendar Raffles
- Handmade Item Sales (bracelets, purple ribbon, pins, etc)
- Plant/Seed Sale
- Point of Purchase Sale
- Superbowl Squares
- March Madness Brackets

**Eat & Drink for the Walk to End Alzheimer's!**
- Bagel Breakfasts
- Cigar and Whiskey Dinner
- Ice Cream Social
- Lemonade or Hot Cocoa Stand
- Mystery Wine Tastings
- Pancake Breakfast
- Progressive Dinners
- Restaurant Give-Back Nights
- Pennies and Pounds Dinner
FUNDRAISING TIPS & TRICKS PART 2

Choose any of these "fun"-raising activities or create your own to help your team make an impact in the fight against Alzheimer's!

**Bring it to Work!**

- **Casual for a Cause**- Dress down days
- **Penny Wars**- Good for offices, departments, school classrooms, etc. Set out jars and collect pennies, silver coins/dollars will deduct points from your total and whoever has the most total points wins
- **Raffle** a Reserved Parking Spot
- **Raffle or Incentive** for top fundraiser on corporate team to get a day off of work

**Other Ways to Raise Funds for The Walk to End Alzheimer's**

- Book swaps at local grocery store
- Dying a strand of hair purple for ABAM
- Incentive fundraising- Raise X amount between date and date and be entered to win

Not seeing what you need or have additional questions please contact your staff partner for a 1:1 fundraising coaching session!
Thank you for joining the fight against Alzheimer’s! You’ve taken the first important step by signing up for Walk to End Alzheimer’s®. Now it’s time to start working toward your fundraising goal! Every dollar you raise will help enhance care and support programs and advance research toward methods of treatment, prevention and, ultimately, a cure.

Here are some fundraising tips to help you get started:

**Set a goal.** A goal gives you something to reach for while fundraising. You can measure your progress against this amount. If you reach the goal, you can always raise it and work toward a new target.

**Share your story.** Your reason for participating in Walk is personal and your fundraising should be, too. Participants who include a photo and story about why they walk on their personal fundraising page raise three times as much as those who do not.

**Lead the way.** Kick off your fundraising with a self-donation. A self-donor badge will be prominently displayed on your personal page for all to see your commitment to the cause.

**Email, email, email.** On average, one in five fundraising emails will result in a donation. The more emails you send, the better your odds for receiving a donation. Use one of the pre-written emails available in your online Participant Center or draft your own.

**Get social.** Share your story — your reason to end Alzheimer’s — on Facebook, Twitter, LinkedIn and other social networks in order to maximize your fundraising reach. Set up a Facebook Fundraiser so that all donations received through Facebook will credit to your personal fundraising page.

**Take it offline.** Those who raise funds both online and offline raise three times more than those who fundraise just one way. Have a bake sale, make a phone call or start a conversation while at a community event.

Visit [alz.org/walk](http://alz.org/walk) and log in to your Participant Center for more fundraising tips and tools.
HOW TO RAISE $500 OR MORE IN 10 DAYS.

- **DAY 1**: Make a $25 self-donation.
- **DAY 2**: Ask two family members to donate $25 each.
- **DAY 3**: Ask five friends to contribute $20 each.
- **DAY 4**: Ask five co-workers to give $10 each.
- **DAY 5**: Ask five neighbors to donate $10 each.
- **DAY 6**: Ask five people from your place of worship or gym to each make a $10 donation.
- **DAY 7**: Ask your place of employment for a company contribution of $50, or to match the total you raise, dollar for dollar.
- **DAY 8**: Set up a Facebook Fundraiser with the goal of raising $50 or more from friends in your network.
- **DAY 9**: Ask three businesses you frequent (e.g., hair salon, dry cleaner, favorite restaurant) to contribute $15.
- **DAY 10**: Hold a team fundraiser, like a car wash, bake sale or raffle, and ask your team to donate the first $30. See how much you can raise beyond that to help you exceed your goal!

Visit [alz.org/walk](http://alz.org/walk) and log in to your Participant Center for more fundraising tips and tools.
### Year-round fundraising ideas and planning

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<tr>
<th>Month</th>
<th>Idea</th>
<th>Our Plan</th>
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<tbody>
<tr>
<td>January</td>
<td>Idea: Pick a day to run errands for others in exchange for donations.</td>
<td>Our Plan:</td>
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<tr>
<td>February</td>
<td>Idea: Host and charge admission for a wine-tasting party with donated wine, cheese, and chocolate.</td>
<td>Our Plan:</td>
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<td>March</td>
<td>Idea: Organize a March Madness bracket challenge to benefit Walk to End Alzheimer’s.</td>
<td>Our Plan:</td>
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<td>April</td>
<td>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.</td>
<td>Our Plan:</td>
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<tr>
<td>May</td>
<td>Idea: Collect donated items and coordinate a garage sale.</td>
<td>Our Plan:</td>
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<td>June</td>
<td>Idea: Host and charge admission for a trivia night at a local restaurant, mixing in questions about Alzheimer’s disease.</td>
<td>Our Plan:</td>
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<td>July</td>
<td>Idea: Beat the heat and host a lemonade stand at a community event.</td>
<td>Our Plan:</td>
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<td>August</td>
<td>Idea: Host an office Olympics. Charge an entry fee to participate in events like a typing competition.</td>
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<td>September</td>
<td>Idea: Auction off a special lunch with your company’s CEO or a local celebrity.</td>
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<td>October</td>
<td>Idea: Host a haunted house. Charge admission and sell spooky snacks.</td>
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<td>November</td>
<td>Idea: Organize a bake sale with tasty fall treats.</td>
<td>Our Plan:</td>
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<td>December</td>
<td>Idea: Host a holiday sweater contest at your office. Ask co-workers to vote ($1 = one vote) for the tackiest sweater.</td>
<td>Our Plan:</td>
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“I’ve had a lot of success fundraising with social activities, having people come out and enjoy each other’s company while raising money for the Alzheimer’s Association.”

-Kristen B.
Team Captain and Grand Champion

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**OUR PROGRESS**

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<thead>
<tr>
<th>Month</th>
<th>Goal</th>
<th>Our Progress</th>
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Be sure to check your local laws before implementing fundraisers to ensure your event does not violate any state gambling laws. Check with the appropriate authorities at your company if you plan to hold a fundraiser in your office.
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**

**#1 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 _____________

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 _____________

Every team member who raises at least $150 will earn the official Walk to End Alzheimer’s T-shirt. Encourage your team to check out the Participant Center at [alzwalkMANH.org](http://alzwalkMANH.org) for fundraising ideas and tips.

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 “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 _____________

**$150 FUNDRAISERS**


Think about the people you interact with regularly and ask them to join you in the fight against Alzheimer’s. Using the sphere of influence as a guide, write down the names of people you know from each category. You’ll quickly have a list of people you can ask to join you as team members and/or donors!
ALZHEIMER’S DISEASE IS RELENTLESS. SO ARE WE.

TEAM ____________________________

TEAM MEMBERS RECRUITED

$150 FUNDRAISERS

CHAMPIONS CLUB MEMBERS

FUNDS RAISED

Goal: 

Goal: 

Goal: 

Goal: $
Many employers sponsor matching gift programs and will provide matching charitable contributions for donations made by their employees. Some employers also provide volunteer grants for employee service hours.

A matching gift is an easy way to double your donation to the Alzheimer’s Association®, making an even bigger impact on the fight against Alzheimer’s disease.

1. Visit [alz.org/walkmatch](http://alz.org/walkmatch) and search for your company.

2. If your company participates, enter your contact information to receive an email with application instructions from Amply, our matching gift partner.

3. Once a matching gift is received and processed by the Alzheimer’s Association, the donation will be credited to the specified Walk participant, team or event.

4. Feel confident knowing that your gift to the Alzheimer’s Association is going twice as far to advance Alzheimer’s care, support and research.

See reverse for a sampling of companies that match donations to the Alzheimer’s Association. Visit [alz.org/walkmatch](http://alz.org/walkmatch) or contact your human resources department to learn more.
While the following companies match employee donations to the Association, matching gift programs are subject to change. Check with your human resources department for the most up-to-date information.

21st Century Fox
3M
Apple
ARAMARK
Bank of America
Berkshire Hathaway
Best Buy
BlackRock
Boeing
Charles Schwab
Chevron
CIGNA
Cisco Systems
Citizens Bank
Clorox
Coca-Cola
Columbia Sportswear
Corning
Costco
CVS
Dell
Deluxe
Duke Energy
eBay
Estee Lauder
Exelon
Fannie Mae
Gap
GEICO
General Mills
General Motors
Genworth Financial
Goldman Sachs
Google
Grainger
Hershey
Hess
Home Depot
HPE Hewlett Packard
HSBC
Humana
Intel
Intuit
J.P. Morgan Chase
Johnson & Johnson
Kaiser Permanente
Kate Spade & Company
Kimberly-Clark
Kindred Healthcare
Kohls
Land O’Lakes
Leo Burnett
Levi Strauss & Co.
LinkedIn
Macy’s
MassMutual Financial Group
MasterCard
Mattel
McDonald’s
Mercedes-Benz
Merck
Microsoft
Mitsubishi
Mondelez
Morgan Stanley
Morningstar
Motorola Solutions
National Football League
Neiman Marcus
Netflix
Nike
Nordstrom
Northern Trust Company
PayPal
PepsiCo
Pfizer
Phillips 66
Progressive
Prudential Financial
Qualcomm
Quest Diagnostics
QVC
Salesforce
Sephora
Shell Oil
Sherwin Williams
Stanley Black & Decker
Starbucks
State Farm Insurance
Subaru of America
Thomson Reuters
Thrivent Financial
Tiffany and Company
T-Mobile
TOYOTA
Turner Broadcasting System
U.S. Bank
United Airlines
UnitedHealth Group
Verizon Communications
VISA
Voya Financial
Walt Disney
Wayfair LLC
Williams-Sonoma
Yum Brands

Visit [alz.org/walkmatch](http://alz.org/walkmatch) to search for your company. For more information about matching gifts, contact corporateinitiatives@alz.org.
During this time of social-distancing, fundraising to #endalz presents an opportunity for your community to join together virtually, while physically apart. Take your party, run, or golf outing virtual. Lead with why you are participating, pick a virtual fundraiser, follow best practices, utilize fundraising technology and achieve your fundraising goals.

**Best Practices**

- **Lead with why.** People are motivated by your story and the impact Alzheimer's and all other dementia has on families and the economy. Share the [2020 Alzheimer’s Disease Facts and Figures video](#) online.
- **Ask everyone to participate and donate.** People donate because they are asked. With a virtual fundraiser, you have the opportunity to engage with a wider audience.
- **Think outside the box.** Be comfortable with trying something new and exciting to honor your loved one.
- **Update your fundraising page.** Share why you participate and add a photo of the person you’re honoring.
- **Create a custom link to your fundraising page.** Share on social media, in emails, in text messages, on LinkedIn, etc. to take donors right to your fundraising page to make a donation.
- **Launch your Facebook Fundraiser.** Start a Facebook Fundraiser from your Participant Center. Use the [Facebook Fundraiser how-to video](#) to get started.
- **Use the Mobile App.** Install the Mobile App so you can manage your fundraiser with ease.
- **Utilize fundraising technology.** Use video platforms to create a virtual event and customizable tools provided in this guide.

**Virtual Fundraising Ideas**

- **Boardgame-a-thon.** Ask your network and their families to play board games for an extended period of time. Ask for donation bets on who will win. You can even set up online board games with friends at [Tabletopia.com](#).
- **Concert or karaoke.** Offer to sing songs live on Facebook or Instagram - take requests in exchange for a donation. Play the [Alzheimer's Association Musical Moments](#) as people log on.
- **Cooking lesson.** Share a video of yourself making one of your favorite recipes. Let others know why this recipe is special to you and include an ask for support. Create and share a digital cookbook in exchange for a donation.
- **Dance class.** The Jitterbug of the 1930s, the Hand Jive from the movie Grease, the Floss and everything in between. Teach the moves, share why you are motivated to fundraise and ask for donations.
- **Demo class.** Use your skills to virtually teach your friends. Are you skilled at yoga? Drawing? Sewing? Host a virtual class and ask for a donation to participate.
- **Facebook Fundraiser.** Launch a [Facebook Fundraiser](#) through your Participant Center. Use Facebook Live from your Facebook Fundraiser to share your story or activity and invite others to give.
- **Group marathon.** Ask 26 of your friends to join your team, run a mile, and raise $100 to help #endalz.
**Harry Potter trivia night.** Ask for a donation to participate. Decorate your home, invite participants to dress up and give an award for the best costume. Set up a group trivia competition using Crowdpurr.

**Letter writing campaign.** A handwritten note will go a long way. Share why you are participating and ask for a donation. Get the kids involved and have them draw pictures or add notes as well.

**Makeup or nail painting tutorial.** Great for kids and adults. Use your cosmetology or manicure skills to virtually teach your family, friends and neighbors. Host a virtual class and ask for a donation to participate.

**Movie night.** Use Netflix Watch Party or any video system, invite friends to watch a movie with you and donate what they would usually spend at the theatre. Add a theme - 80’s movies, old Westerns, or Musicals - dress up accordingly. Add a movie trivia competition using Crowdpurr. You could even mail a bag of popcorn to get people excited!

**One-day flash fundraiser.** Think one-day flash sale, translated to fundraising. Send emails, texts, post updates on the hour and go live. Share your story and ask for donations during your 24 hours. Don’t forget to build up the excitement by promoting it in advance.

**Puzzle with me.** Invite your virtual community to assemble puzzles. Ask participants to post photos, share the number of pieces, and make a donation. Set a puzzle piece goal, post updates and encourage donations.

**Rock, Paper, Scissors tournament.** Focus on creating a fun competition, lead with why you are participating, ask for donations and you will achieve your goals.

**Scavenger hunt (inside).** Households join as a team and donate to play. Each team is sent a small list of items to find in their home. The first team to find all of their items and provide video evidence wins! Encourage teams to challenge each other to find additional items and make bets to see if they can find them or not.

**Silent auction or virtual garage sale.** Auction items or sell using Facebook Marketplace or Instagram. Sell for an extended period of time and share why you are participating. Don’t forget to ask for donations alongside your sales.

**Text.** Text your network and ask them to donate by texting 2ENDALZ to 51555 and entering your name. Share your story and include a picture of who you are honoring.

**Unplanned staycation.** Have a fundraising staycation. Do an online tour of all the places you would have gone and make a self-donation in place of each location. Ask donors to sponsor an unseen site and ask trivia questions to help them guess the site.

**Wacky wager.** Livestream, using Facebook Live, YouTube, Twitch, or another platform. Ask your community to donate to keep singing, cleaning your house, etc. or for you to do something wacky in return. If five people donate $50 each, you’ll record yourself trying the latest dance move, dying your hair or singing a rival’s fight song.

**Workout challenge.** Ask for a donation for each exercise activity you can complete. Challenge others to complete more than you. Sit-ups, lunges, jump rope, bench press a kid, get creative or host a biggest loser challenge.
Technology to Support Virtual Fundraising

Technology makes fundraising easier and helps you connect with more people. If you need to, assign a family member or friend to be your tech expert. They can implement whatever you need from their own home.

Market your fundraiser

- Share on Facebook, Twitter, Instagram, and LinkedIn.
- Get kids involved to create short-form mobile videos on Tiktok.com and send out a digital invite.
- Try Evite.com or Punchbowl.com.
- Create awareness using the 2020 Alzheimer’s Association Facts and Figures video.

Select a video platform. Houseparty.com, Discordapp.com, Zoom.us, or Google Meet enables a group video experience. Utilize Youtube.com to share videos. Broadcast real-time video using Facebook Live.

Utilize technology for your specific fundraiser

- Bridgebase.com and trickstercards to play bridge with friends, solo, or host a tournament. You can even earn American Contract Bridge League masterpoints and support your local club.
- Play online board games or Uno with friends at Tabletopia.com or Letsplayuno.com.
- Watch movies and chat with your friends online using Netflixparty.com.
- Create a customizable live crowd trivia for free with crowdpurr.com.

Thank your donors. Send your appreciation with customizable eCards. Try www.smilebox.com or www.bluemountain.com. Show your thanks in a fun way by sending a personalized JibJab.com video. Give all donors a shout out on social media as well, this can help more donations come in from shared connections.
LET’S GET SOCIAL

SHARE YOUR STORY

The Walk to End Alzheimer’s website now allows participants registered for a Walk event to log in to their Participant Center and set up a ‘Facebook Fundraiser’ so that all donations received through Facebook will credit their fundraising page, and will be deposited directly to the Alzheimer’s Association and their local Walk campaign. Log into your Participant Center and click “Connect to Facebook” to get started.

CREATE VIDEOS

Videos are an engaging way to get your followers involved in the fight to #ENDALZ.

SHARE PHOTOS

Photos will add to your post. These photos can be of you, your loved one(s), or anything purple!

MAKE IT PERSONAL

Share how Alzheimer’s / dementia has affected you and your family. Let people know why you fight.

SHARE THE FACTS

Visit alz.org/facts for the latest Facts and Figures to share with your followers.

USE THE HASHTAGS

Use #ENDALZ and #Walk2EndAlz when sharing your story and photos on social media. You will be added to our beautiful online gallery and join an online community of people all fighting for the goal of a world without Alzheimer’s.

EXAMPLE POSTS

• Did you know that there are currently 5.8 million people in the US living with Alzheimer’s disease? Help me raise important awareness and funds in the fight against Alzheimer’s! Want to join my #Walk2EndALZ team? Check out my page! alzwalkMANH.org

• I advocate. I walk. I FIGHT. Join me as I raise important awareness and funds in the fight to #ENDALZ! Ask me how you can join my team, donate, and get involved with me! alzwalkMANH.org

FOLLOW OUR CHAPTER’S SOCIAL MEDIA PAGES AND BE SURE TO TAG US!

facebook.com/AlzheimerManh

@alzheimersmanh

@alzmanh

linkedin.com/company/alzheimersmanh
2020 Incentive Program

Register for a Walk to End Alzheimer’s® event in your area at alz.org/walk.

You must be a registered participant to earn incentive gifts.

2020 Walk to End Alzheimer’s participant T-shirt*
$150

Wheat straw box set, deluxe luggage tag or dry bag
$300

Canvas tote bag, stainless steel wine tumbler or dress socks AND Champion medal*
$500

Varsity T-shirt**, beanie and touch-screen gloves, or stainless steel tumbler
$750

Wood coasters, laptop sleeve or T-shirt hoodie AND Grand Champion heathered T-shirt**
$1,000

Sherpa blanket, full-zip hoodie** or laptop commuter backpack
$1,500

Travel backpack, performance jacket** or charging portfolio AND Elite Grand Champion half-zip pullover***
$2,500

Wrapsody wireless headphones or rain jacket**
$5,000

Ray-Ban Wayfarer sunglasses or carry-on suitcase with neck pillow and sleep mask
$7,500

Shark Robot vacuum or 4 In A Row lawn game
$10,000

*Qualifiers will receive Walk T-Shirt, Medal and Grand Champion T-Shirt at the event.
**Available in men’s and women’s styles.
***Elite Grand Champion half-zip pullovers will be mailed to qualifiers in the fall.

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.

Visit your Participant Center at alzwalkMANH.org 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 after the event. Contact your local chapter for the fundraising deadline.

Need help with your certificate order or redeeming your certificate? Call 855.462.7263 or email ALZ.incentives@halo.com.
**Forget-Me-Not**

Looking for an easy way to raise funds for your team? Each year, thousands of paper Forget-Me-Not flowers are sold in retail stores, offices and banks across the country. Team captains and members sell the flowers to patrons, friends or colleagues for a minimum of $1 per flower and display all of the flowers sold to create a community-driven visual display.

**“Casual for a Cause” Stickers**

Engage your workplace! Ask your human resources department or manager if you can host a “Casual for a Cause” day at your office to raise funds for your Walk to End Alzheimer’s team. In exchange for a donation your co-workers can dress down for a day! Stickers are free.

**Brochures, Posters, & Rackcards**

Raise awareness with brochures, posters, and one page rackcards. We’re always looking to raise awareness of Alzheimer’s disease and the Walk to End Alzheimer’s. Brochures, posters and rackcards are all great ways to get the word out about the walk in your community. Rackcards are a “save the date” style flyer that gives basic information on the Walk and are easy to hand out at community events and gatherings.

**Walk to End Alzheimer’s Wristbands & Buttons**

Show your commitment to the cause with our one-of-a-kind wristband and buttons. Use any of these materials in your fundraising efforts for the Walk to End Alzheimer's! Use them to promote the Walk and your effort to fight Alzheimer's disease.

*All these resources are available at no cost. Please utilize the Walk Materials Order Form enclosed in this package to order.*
2020 WALK MATERIALS ORDER FORM

Marketing Materials
- Chapter information brochures (#______) *
- Brochure stands (#______) **Holds 25 Brochures
- 24/7 Helpline business cards (#______) 
- Walk brochures (#______) *Available in June. Please mark your Walk location below.
- Walk buck slips (#______) * Available in June. Please mark your Walk location below.
- Walk posters 11 x 17 (#______) *Available in June. Please mark your Walk location below.

Fundraising Materials
- Walker money envelopes (#______) 
- Walk to End Alzheimer’s pins (#______) **Maximum of 75
- Forget-Me-Nots (#______) **Maximum of 100
- “Casual for a Cause” stickers (#______) 
- Walk to End Alzheimer’s Donation Box (#______) **Maximum of 3- Donation cans available per request
- Walk to End Alzheimer’s purple awareness wristbands (#______) **Maximum of 50
- Other ________________________________

*Please contact us for more information on foreign language materials.
** If you are hosting a fundraising event and need more than the maximum provided, please call or email our team at 617-868-6718 or alzwalkMANH@alz.org.
- If you run out of materials, please submit another Material Order Form
- Please visit shop.alz.org if you would like to purchase any items that are not provided by your local chapter

We would like a Walk to End Alzheimer’s representative to call and/or meet with our team.
Please check the walk in which your team is participating:

Adams, MA Foxborough, MA Manchester, NH
Andover, MA Holyoke, MA Plymouth, MA
Cambridge, MA Hyannis, MA Portsmouth, NH
Fall River, MA Keene, NH Worcester, MA

Send materials to:
Name___________________________ Team Name_______________________________
Address____________________________________________________________________
City___________________________ State__________ Zip____________________
Phone________________________ E-mail____________________________________

Or fill out our online Survey for Materials:
https://www.surveymonkey.com/r/2020WTEAmaterialorder

Please Scan and Email alzwalkMANH@alz.org
Fax to 617.868.6720 or mail to:
Alzheimer’s Association
309 Waverley Oaks Road, Suite 304
Waltham, MA 02452
Questions? Call 617.868.6718 or email us at alzwalkMANH@alz.org
Promise Garden Petal Stencil

We want to see why you Walk! Bring a photo of your loved one to your Walk and attach it to a Promise Garden flower!

Instructions:

1. Print out a photo of your loved one
2. Cut out the petal stencil on the right
3. Trace your photo using the petal stencil
   Remember that ONLY the portion of the photo INSIDE the stencil will fit on your flower
4. Cut out your photo

End result:

Remember to bring your photo on the day of the Walk!

For more information about the Walk to End Alzheimer's visit alzwalkMANH.org
2020 EARLY BIRD WALK SPONSORS

PLATINUM

Biogen

DIAMOND

Adams Community Bank

GOLD

Eisai

Brightview Senior Living
St. Anne’s Credit Union

SILVER

Cedarbrook Village at Ware
Mascoma Bank
Next Step Healthcare
Norwood Hospital

Office Gallery
Visiting Angels
Savings Bank of Walpole

BRONZE

AARP
All American at Wareham
Armbrook Village
Bane Care
C&S Wholesale Grocers
CareOne at Randolph
Center for Extended Care & Rehabilitation at Amherst
The Courtyard at Youville Place
D'Youville Life & Wellness Community
DeBruyckere Law Offices
Dedham Savings

Enclave of Franklin
Evolve at Rye
Feedom Credit Union
Harmony Homes
Hebrew SeniorLife
Hellenic Senior Living
Jack Conway & Co. Inc
Motion of Memory
Keefe Insurance Agency
Saint Anne’s Hospital
Seniors Helping Seniors
Southcoast Behavioral Health
Webster at Rye