THINGS TO KNOW BEFORE YOU WALK!

Walk to End Alzheimer's
Washington, DC
October 9, 2021
The countdown to Walk day has begun!
This guide is full great information that will help you enjoy & maximize your Walk day experience.
Be sure to read through before Walk Day & call us with any lingering questions.

IN PERSON SCHEDULE OF EVENTS
8:00AM Event Opens
9:30AM Opening Ceremony
Walk to Follow.
Event Concludes at 12PM

IN PERSON EVENT DETAILS
Our in person walk experience will be held at the National Mall.

National Mall
12th & Jefferson Dr SW
Washington, DC

WALK FROM HOME DETAILS
You are welcome to join us in person, or walk in your local community!

- Be sure to download the Walk to End Alzheimer’s mobile app to maximize your walk from home experience.
- You will be able to watch an Opening Ceremony through the mobile app.
- Participate in our virtual reality Promise Garden on the mobile app by planting a flower of your choice & leaving a note.
- Be sure to share pictures of your walk from home experience with fanderson@alz.org

GET SOCIAL AND #WALK2ENDALZ
Whether you are walking from home or joining us in person, we hope you’ll share with us on social media! Be sure to use the hashtags #Walk2EndAlz and #ShowYourPurple when posting and tag our NCA social media accounts:

Facebook: Alzheimer’s Association National Capital Area
Instagram: ALZNCA
Twitter: ALZNCA

OFFICIAL WALK T-SHIRT
Have you raised $100 & earned your official Walk T-shirt?
As a reminder, any registered participant who raised $100 or more before 9/12 will receive their shirt via mail prior to walk day.

Haven’t raised $100 yet? Don’t worry! Shirts will continue to be mailed out through December to those who raise $100+.
TIPS & TRICKS

Here are some of our insider tips to help make sure you are making the most of your 2021 Walk experience, whether you are joining us in person or walking from home!

Promise Garden
Many thanks to this year’s Promise Garden sponsor, Riderwood Senior Living!

Get Social!
Share your selfies on Facebook and tag us. We want to see you walking!

Go Mobile!
Be sure to download the Walk to End Alzheimer's mobile app before walk day!

Covid Safety
We’re implementing safety protocols including physical distancing, contactless registration, hand sanitizing stations and more. Per CDC guidelines around crowded outdoor settings, we ask that all Walk attendees be vaccinated against COVID-19 or wear a mask when in an overcrowded area. Masks will be available on-site.

Pre-Register!
In order to limit contact & crowds on walk day, we highly encourage all team members to pre-register!

Thank you to our Strength Sponsor!

Earn your shirt!
Walkers who raise $100 earn their t-shirt. There’s still time to receive yours this year. All shirts are being mailed.

Lend Your Voice
Sign up to become an advocate and learn how lending your voice makes a difference - text AIMWALK to 52886.

Champions Club
Are you a Champions Club member? Snap a picture with your yard sign & let us give you a shout out!

Connect to Facebook!
Have you connected your fundraiser to Facebook via your participant center? Be sure to do so before walk day!

Celebrate!
You earned it! Walk Day is about coming together in honor of a common cause & creating a community of support.
LETS GET TO GOAL!

2021 WALKER PERKS!
EVERY WALKER THAT RAISES:

|$100
2021 commemorative t-shirt

|$500
Champion’s Club Medal & yard sign

|$1,000
Grand Champion striped-sleeve t-shirt

|$2,500
Elite Grand Champion crew sweatshirt

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DID YOU KNOW FUNDRAISING CONTINUES THROUGH DECEMBER 31?
There’s still plenty of time to earn your 2021 Walker Perks and meet your fundraising goals. Check out the tips below so you can earn your incentives while making a difference.

ALZHEIMER’S IS RELENTLESS. SO ARE WE.

TIPS TO KEEP YOUR THERMOMETER MOVING!

Get social and share your story and include a photo about why you walk on your personal page and raise three times as much as those who do not. Try using our social media tagging game!

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

Follow up. On average it takes 7 reminders to take action. Be sure to follow up with those who you asked!

Take it offline. Those who raise funds both online and offline raise three times more!
Route Open - Walkers Begin
10:00 AM

Opening Ceremony Begins
9:30 AM

Registration Opens
8:00 AM

The Route
Water Stop
Route Volunteer
Site: Start/Finish
Route: 2.0 Miles

**END TO END ALZHEIMER'S**
National Mall – Madison Ave. & 4 Th Street S.W.
Walk to End Alzheimer’s: Route 2021
Thank you to our 2021 Sponsors.

National Presenting Sponsors

CVS Health  Edward Jones

Local Sponsors

Walk to End Alzheimer’s
Washington DC Planning Committee

Thank you to our 2021 Committee members for leading the way!

We would love your help for 2022!
Reach out to Faith Anderson, Washington DC Walk Manager at fanderson@alz.org to join the committee today!

Executive Council
Lisa Stewart, Chair
Megan Alexander  Laura Arth  Brandon Britton  Mike Chinn  Jackie Eyl  Jennifer Hammer  Cybelle Jones  Marvin McPherson  Bill Schick

Walk Planning Committee
LeeAnn Charpentier, Co-Chair  Callie Johnson, Co-Chair