



2021 TEAM CAPTAIN GUIDE

Your guide to recruitment and fundraising success

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.

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 Virtual Team Rally. Invite existing and potential team members to a virtual 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.



Be sure to include long distance teammates. Invite people from across the country to join or support your team.



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 a virtual event to encourage team bonding and raise funds. See the 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.

3 FUNDRAISE.

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. Work with your team 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. 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 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 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 or talk with your human resources department.

4 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 a curb-side drop-off planned to turn in your funds.
- **Stay in regular communication.** Stay in regular communication. The day before Walk, send an email reminding your teammates of event details including where to meet on Walk day. Mail in donations to the Alzheimer's Association - FBO the MA/NH Chapter Office - 200 Executive Blvd., Suite 4B - Southington, CT 06489.
- **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.** Be proud of all you've accomplished in the fight against Alzheimer's and share that pride with your social networks. Share photos from the event and be sure 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.
- **Celebrate your success.** Share your 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



800.272.3900 | alzwalkMANH.org



How to create a Walk to End Alzheimer's Facebook Fundraiser

Registered Walk to End Alzheimer's® participants can log in to their Participant Center on alz.org/walk and set up a Facebook Fundraiser. All donations received through your Walk to End Alzheimer's Facebook Fundraiser will be credited to your fundraising total and reflected on your individual fundraising webpage.

What are the benefits of a Facebook Fundraiser?

- **Impactful.** On average, participants who create a Facebook Fundraiser raise more than twice the amount when compared to participants who fundraise online without one.
- **Quick.** Your Facebook friends can donate on the spot.
- **Easy.** With just a few clicks, you can invite friends to support your efforts.
- **Motivational.** Your friends will see updates about your progress and which of their friends are donating.
- **Far-reaching.** Your donors are encouraged to invite and share your fundraiser with their friends, which means you could receive donations from people you don't know who were moved by your story!

How does it work?

- You must be a registered participant in order to create a Walk Facebook Fundraiser. Once registered, visit alz.org/walk and log in with your username and password, then click "Participant Center."
- On the dashboard, click "Connect to Facebook" (also accessible from the "My Page" and "Social Media" sections). You'll be prompted to log into Facebook with your account credentials, or, if you're already logged in, confirm you're connecting the correct account.
- That's it! Your Facebook Fundraiser will be automatically created using the personal story, photo and goal from your Walk fundraising page.

Visit alz.org/fb for more details and instructions, including a how-to video and FAQ.



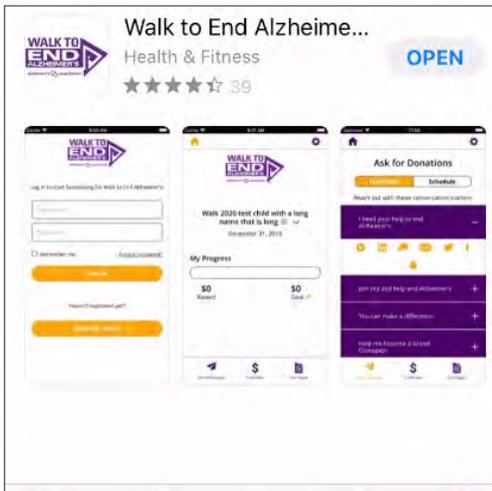


Mobile Fundraising App

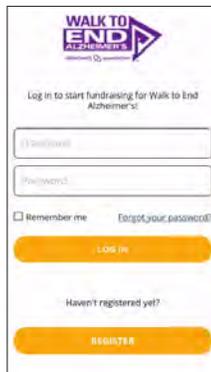
Follow the step-by-step instructions below to install the Alzheimer's Association Walk to End Alzheimer's® mobile app. This free app lets you check your fundraising progress, send messages, deposit checks and more.

1. Install the mobile app.

- Visit Google Play or the Apple App Store on your device.
- Search for “Walk to End Alzheimer’s” and follow the steps to download and launch.



2. Log in using your Walk Participant Center username and password.



3. Update your personal page.

- Let your potential donors know why you're participating in Walk to End Alzheimer's. Those who include a personal story and photo raise more money, on average, than participants who don't.



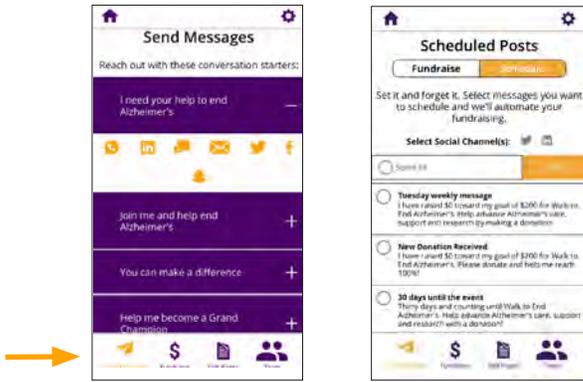
4. Check your fundraising progress.

It's easy to stay up-to-date on your fundraising progress. Your home screen displays how much you've raised towards your fundraising goal. If you're part of a team, you will also see your team's progress. Click the “Fundraise” icon at the bottom to see your individual or team donations.



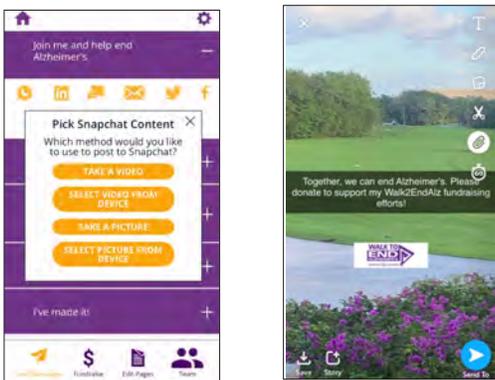
5. Schedule and send messages.

Click the “Send Messages” icon to send texts, emails or social media messages to support your fundraising efforts. You can even schedule posts on LinkedIn and Twitter to publish periodically leading up to Walk day.



6. Share messages through SnapChat and What's App.

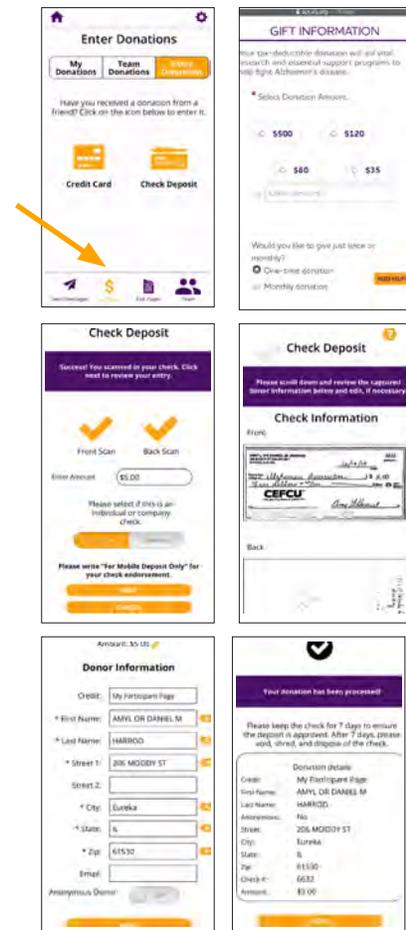
You can end pre-written messages, images or videos linking to your fundraising page through SnapChat and What's App.



7. Deposit a check.

You can deposit a check donation in the app by clicking on the “Fundraise” icon and then “Enter Donations”.

- Select “Check Deposit” and enter the amount of the check.
- Scan the front of the check. Your phone will automatically take the picture when it's aligned. A “Success!” message will appear when the image has been captured.
- Write “For Mobile Deposit Only” on the back of the check in the endorsement space and scan it. Your phone will automatically take the picture when it's aligned. A “Success!” message will appear when the image has been captured.
- The name and address of the donor will be inputted directly from the check. Review the information and submit it.



TIPS TO FUNDRAISE YOUR WAY TO SUCCESS.

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 and log in to your Participant Center for more fundraising tips and tools.



HOW TO RAISE \$500 OR MORE IN 10 DAYS.



Make a \$25 self-donation.



Ask two family members to donate \$25 each.



Ask five friends to contribute \$20 each.



Ask five co-workers to give \$10 each.



Ask five neighbors to donate \$10 each.



Ask five people from your place of worship or gym to each make a \$10 donation.



Ask your place of employment for a company contribution of \$50, or to match the total you raise, dollar for dollar.



Set up a Facebook Fundraiser with the goal of raising \$50 or more from friends in your network.



Ask three businesses you frequent (e.g., hair salon, dry cleaner, favorite restaurant) to contribute \$15.



Hold a virtual team fundraiser. 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 and log in to your Participant Center for more fundraising tips and tools.



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 and log into your Participant Center for more recruitment tips.



DOUBLE YOUR IMPACT WITH A MATCHING GIFT.



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

Visit alz.org/walkmatch to search for your company. For more information about matching gifts, contact corporateinitiatives@alz.org.

TEAM CAPTAIN GOAL-SETTING WORKSHEET



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



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 _____



TEAM MEMBERS

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 _____



\$150 FUNDRAISERS

Every team member who raises at least \$1 will earn the official Walk to End Alzheimer's T-shirt. Encourage your team to check out the Participant Center at alwalkMANH.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 _____

ALZHEIMER'S DISEASE IS RELENTLESS. SO ARE WE.

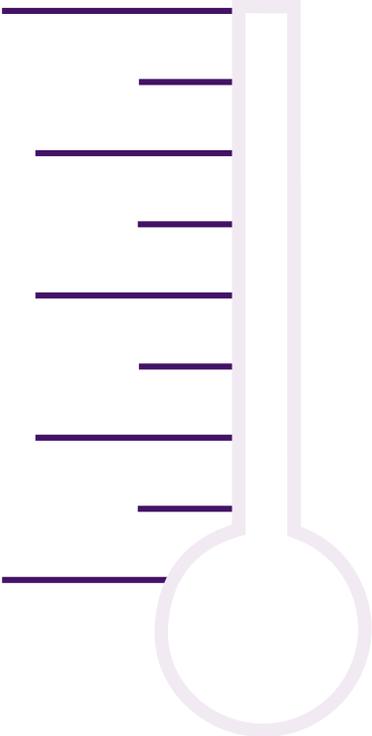


TEAM _____

TEAM MEMBERS RECRUITED



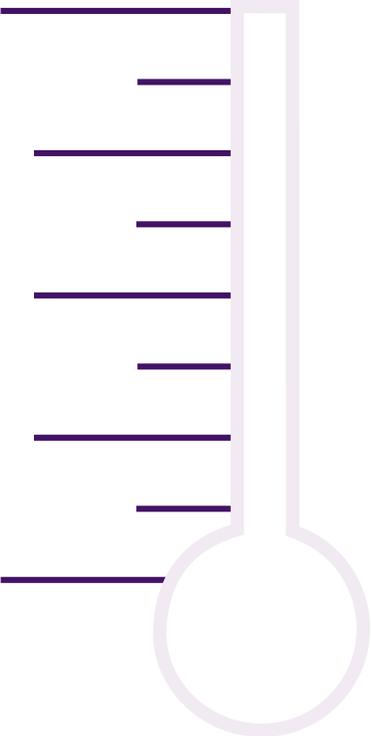
Goal:



\$150 FUNDRAISERS



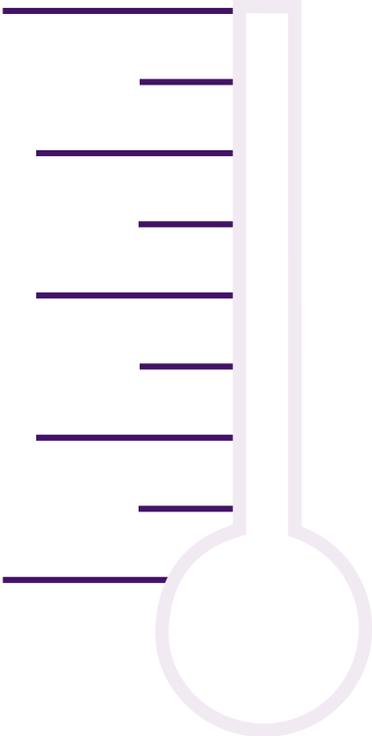
Goal:



CHAMPIONS CLUB MEMBERS



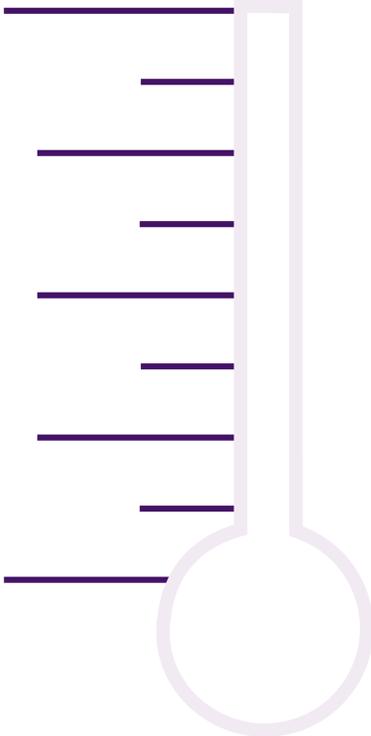
Goal:



FUNDS RAISED



Goal: \$





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 enter 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.

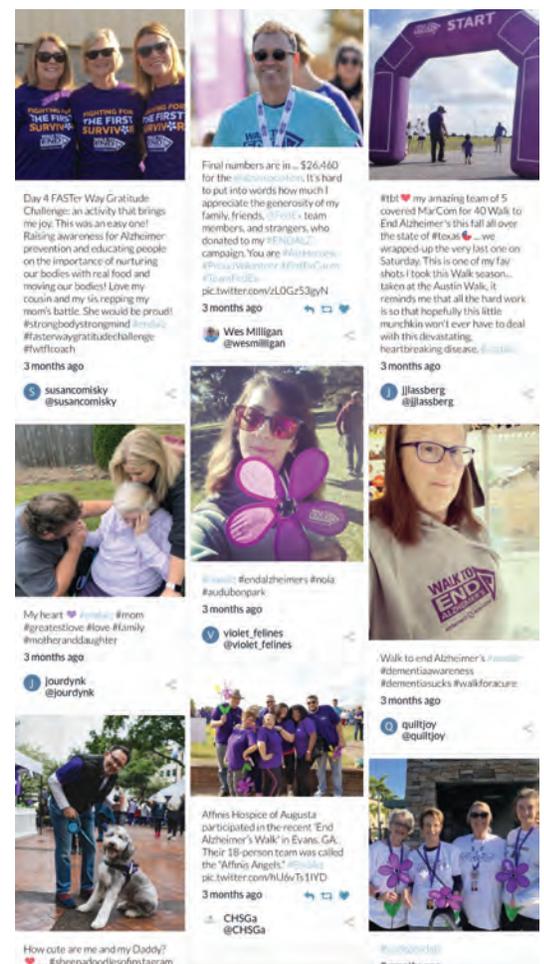
EXAMPLE POSTS

- 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! alwalkMANH.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! alwalkMANH.org

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



[linkedin.com/company/alzheimersmanh](https://www.linkedin.com/company/alzheimersmanh)



HERE FOR YOU

Support for people living with dementia
and their families



The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research. Our mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health. Our vision is a world without Alzheimer's and all other dementia. Here are some of the ways we can help you:

OPTIONS FOR EVERYONE

- Access resources and support by telephone, online, or live video conferencing
- Receive individualized information to meet your unique needs
- No problem or question is too big or too small, we are here for it all!
- Support is available in English and Spanish from experts in the field of dementia

People living with dementia and their families can take advantage of support services offered by the Alzheimer's Association at no charge.

24/7 HELPLINE

Specialists and master's-level clinicians offer confidential support and expert information to people living with Alzheimer's or other dementias, as well as their caregivers, families and the public. Help is available from our bilingual staff or translation service, which accommodates over 200 languages. Call day or night for immediate advice and support.

LOCAL CARE CONSULTATION

Schedule a meeting by phone or video conference with a local Care Consultant to gain a better understanding of dementia, identify available resources, and develop personalized strategies for making decisions, navigating challenges and planning for the future.

SUPPORT GROUPS

Meet safely and virtually with others for supportive, meaningful discussion led by a trained facilitator. Groups are available for caregivers or for people living with early memory loss.

PROGRAMS FOR PEOPLE WITH EARLY MEMORY LOSS

Stay connected virtually with Alz Meet Ups. Social engagement offers a fun and comfortable way to connect with others to enjoy virtual discussions, experiences of art, music, culture, and more. Support groups and education program options are also available to those impacted by mild memory loss.

EDUCATION PROGRAMS

Be prepared to understand and meet the challenges related to Alzheimer's or other dementia. Programs on a variety of topics are provided by live webinar and in a pre-recorded format to watch at your convenience.

*No one should face Alzheimer's alone. We are here to help with helpful information and resources for those living with or caring for someone with Alzheimer's or other dementias. Call us on our **24/7 Helpline at 800.272.3900 or visit [alz.org/MANH](https://www.alz.org/MANH).***