



2022 TEAM CAPTAIN GUIDE

Your guide to recruitment and fundraising success

Dear Team Captain,

Thank you for leading the way in the fight against Alzheimer's by taking on this important role! The success of the Alzheimer's Association Walk to End Alzheimer's® 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 for you 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 fundraising ideas to inspire you and motivate your teammates.
- Information on matching gifts.
- Details of our 2022 incentive program.

To ensure your success, numerous helpful tools and resources are available to you through your online Participant Center at alzwalkMANH.org. Log in today to access:

- Additional team member recruitment ideas and tools for successful team building.
- Tools to help you host fundraisers like a Dine and Donate night or a point-of-purchase flower pin-up display.
- 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 Alzheimer's Association® suggests a team of 12-15 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 co-workers, friends and family.



Host a team rally. Invite existing and potential team members to a 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.



Invite virtual participants.

Ask people from across the country to join or support your team, even if they can't make it in person on Walk day.



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 workplace, 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 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 an event to encourage team bonding and raise funds. See next page for ideas.
- **Promote the Champions Club.** Participants who raise \$500 gain access to the exclusive Champions Club. Those who reach \$1,000 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. Plan a dinner, coffee break or happy hour 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” part of your daily schedule so it becomes a habit.

Explore opportunities in your community. Can you raise money at a local fair or event, or by hosting a garage sale? You may also 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 fundraiser at your office or display point-of-purchase flowers in exchange for donations. Your local chapter can provide you with the pin-up flowers and other resources. 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 knowledge, information and ideas to help you achieve fundraising success. Visit alz.org/findus 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 employer 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. The day before Walk, send an email to your teammates with all the event details, including where to meet on Walk day, and ask that they bring any additional donations to the event.

Get organized. Make arrangements for carpooling or other event-day logistical needs. Consider planning a pre-Walk breakfast or post-Walk lunch to celebrate your team's success.

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. Gather at the Walk finish line to recognize your success. Be proud of all you've accomplished in the fight against Alzheimer's and share that pride with your social networks live from the event. 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.

Come together to celebrate. Plan a post-Walk event for your team and share fundraising totals, recognize top team members and celebrate your team's accomplishments.



"Alzheimer's impacts so many people in our own communities. And often people feel alone. Being a Team Captain and forming a Walk to End Alzheimer's team brings us all together in the fight and gives us a unified purpose."

-Mary U., Team Captain



alzheimer's association[®]

alzwalkMANH.org

BUILD YOUR TEAM.



Many people will be eager to join you in advancing the fight against Alzheimer's — they just need to be asked! We suggest recruiting at least 12-15 fundraisers to join your team, but teams of all sizes are welcome.



Brainstorm! Think of anyone you would like to join you on Walk day.



Get social. Facebook, Twitter, Instagram and LinkedIn are great tools for spreading the word about your team. Make sure to provide a link to your team page to make it easy for them to register.



Recruit everywhere. Ask people at your work, gym, school, church, book club and local coffee shop to join your team.



Follow up! It can take several asks for someone to take action. Make sure everyone is registered online so they have access to all of the fundraising and recruitment tools provided by the Association and will know what to expect on Walk day.



Help others. Work with your team members to set their fundraising goals. Support their efforts and motivate them to continue reaching new fundraising milestones. Share what strategies have helped you successfully raise money.



Need ideas? Contact your local staff partner! We have even more tools and resources to get you started.



TEAM CAPTAIN GOAL-SETTING WORKSHEET



Walk to End Alzheimer's® 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!

TEAM _____ GOALS



TEAM CAPTAIN

As a 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 12-15 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 \$150 will earn the official Walk to End Alzheimer's T-shirt. Encourage your team to check out the Participant Center at alzwalkMANH.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.

This year _____

Last year _____



TEAM FUNDRAISING

Aim high! The average Walk team raises \$1,100.

This year _____

Last year _____

GET INSPIRED TO FUNDRAISE ALL YEAR.

Plan ahead! Brainstorm fundraising ideas that your team can do each month. Being organized goes a long way in helping you achieve your fundraising goal! Check out the tools and resources in your Participant Center for more creative ideas. Be sure to follow CDC, state and local health guidelines when planning fundraising events. Every dollar you raise helps advance the care, support and research efforts of the Alzheimer's Association.

 **JANUARY**

IDEA: Partner with a fitness instructor to host a charity exercise class, donating proceeds back to your team.

OUR PLAN:

 **FEBRUARY**

IDEA: Sell wine and chocolate gift packages for Valentine's Day using donated goods.

OUR PLAN:

 **MARCH**

IDEA: Organize a sports bracket challenge to benefit Walk to End Alzheimer's.

OUR PLAN:

 **APRIL**

IDEA: Launch a letter-writing campaign. See which of your teammates can send the most letters asking for a donation.

OUR PLAN:

 **MAY**

IDEA: Organize a flower sale with donated plants and offer delivery for Mother's Day.

OUR PLAN:

 **JUNE**

IDEA: Kick off summer by organizing a cornhole tournament. Charge admission for all players.

OUR PLAN:

 **JULY**

IDEA: Ask your favorite local restaurant to host a Dine and Donate event. Invite friends and family to support the eatery — and a great cause!

OUR PLAN:

 **AUGUST**

IDEA: Host an office olympics. Charge an entry fee to participate in events like a typing competition.

OUR PLAN:

 **SEPTEMBER**

IDEA: Get your neighbors together for a block party. Ask for donations to your team.

OUR PLAN:

 **OCTOBER**

IDEA: Host a haunted house. Charge admission and sell spooky snacks.

OUR PLAN:

 **NOVEMBER**

IDEA: Plan a Friendsgiving meal. Provide all food and desserts and ask for donations.

OUR PLAN:

 **DECEMBER**

IDEA: Host a holiday sweater contest at your office. Ask co-workers to vote (\$1 = one vote) for the tackiest sweater.

OUR PLAN:

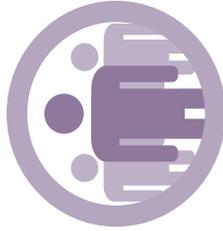
Be sure to check your local laws before implementing fundraisers to ensure your event does not violate any state gambling laws. Check with the appropriate authorities at your company if you plan to hold a fundraiser in your office.

ALZHEIMER'S DISEASE IS RELENTLESS. SO ARE WE.

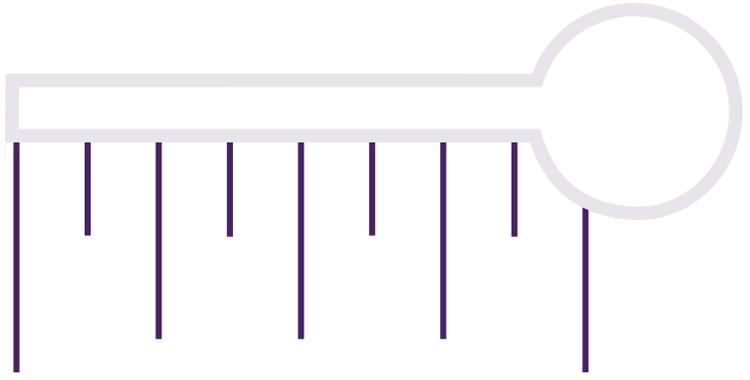


TEAM NAME: _____

TEAM MEMBERS
RECRUITED



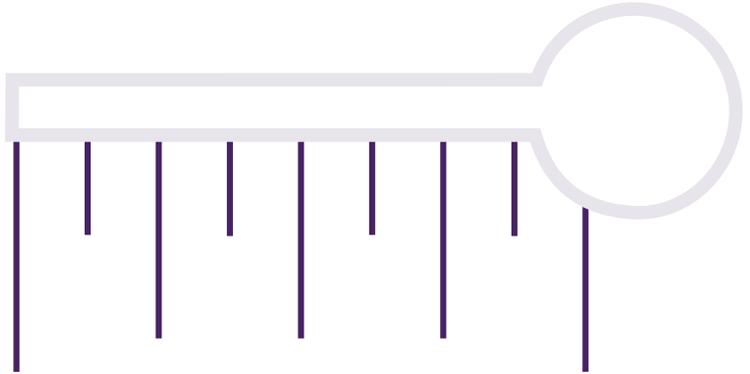
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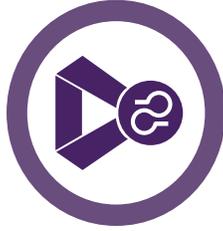
\$150 FUNDRAISERS



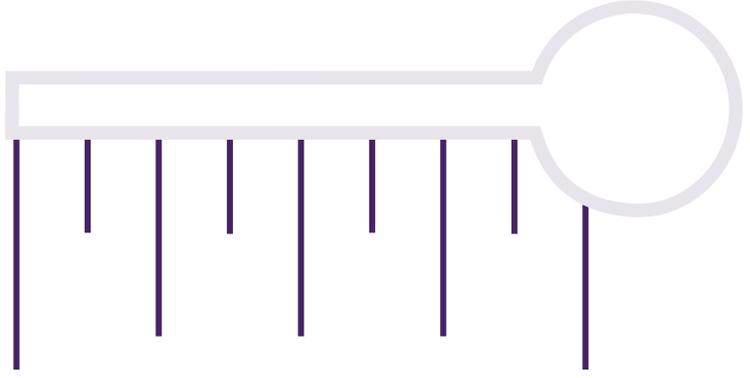
Goal:



CHAMPIONS CLUB
MEMBERS



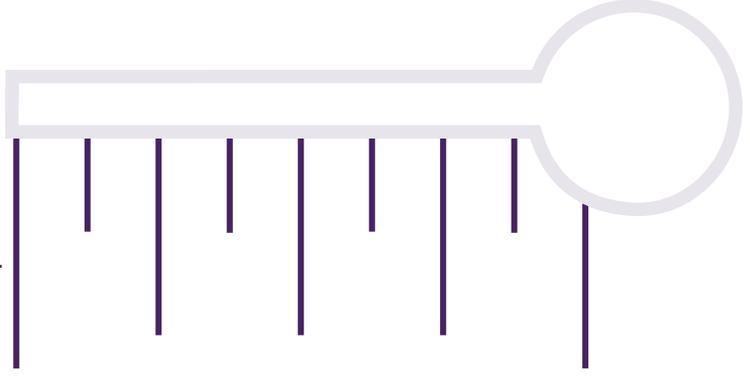
Goal:



FUNDS RAISED



Goal: \$



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 Download and use the Walk backgrounds for Zoom.** Share in meetings why you're participating and ask others to join you. Provide a link to your team's registration page in your work email signature.
- 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 them 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 alzwalkMANH.org and log into your Participant Center for more recruitment tips.



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 the Alzheimer's Association® 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 can help keep you motivated as you track your fundraising progress. If you reach the goal, you can always increase it and work toward a new target. Participants who reach specific fundraising milestones earn additional rewards and gain entrance into the exclusive Champions Club. Learn more at alz.org/championsclub.



Share your story. Your reason to end Alzheimer's is personal and your fundraising should be, too. Participants who include a photo and story about why they participate in 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 on Facebook, Twitter, Instagram, 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 alzwalkMANH.org and log in to your Participant Center for more fundraising tips and tools.



FUNDRAISING IDEAS FROM A TO Z.



- A**
 - **Adult Spelling Bee** – Each participant should be sponsored and/or raise funds for their entry fee. Between rounds, share facts about Alzheimer's disease and the Alzheimer's Association®.
 - **Auctions** – Hold a live or silent auction at work or during a party. Auction off donations from local businesses, handmade gifts or tickets to local events.
- B**
 - **Birthday Party** – Host a purple-themed birthday party and request donations to your Walk to End Alzheimer's® team in lieu of gifts.
 - **Book Sale** – Round up gently used books from your team members' personal collections as well as donations from local publishing houses, bookstores and libraries. Set up a table in a highly trafficked location and sell the books. Include a thank-you bookmark with a photo of your team and a link to your fundraising webpage.
- C**
 - **Change Jar** – Each team member takes a jar and the first person to fill it up with change gets a prize. Start with small jars and increase the size each round. As the donation totals increase, so do the prize values.
 - **Cook-Off** – Who makes the tastiest chili in your office? Who bakes the best cupcakes? Tasting judges are charged for each voting ballot. Whoever gets the most votes is crowned the winner.
- D**
 - **Dating Game** – Get bachelors and bachelorettes involved with this one. The contestants are unseen and must pick their date based on the individual's responses to questions put together by audience members, who pay admission to the event.
 - **Dance Competition** – Hold a dance competition to determine which friend or colleague has the best moves. Incorporate surprise styles — such as disco, break dance, ballet, moonwalk or others — to keep things exciting. Charge an entry fee and reward the winner with a trophy or donated prize.
- E**
 - **Envelope at a Restaurant** – Ask local restaurants to allow you to place donation envelopes or canisters at each table. Servers will collect funds after every sitting. Inquire about putting up purple balloons, table tents and posters around the restaurant.
 - **Errand Service** – Pick a day to run errands for others in exchange for donations.
- F**
 - **Face Painting** – Set up a booth at a park or in conjunction with another event.
 - **Fashion Show** – Put a spin on the traditional fashion show by holding a pet fashion show, a Halloween costume show or an accessory show. Be creative, charge an admission fee and find a way to incorporate stories from those affected by Alzheimer's disease.



- G**
 - **Game Night** – Host a party with a variety of board games. Charge a \$10 entry fee and sell snacks. Or hold a card tournament with a \$20 entry fee — half goes to the winner and half goes to your Walk team.
 - **Garage Sale** – Collect donated items and coordinate a garage sale. Advertise the sale wherever you can and make sure to mention that all donations benefit the care, support and research efforts of the Alzheimer’s Association.
- H**
 - **Haunted House** – Decorate a house or school and charge admission. Set up a couple games and organize a hayride for even more fall fundraising.
 - **Hot Dog Eating Contest** – Find someone to donate the hot dogs (or substitute any food you’d like). Charge an entry fee and sell tickets to the event.
- I**
 - **Ice Cream Social** – Host an office get-together by selling packaged ice cream or access to a sundae bar. Be sure to pack the purple sprinkles!
 - **Igloo Contest** – Charge an entry fee for participation in an igloo-building contest. The best one wins a prize. Or, how about a snowman competition?
- J**
 - **Jail-and-Bail** – Send a boss, principal or owner of a restaurant off to “jail.” Those who are “locked up” can post their own bail by making a donation to the Association, or they can solicit bail from friends, family and employees.
 - **Jeans Day** – Have co-workers donate \$5 to wear jeans or casual wear for the day. Spice it up by making it a Hat Day, Team Spirit Day, Purple Day, etc. Visit alz.org/casualforcause to learn more.
- K**
 - **Karaoke Night** – Host a competition at a popular neighborhood spot or rent a karaoke machine for your home or office. Charge an entry fee to compete and request a donation for each vote cast.
 - **Kiss the Pig** – Put photos of participating teachers or employees on individual jars. The person whose jar has the most money after the time allotted must kiss a pig (or a team mascot, dog, etc.).
- L**
 - **Lemonade Stand** – It’s classic and effective. Make the lemonade with a twist by adding fresh fruit or serve as a slushy. Let the kids help!
 - **Lunch with the CEO or Celebrity** – Auction off a special lunch with your company’s CEO or a local celebrity.
- M**
 - **Matching Gifts** – Many companies already have a matching gift program. Visit alz.org/walkmatch to find out if your workplace matches charitable gifts. This is an easy way to double your funds!
 - **Movie Night** – Host a movie night at a local park, civic center, school auditorium, library or team member’s house. Sell popcorn, homemade treats, drinks and candy.



- N**
 - **New Year's Eve Party** – Ring in the new year with donations to your Walk to End Alzheimer's team! Make this party one not to miss with a unique theme, raffles and prizes.
 - **Network** – Use Facebook, Twitter, LinkedIn and any other social media to let your friends and family across the country know about your fundraising efforts. Post your goal and periodic progress updates. Include links to your Walk fundraising page.
- O**
 - **Office Olympics** – Hold events like typing competitions, swivel chair races, staple pull contests, a stress ball toss, a water cooler drinking game, etc. Ask all participants to pay an entry fee.
 - **Ornament Sale** – Create holiday ornaments with your team and sell them.
- P**
 - **Pancake Breakfast** – This is a perfect event to host before work or a worship service. Pair coffee and juice with the pancakes and charge \$10 a plate.
 - **Play-Off** – Choose your favorite sport and put departments, teams, students, teachers, etc., up against each other to compete. Invite the rest of the school or company to watch and cheer. Sell tickets or charge an admission at the door.
- Q**
 - **Questions-for-\$1** – Set up a jar and charge \$1 (or any donation) per question you answer. Ask your boss to set one in his or her office, too!
 - **Quiz Bowl** – Hold a trivia night at a local establishment. See if the restaurant will donate a portion of the night's proceeds to your Walk to End Alzheimer's team and give gift cards for the trivia winners.
- R**
 - **Relay Race** – From hopping on one foot to balancing an egg on a spoon, get creative with a series of activities and charge an entry fee for teams. Winners get a prize!
 - **Rapping Contest** – Showcase talent (or lack of talent) for fun and charity!
- S**
 - **Services** – Team members offer services for a fee and donate all proceeds. Ideas include salon treatments, photography, babysitting, golf lessons, landscaping and other odd jobs. These services could also be used as prizes for another fundraiser.
 - **Spot-the-Baby Competition** – Collect baby photos of co-workers or friends to display on a board with a number next to each picture. Charge a \$5 fee for a chance to identify the person in each photo. The participant with the most correct answers wins a prize.
- T**
 - **Theater Night** – Ask your local theater to put on a special performance in which a portion of the ticket (and possibly concession) sales is donated to your Walk team. Invite everyone you know and promote the event through social media.
 - **Tug-of-War Tournament** – Hold a tug-of-war tournament to find out which department or class is the strongest. Teams pay an entry fee and are encouraged to create names and T-shirts. Hold a potluck afterward and set out donation canisters.



- U**
 - **Ugly Sweater Contest** – Get a group to dress up and have the audience vote for the ugliest sweater using dollars (\$1 = one vote). Split the pot with the winner.
 - **Unwanted Gifts Sale** – Get your co-workers, friends and family to donate their unwanted holiday or birthday gifts. Set up a bazaar and sell them off.
- V**
 - **Vacation Day** – Ask your employer if the company can offer a paid vacation day as a prize for your fundraiser.
 - **VIP Parking** – Raffle off that coveted parking spot for a week, month or even a year.
- W**
 - **Weed** – Offer to weed gardens or do yardwork for friends and neighbors in exchange for donations.
 - **Wine-Tasting Party** – Host and charge admission for a wine-tasting party with donated wine, cheese and chocolate.
- X**
 - **Xmas Party** – Dedicate your annual holiday party to Walk to End Alzheimer's. Ask your family, friends and co-workers for donations instead of presents. Honor those affected by the disease by lighting memorial candles.
 - **“X Marks the Spot” Treasure Hunt** – Teams pay a fee to compete against each other by following clues to discover the donated “hidden treasure.”
- Y**
 - **Yacht Race** – Organize a paddle boat race. Charge an entry fee and offer prizes for first, second and third places.
 - **Yoga Lunch** – Get your co-workers to “ommmm” away work stress in a lunchtime yoga session. Find a yoga instructor who will donate half or all the proceeds back to your team. Afterward, provide healthy treats or water bottles labeled with information about your Walk team and fundraising goal. Not into yoga? How about Zumba?
- Z**
 - **Zany Day** – Get people to pay to dress in the craziest outfits they can put together.
 - **ZZZ** – Pay a fee to catch some extra shut-eye and go into work late one Friday.

Be sure to check your local laws before implementing fundraisers to ensure your event does not violate any state gambling laws. Follow the latest CDC, state and local health guidelines when planning fundraising events.

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





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. When you donate to your local Walk, search for your company under the Matching Gifts section of the online form. Once your donation is complete, you'll receive an email with instructions on how to submit a matching gift request through your employer.
2. If you've already donated, you can visit alz.org/walkmatch to search for your company and find next steps to submit a matching gift request through your employer.
3. Once a matching gift is verified (if requested) or 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 next page 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.



Below are some of the companies that have matched employee donations to the Alzheimer's Association. This list is not all inclusive and is subject to change. Visit alz.org/walkmatch and search for your company or 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	

For more information about matching gifts, contact corporateinitiatives@alz.org.



2022 Incentive Program

You must be a registered participant to earn incentive gifts.
Register for a Walk to End Alzheimer's® event at alzwalkMANH.org.



2022 Walk to End Alzheimer's participant T-shirt

\$150



Crossbody sling bag, heathered jersey hat or laptop LED light

\$300



Long-sleeved shirt; knit beanie and gloves; or pet leash and collar; AND Champion medal

\$500



Quarter-zip pullover*, picnic blanket or tool belt

\$750



Wireless charger and power bank, #ENDALZ necklace and travel jewelry case, or 10 oz. Otterbox® stainless steel tumbler AND Grand Champion raglan shirt

\$1,000



50L duffel dry bag, zip-up hoodie that folds into drawstring bag*, or lap desk

\$1,500



Coasters, tea infuser and ceramic mugs; packable hammock; or lined waterproof jacket* AND Elite Grand Champion zip-up hoodie

\$2,500



truMedic® neck and back massager or folding chair

\$5,000



Quilted vest with heating panels* or Ring® Video Doorbell 4 and garden flag

\$7,500



Solo Stove® Ranger or North Face® Arctic Down jacket*

\$10,000

*Available in men's and women's styles.

Individuals who reach the fundraising minimums for the participant T-shirt, Champion medal, Grand Champion raglan T-shirt and Elite Grand Champion hoodie will receive these items in addition to their selected incentive prize.

Visit your Participant Center at alzwalkMANH.org for fundraising tools, tips and ideas.

Gifts are not cumulative; only one item is awarded to each fundraiser. Fundraiser may select one item at or below the level achieved.

Redemption certificates will be sent via email after the event.

Need help with your certificate or redeeming your prize? Call **855.462.7263** or email ALZ.incentives@halo.com.

THANK YOU 2022 EARLY BIRD SPONSORS



PLATINUM



Central Massachusetts
Agency on Aging, Inc.



Biogen

GOLD

MEDIA



BENCHMARK



The Republican.



Trinity Health | Mercy
Of New England LIFE

SILVER

Bournival Jeep
Dedham Savings
Institution for Savings
John Hancock
Pentucket Bank
Rockland Trust

Rockridge Retirement Community
Savings Bank of Walpole
Scott Farrar at Peterborough
Sentinel Benefits and Financial Group
Service Credit Union
Silver Linings Home Care

BRONZE

A Place at Home - Merrimack Valley
Ambrogi Law Office PLLC
Armbrook Village
Avidia Bank
Bridges by EPOCH
C&S Wholesale Grocers
Cedarbrook Village at Ware
Christopher Heights of
Belchertown and Northampton
Cornerstone Bank

Country Bank
Edgewood, A LifeCare Community
Enterprise Bank
Fallon Health
FLEXcon
Harmony Homes
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Julie A. Rivers Consulting
Kennebunk Savings
Lee Bank
Mason Wright Senior Living

Newburyport Bank
Oasis Senior Advisors of Western Massachusetts
Saint-Gobain
Salem Five Bank
Seniors Helping Seniors,
Greater Boston & Metrowest
The Andover Companies
The Linden at Danvers
The Loomis Communities
Visiting Angels
WestMass ElderCare
Wingate Residences at Melbourne Place

Fundraising Made Easy!

Forget-Me-Nots

Looking for an easy way to raise funds for your team? Each year, thousands of paper Forget-Me-Not flowers are sold in retail stores, offices and banks across the country. Team captains and members sell the flowers to patrons, friends or colleagues for a minimum of \$1 per flower and display all of the flowers sold to create a community-driven visual display.



"Casual for a Cause" Stickers

Engage your workplace! Ask your human resources department or manager if you can host a "Casual for a Cause" day at your office to raise funds for your Walk to End Alzheimer's team. In exchange for a donation your co-workers can dress down for a day! Stickers are free.



Brochures, Posters, & Rackcards

Raise awareness with brochures, posters, and one page rackcards. We're always looking to raise awareness of Alzheimer's disease and the Walk to End Alzheimer's. Brochures, posters and rackcards are all great ways to get the word out about the walk in your community. Rackcards are a "save the date" style flyer that gives basic information on the Walk and are easy to hand out at community events and gatherings.



Walk to End Alzheimer's Wristbands & Buttons

Show your commitment to the cause with our one-of-a-kind wristband and buttons. Use any of these materials in your fundraising efforts for the Walk to End Alzheimer's! Use them to promote the Walk and your effort to fight Alzheimer's disease.



**All these resources are available at no cost. Please utilize the Walk Materials Order Form enclosed in this package to order.*



2022 WALK MATERIALS ORDER FORM

Marketing Materials

- Chapter information brochures (#_____)*
- Brochure stands (#_____)***Holds 25 Brochures*
- 24/7 Helpline business cards (#_____)
- Walk brochures (#_____)**Available in June. Please mark your Walk location below.*
- Walk rackcards (#_____)* *Available in June. Please mark your Walk location below.*
- Walk posters 11 x 17 (#_____)**Available in June. Please mark your Walk location below.*
- Banner on a Roll (#_____)

Fundraising Materials

- Walker money envelopes (#_____)
- Walk to End Alzheimer's pins (#_____)***Maximum of 75*
- Forget-Me-Nots (#_____)***Maximum of 100*
- "Casual for a Cause" stickers (#_____)
- Walk to End Alzheimer's Donation Box (#_____)***Maximum of 3- Donation box available per request*
- Walk to End Alzheimer's purple awareness wristbands (#_____)***Maximum of 50*
- Other _____

Please contact us for more information on foreign language materials.

** If you are hosting a fundraising event and need more than the maximum provided, please call or email our team at 617-868-6718 or alzwalkMANH@alz.org

-If you run out of materials, please submit another Material Order Form

-Please visit shop.alz.org if you would like to purchase any items that are not provided by your local chapter

We would like a Walk to End Alzheimer's representative to call and/or meet with our team.

Please check the walk in which your team is participating:

- | | | |
|---|---|--|
| <input type="checkbox"/> Berkshire (Adams, MA) | <input type="checkbox"/> Neponset Valley (Foxborough, MA) | <input type="checkbox"/> South Shore (Plymouth, MA) |
| <input type="checkbox"/> Cape Cod (Hyannis, MA) | <input type="checkbox"/> Northeastern MA (Andover, MA) | <input type="checkbox"/> SouthCoast (Fall River, MA) |
| <input type="checkbox"/> Central NH (Manchester, NH) | <input type="checkbox"/> Pioneer Valley (Holyoke, MA) | <input type="checkbox"/> Western NH (Keene, NH) |
| <input type="checkbox"/> Greater Boston (Cambridge, MA) | <input type="checkbox"/> Seacoast NH (Portsmouth, NH) | <input type="checkbox"/> Worcester (Worcester, MA) |
| | | <input type="checkbox"/> Upper Valley (Hanover, NH) |

Send materials to:

Name _____ Team Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

Or fill out our online Survey for Materials:

<https://www.surveymonkey.com/r/2022WTEAMaterialForm>

Please Scan and Email alzwalkMANH@alz.org

Fax to 617.868.6720 or mail to:

Alzheimer's Association
309 Waverley Oaks Road, Suite 304
Waltham, MA 02452

Questions? Call 617.868.6718 or email us at alzwalkMANH@alz.org



MASSACHUSETTS

ALZHEIMER'S STATISTICS



PREVALENCE

65+ NUMBER OF PEOPLE AGED 65 AND OLDER WITH ALZHEIMER'S

Year	TOTAL	ESTIMATED % CHANGE
2020	130,000	15.4%
2025	150,000	



MORTALITY



DEMENTIA DEATHS DURING THE COVID-19 PANDEMIC

524 more deaths than expected from dementia in 2020 **7.1** % higher than average

OF DEATHS FROM ALZHEIMER'S DISEASE (2019)

1,663

6th leading cause of death



HOSPICE (2017)

7,245

of people in hospice with a primary diagnosis of dementia

23%

% in hospice with a primary diagnosis of dementia



HOSPITALS (2018)

1,668

of emergency department visits per 1,000 people with dementia

24.7%

dementia patient hospital readmission rate



MEDICAID

\$ 1.753
BILLION

Medicaid costs of caring for people with Alzheimer's (2020)

15.9%

projected change in costs from 2020 to 2025



MEDICARE

\$33,029

per capita Medicare spending on people with dementia (in 2020 dollars)



CAREGIVING (2020)

281,000 Number of Caregivers

406,000,000 Total Hours of Unpaid Care

\$8,602,000,000 Total Value of Unpaid Care

More than **6 million Americans** are living with Alzheimer's. The cost of caring for those with Alzheimer's and other dementias is estimated to total **\$355 billion** in 2021, increasing to more than **\$1.1 trillion** (in today's dollars) by mid-century. Dementia caregivers today are providing **20% more care** than in 2009.





NEW HAMPSHIRE

ALZHEIMER'S STATISTICS



PREVALENCE

65+ NUMBER OF PEOPLE AGED 65 AND OLDER WITH ALZHEIMER'S

Year	TOTAL	ESTIMATED % CHANGE
2020	26,000	23.1%
2025	32,000	



MORTALITY



DEMENTIA DEATHS DURING THE COVID-19 PANDEMIC

263 more deaths than expected from dementia in 2020 **18.8%** higher than average

OF DEATHS FROM ALZHEIMER'S DISEASE (2019)

511

6th leading cause of death



HOSPICE (2017)

1,007

of people in hospice with a primary diagnosis of dementia

17%

% in hospice with a primary diagnosis of dementia



HOSPITALS (2018)

1,494

of emergency department visits per 1,000 people with dementia

20.4%

dementia patient hospital readmission rate



MEDICAID

\$ 254 MILLION

Medicaid costs of caring for people with Alzheimer's (2020)

31.9%

projected change in costs from 2020 to 2025



MEDICARE

\$26,703

per capita Medicare spending on people with dementia (in 2020 dollars)



CAREGIVING (2020)

57,000 Number of Caregivers

82,000,000 Total Hours of Unpaid Care

\$1,495,000,000 Total Value of Unpaid Care

More than **6 million Americans** are living with Alzheimer's. The cost of caring for those with Alzheimer's and other dementias is estimated to total **\$355 billion** in 2021, increasing to more than **\$1.1 trillion** (in today's dollars) by mid-century. Dementia caregivers today are providing **20% more care** than in 2009.



ADVOCACY AT



The Alzheimer's Association is the world's leading Alzheimer's advocacy organization, advocating for critical research, prevention and care initiatives at the federal, state and local levels to ensure that families affected by Alzheimer's are not forgotten by our government.

As grassroots advocates, we are the experts leading the fight to #ENDALZ. Stay engaged by joining our network of advocates to help us work towards a time when we will have effective treatments as well as preventive strategies for all people affected by Alzheimer's.



To Join, text [ALZIMPACT](https://www.alzimpact.org/walk) or [AIMWALK](https://www.alzimpact.org/walk) to 52886 or visit [alzimpact.org/walk](https://www.alzimpact.org/walk)

STATE AND FEDERAL PRIORITIES

To help achieve our policy goals, the Alzheimer's Association:

- ✓ Educates legislators and regulators about our issues
- ✓ Offers model legislation for consideration
- ✓ Provides technical assistance for policy makers
- ✓ Brings advocates to Congress and state legislatures to tell their personal stories and promote a wide variety of other programs

Public policy is vital to the work that the Association is doing to meet the needs of individuals living with Alzheimer's and their families.

THE ALZHEIMER'S IMPACT MOVEMENT (AIM)

Alzheimer's is the most expensive disease in the nation, and it affects over 5 million Americans. AIM works to advance public policies to enhance care and support, as well as to accelerate research.

As a 501(c)(4), AIM is able to engage with lawmakers in all elements of their job — including activities considered electoral or political — to keep the Alzheimer's community and our issues top-of-mind with elected officials. AIM impresses upon our elected officials the growing crisis Alzheimer's presents to our nation's families and the economy. In doing so, AIM is inspiring these leaders to take bold action to address Alzheimer's.

HOW AIM DOES IT

AIM amplifies the voice of Alzheimer's Association advocates — to lend them even more power. AIM carries this message to halls of Congress on behalf of the hundreds of thousands of Alzheimer's advocates across the country.

Examples of what AIM can and has done include:

- ✓ Advocating for legislation that advances research, and enhances care and support services for those living with Alzheimer's and their caregivers.
- ✓ Supporting the re-election of our Congressional champions in both parties. If they fight for us, we'll fight for them.
- ✓ Speaking on behalf of the Alzheimer's community throughout each election cycle, when 501(c)(3) organizations like the Alzheimer's Association must remain silent.

**Message and Data Rates May Apply. Reply STOP to optout, HELP for help.*

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).***