

# 2021 Summer Challenge



The Walk to End Alzheimer's Summer Challenge Week begins today, where you'll be eligible for fun contests and recognition by competing with fellow walkers. If you haven't registered for 2021, what are you waiting for?

**Sign up today** and reach for the purple! Here's what lies ahead:



## Friday, July 23 – Sunday, July 25

Calling all team captains! Recruit as many new team members as possible. Have a total of 12 members on your team by Sunday and you will be awarded a set of Walk coasters. Check out this [recruitment guide](#) to get you started!

Achievement Badge that you'll earn: Recruiting Rockstar: Help grow your team



## Monday, July 26 – Wednesday, July 28

Customize your personal fundraising page with a photo and your story to let others know why you walk. Each participant who has customized their page between July 26 and July 28 and has raised at least \$100 to-date will receive a pair of Walk socks. Need help with the website? [Start here for tips to add a photo and more.](#)

Achievement Badge that you'll earn: Storyteller: Personalize your fundraising webpage.



## Thursday, July 29 – Sunday, August 1

Lead by example: Every participant who has made a self-donation of \$25 or more between July 29 and Aug 1 will receive a Walk fanny pack.

Achievement Badge that you'll earn: Self-Donor: Make a self-donation.

## Monday, August 2 – Thursday, August 5

An estimated 6.2 million Americans age 65 and older are living with Alzheimer's. In honor of those individuals, the first 62 walkers to receive a donation to their Facebook Fundraiser between August 2 and midnight of Aug 5 will receive our new Walk cord organizer.

Achievement Badge that you'll earn: Facebook Fundraiser: [Set up up and share your Facebook Fundraiser](#) to conveniently raise money from friends in your network.



## Friday, August 6 – Sunday, August 8

Do you like surprises? Chapter-wide, the first 10 walkers who raise a total of \$250 or more between August 6 and midnight of Aug 8 will receive a mystery Walk swag bag. Plus, you're well on your way to our [incentive program](#).