

QUICK START GUIDE TO THE NEW YEAR!



2

TAKE TWO MINUTES AND REGISTER YOUR WALK TEAM

Go online and register your 2021 Walk team to get your team activated. Registering your team is easy, too. Go to: alz.org/Walk

\$0

GO FROM ZERO TO HERO

Set an example for your team members and kick-start your fundraising with a self-donation.

2

PLAN TWO WAYS TO FUNDRAISE

Brainstorm how you will fundraise this year. You can start a Facebook fundraiser or launch a simple letter-writing campaign to get started. Looking for more ideas? Log into your participant center or contact your staff partner.

1

SET ONE GOAL FOR YOUR TEAM

Set a goal for your Walk team that will inspire your team members, friends, family and donors to maximize their fundraising efforts.

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Learn more about our resources.

After you've registered your Walk team, visit our website at alz.org/Cleveland to explore our Education Programming, Support Groups, Care Consultation and more!



Make a self - donation.

Kick-start your fundraising by making a self-donation! By making a self - donation, you are demonstrating your personal commitment to fundraising for the mission. Everyone who makes a self - donation of \$20 or more will receive a Promise Garden window cling!



Plan your fundraising.

Launch a Facebook Fundraiser through your Participant Center, text or write a letter to your network and ask them to donate. Share your story and include a picture of who you are honoring.



Set a goal.

Set a goal for your Walk team that will inspire your team members, friends, family and donors to maximize their fundraising efforts.



Meet with your Walk Manager.

Your Walk Managers are here to help brainstorm fundraising ideas, provide support and answer your questions! Visit your local Walk page for contact information.

Brainstorm three people in your network you can ask to join your Walk team:

1. _____
2. _____
3. _____

This year, I would like _____ people on my Walk team

What time of year will an email or letter asking for donations be most effective? Who will I send it to?

What is a reasonable fundraising goal that I would like to set for my team? What benchmarks would I like to hit and when?

Goal \$ _____

I would like to raise (half of my goal) of \$ _____
by _____

I would like to reach by goal by _____

When will I plan to set up my kick - off or team recruitment and how much would I like to raise/how many people would I like to register?

Month: _____ Goal _____