
Ready to join the fight against Alzheimer’s disease? Follow the instructions below to register for the Alzheimer’s Association The Longest Day® and set up your fundraising web page. If you have any registration questions, please email tld@alz.org.

1. Register to Get Started
   - Visit alz.org/renewactive.
   - Click “Get Started” to Start Your Fundraiser.

2. Select New or Returning participant
   - If you’re returning, click “Yes” and log in. Your information from previous years will pull forward, including your registration info, page content, and past donors.
   - If you’re new, click “No” and continue to the registration page.

3. If you are joining a team . . .
   Search by participant or fundraiser name or by city and state or fundraiser activity.

4. If you are starting a Fundraiser . . .
   - Name your Fundraiser and set an overall fundraising goal, then choose your activity.

5. Set your personal fundraising goal and make an additional donation if you choose to do so.

6. Complete your registration.

Once your registration is complete, you will receive a confirmation.
Check out your dashboard.
Closing the confirmation screen will take you directly to your Participant Center dashboard.
In this section you can:
• Check out your personal and team fundraising progress and edit your goals.
• Find tools to help you reach your goal.
• Edit your registration and profile information.

Set up your participant page.
From the dashboard, click “My Page.”
In this section you can:
• Create a shortcut link to your page
• Share your page on social media or create a Facebook Fundraiser that links back to your page
• Add a photo or video to your page.
• Edit the message on the page to let others know why you’re participating.
• Edit your team’s page under the “My Team’s Page” tab (Team Captains only).

Send email.
Click “Send Email” and decide your delivery method.
Through your personal account:
• Select one of the email templates provided in the Participant Center.
• Copy the message and paste it into a new email in your personal account.
• Edit the message to make it your own. A link to your personal page will be included.

Or send through your Participant Center.

Get Social.
In this section you can:
• Create a Facebook Fundraiser that will feed back to your fundraising page by clicking “Connect to Facebook!”
• Check out the Social Media Guide.
• Download The Longest Day mobile app to text friends and family and to deposit check donations immediately.
• Not on Facebook? Use the Social Fundraising tools to schedule Tweets and LinkedIn posts.