

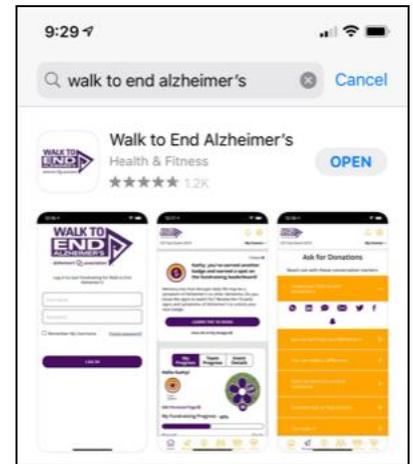
2021 Walk to End Alzheimer's Mobile App Guide

Thank you for participating in the Alzheimer's Association Walk to End Alzheimer's®! This guide will go over how to install and use the Walk to End Alzheimer's mobile app for the 2021 Fall season.

1. Get the app.

To get the Walk to End Alzheimer's mobile app, visit the iOS App Store or Google Play Store on your mobile device and search for "Walk to End Alzheimer's."

When you see the correct app, tap "Get" or "Open."



2. Open the app and log in.

Once the app is installed, tap the app icon to open the app. You'll be prompted to log in. Enter the username and password you used when you registered on the Walk to End Alzheimer's website.

Tap the "Remember my Username" box to auto-populate your username the next time you log in. Use the "Forgot password" link for help resetting your login.

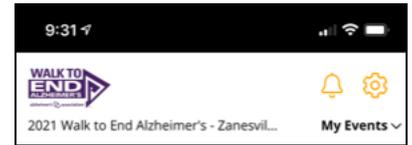
If you have a device with "Face ID" enabled, check the "Enable Face ID Login" box if you would like to bypass entering your username and password each time you open the app.

If you're not yet registered, tap "Register" and you'll be taken to the website to find your local Walk event and sign up.



3. Header and Footer

At the top of each screen, you will see a section with your Walk's event name. If you're registered for more than one Walk, you can tap the down arrow next to "My Events" to switch to another event. In the top right corner, the bell icon will alert you to any notifications you've received, and the gear icon will take you to your app settings.

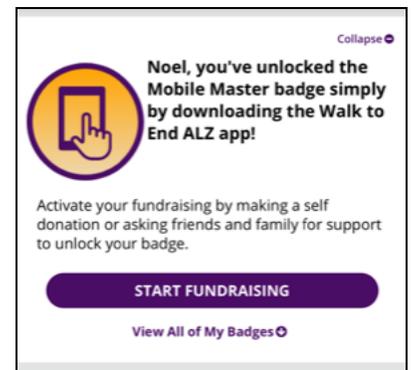


At the bottom of each screen is a navigation menu, which you can use to visit the different sections of the app. We'll explore each screen in the sections below.

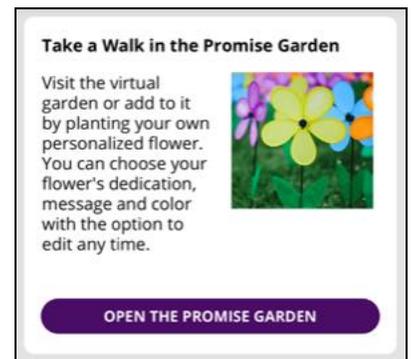


4. App Home Screen Tiles

Once you log in, you'll be on the app's "Home Screen." Scroll down this screen to see all of the options available to you. First, you'll see a section dedicated to earning badges. You will earn your Mobile Master badge by installing the app, and can earn additional badges by fundraising and/or taking the next action listed on the screen. Tap "View all of my badges" to see all of the badges you've earned.



Next you'll see an option to visit the Augmented Reality (AR) Promise Garden, where you can select a flower color, dedicate it to a loved one, and plant your flower in a virtual garden among others planted by those participating in your local Walk event. Tap "Open the Promise Garden" to get started.



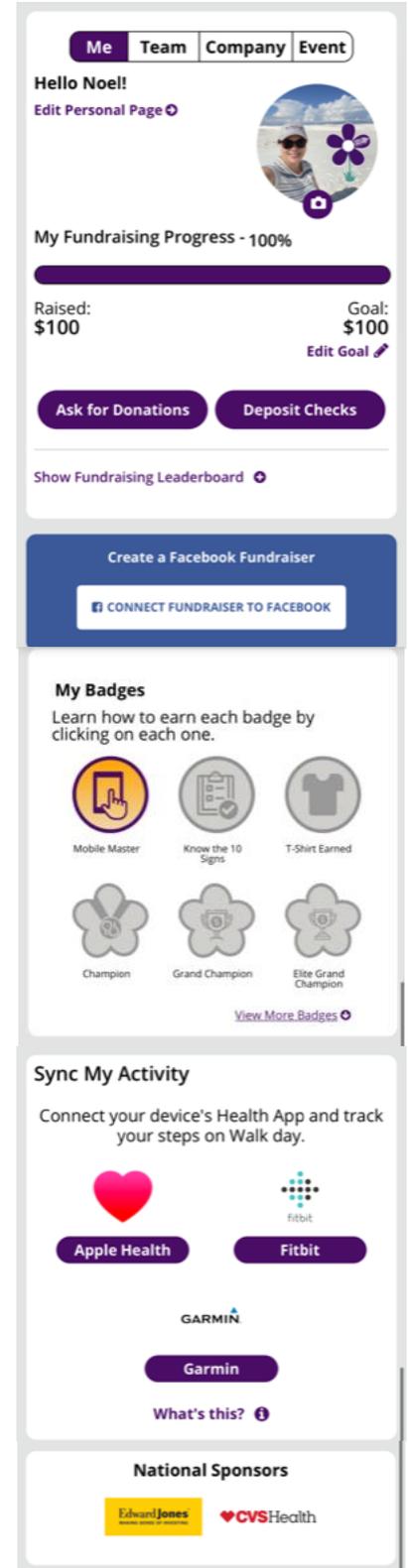
Next is a tile with your fundraising progress to goal. There are options to edit your goal, see the fundraising leaderboard, or go to the Messaging or Donations sections of the app. You can also toggle to see your Team's progress, Company's progress, and Event Details. Tap "Edit Personal Page" to update your page. Tap the camera icon to update your photo. You can take a photo or upload one from your device and use the options in the photo editor to add Walk stickers, frames, or filters!

Below that, you will see an option to create or manage a Facebook Fundraiser that will feed into your fundraising efforts for the Walk.

The "My Badges" tile will show all the badges you have earned (in gold and purple), and those you have left to earn (in light gray). These badges will align with the badges you earn in your online Participant Center on the website.

Next, you'll see the option to "Sync My Activity" which will allow you to track your distance on Walk day. You can connect to your device's health app (Apple Health or Google Fit), or connect to your FitBit or Garmin account. For more information for connecting to your activity tracker, go to the "Activity" section of this guide.

At the bottom of the screen, you'll see our Nationwide Presenting Sponsor logos, and you can tap each logo to learn more about them. Below that, you may also see sponsor logos for your local community Walk.



5. Send Messages

Tap the “Messages” (paper airplane) icon on the bottom navigation. On this screen, you can access pre-written, editable messages to help you fundraise, recruit others, and thank your donors.

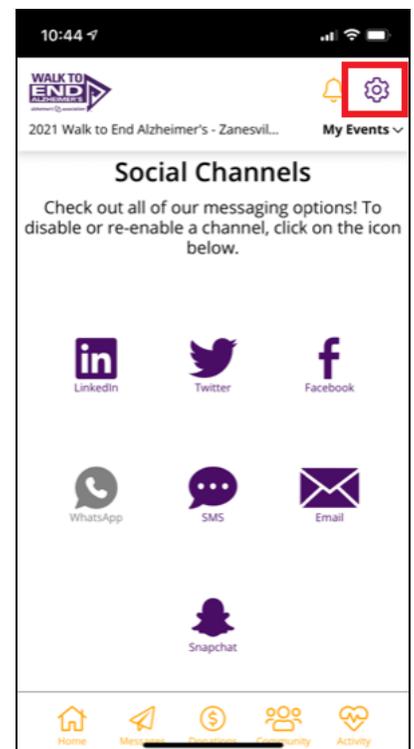
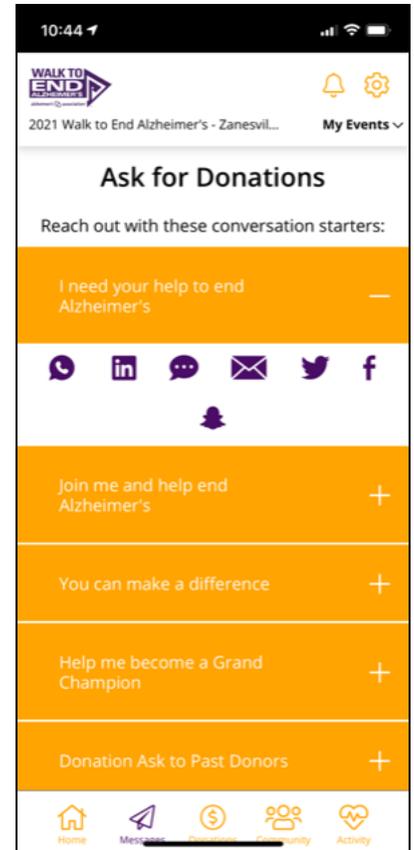
To send a message, tap the “+” icon next to the message title. You’ll see the different channels available to you to send that message. You can send messages via the following channels:



Selecting Text Message or Email will pull up your device’s native messaging apps, where you can edit and send messages to the contacts in your phone.

Whatsapp, Snapchat, LinkedIn, Twitter, and Facebook will require you to log in to your account on the selected platform, and will include a link to your personal fundraising page in your message or post.

If you do not see all of the messaging icons, or would like to see fewer icons, you can go to the “Settings” icon in the top right corner and go to “Social Channels” to add or remove options. Selected channels will appear in purple; unselected will appear in gray.



6. Donations

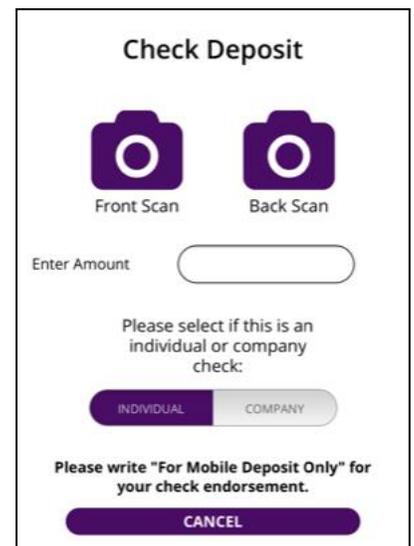
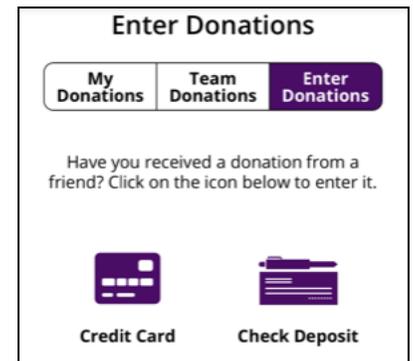
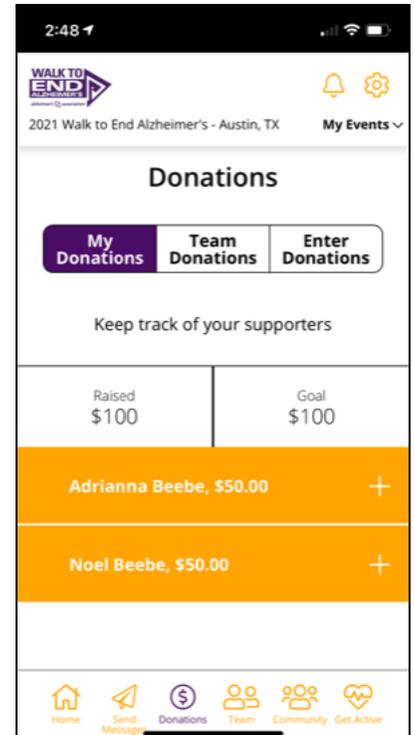
Tap “Donations” in the bottom navigation. You’ll see the following options here: My Donations, Team Donations (if you’re on a team), and Enter Donations.

The “My Donations” screen will show your total individual fundraising toward your goal, and each individual gift you’ve received will be listed below. You can click the “+” icon next to a donor to send them a “Thank You” message.

If you are on a team, the “Team Donations” screen will show any donations made directly to the team (not an individual member of the team).

The “Enter Donations” section will allow you to make an online credit card donation or deposit check donations you’ve received and add fundraising credit to your page. Tapping “Credit Card” will take you to the online donation form on the Walk to End Alzheimer’s website.

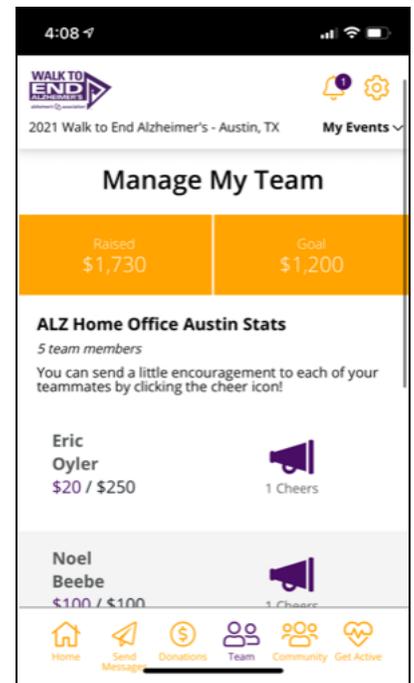
Tapping “Check Deposit” will initialize the Check Deposit option. To deposit a check, tap Front Scan and use the camera on your device to scan the front of the check. Tap Back Scan and scan the back of the check. The scans will appear on screen. Enter the donation amount. Leave “Individual” selected (in purple) unless the check is from a company. Then move to the next screen, confirm the donor information is correct, and submit. If you enter an email address for the donor, they will receive an emailed receipt immediately; if you do not enter an email address, a receipt will be mailed.



7. Team (for Team participants only)

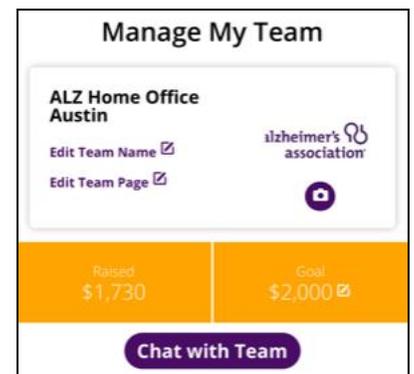
If you are participating on a team, you will see a “Team” option on the navigation. On the Team screen, you’ll see a roster of all members of your team and how much each team member had raised toward their fundraising goal.

You can tap the megaphone icon to cheer on other team members. They will see a notification appear in the top right when they receive a cheer.

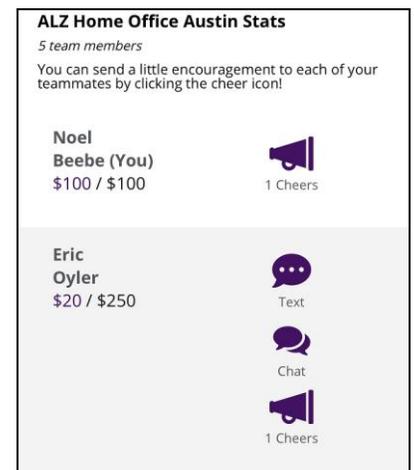


If you are a Team Captain, the Team screen will also allow you to update your Team Fundraising Page and photo, as well as your overall Team Fundraising Goal.

You can also tap “Chat with Team” to be taken to the Community screen to create a team-specific discussion thread.



Team Captains will also see options in the team roster to chat (in the community) or text message (if a valid mobile number has been provided) individual team members.



8. Community Discussions

You can visit the Community section of the app to communicate with member of your team, other participants in your local event, or other walkers nationwide.

You can filter the discussions you see by choosing a forum:

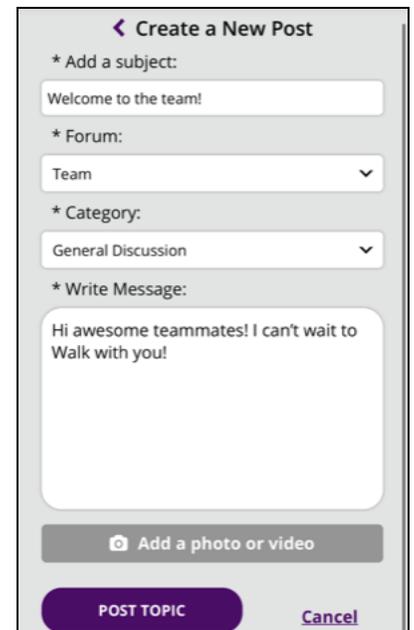
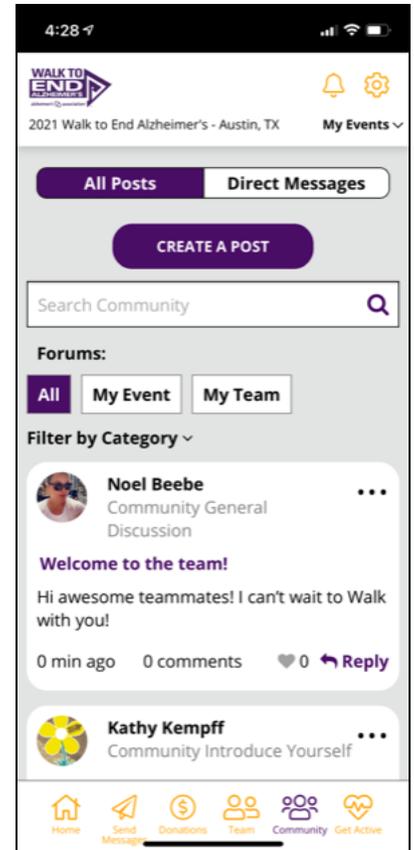
- All (nationwide)
- My Event (local community)
- My Team (just your team members)

You can also search for topics, view discussions, and 'like' or 'comment' on a discussion thread.

If you'd prefer to chat directly to another participant, tap Direct Messages to search for them and send a message.

To post a new discussion, tap "Create a Post."

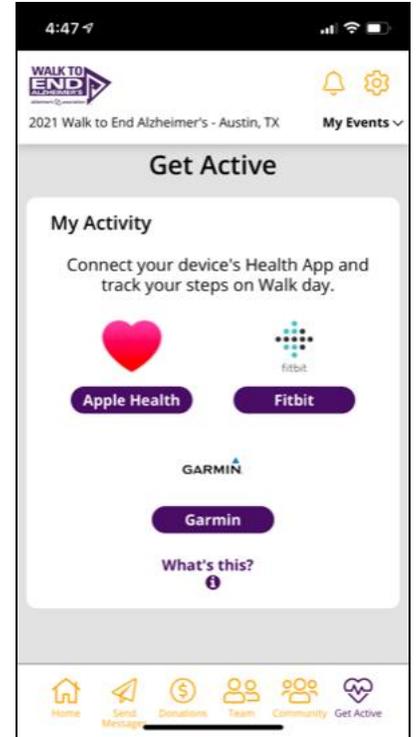
Provide a subject line, choose your forum (team, local event, or nationwide) and category, and write your message. You can also include a photo or video in your post, then tap "Post Topic."



9. Activity

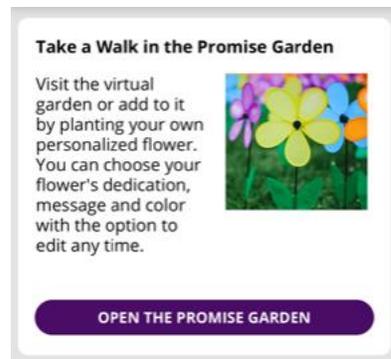
If you plan to Walk From Home, you can use Activity Tracking to set a distance and track your Walk. Prepare for Walk day by linking your Walk app to Apple Health (on Apple devices only), Google Fit (on Android), Fitbit, or Garmin. If prompted, log in to your account, and allow the Walk to End Alzheimer's app to track all activity categories. Once activity tracking is enabled, you will see a green "Start" button you can use to track your Walk.

Prior to Walk day, you can track your total miles walked over time. On Walk day, you can set a distance goal and track your Walk. Learn more about the Walk day experience below.



10. Walk Day – How to Walk From Home

When you log in to the app on Walk day, you'll see a special screen inviting you to watch the Opening and Promise Garden Ceremony.



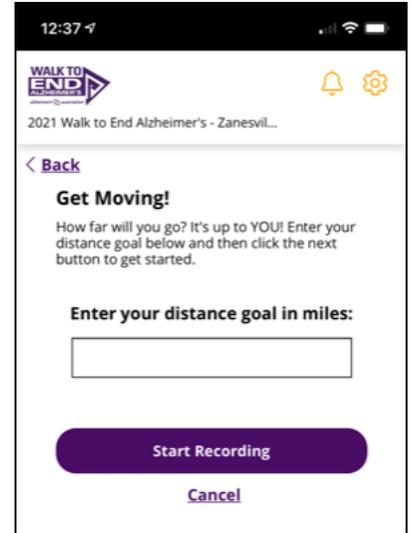
After viewing the ceremony, open the augmented reality Promise Garden to plant a flower for the person or people you're walking in honor of. You can tap on other flowers to see others' messages of dedication.



When you're ready to Walk, tap "Start Tracking" on the Home screen or the "Start" button on the Activity screen.

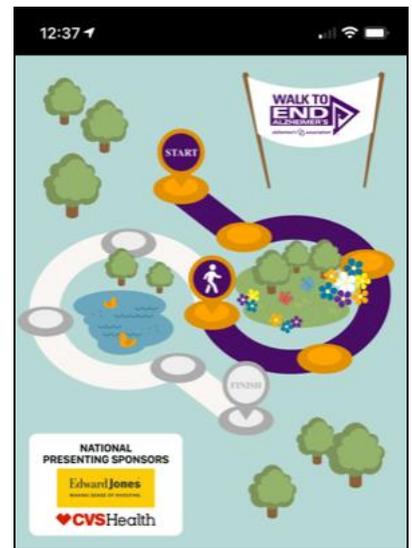


You'll be prompted to enter your distance goal in miles. Enter your goal and tap Start recording.



You'll see the virtual Walk path appear, and fill in as you hit milestones toward your goal.

Scroll down on this screen to access the Augmented Reality start line and listen to stories from Alzheimer's Association Celebrity Champions as you Walk.



When you're done, hand your phone to a friend to snap your photo in front of the augmented reality finish line to post on social media with the hashtags #EndALZ and #Walk2EndALZ. Then, tap the "Stop" icon to end your Walk.

