



WALK TO END ALZHEIMER'S
ALZHEIMER'S ASSOCIATION

2025 TEAM CAPTAIN GUIDE

Hello, Team Captain!

Welcome to the Alzheimer's Association Walk to End Alzheimer's®! This disease affects our families, friends, co-workers and communities. But because you walk, the end of Alzheimer's is closer than ever. And with treatment advances that offer people facing the disease hope for more time with loved ones, your leadership has never been more important.

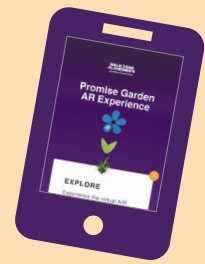
Teams of friends, family, co-workers and neighbors are the heart of Walk to End Alzheimer's. As a Team Captain, **YOU** will build excitement, lead your team, and set and achieve goals to move **our mission** forward.



The Alzheimer's Association® leads the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support.

Our promise to you: We're here for you every step of the way!

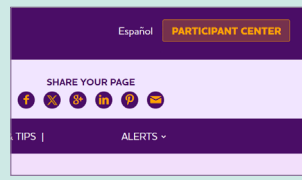
This guide is meant to help you build your dream team, then set and reach your goals. We've got plenty of tips and tools, and your Association staff or volunteer partner is available to support you. Visit alz.org/findus to locate your nearest Alzheimer's Association office and connect with your staff or volunteer partner.



Download the free, easy-to-use ALZ Fundraising app, which allows you to:

- » Update your personal Walk page.
- » Send fundraising messages and track your progress.
- » Deposit checks.
- » And more!

Visit alz.org/walk, log in to your account and go to your online



Participant Center (click on the link found in the top right-hand corner), a hub of resources on fundraising, recruitment and more!

Thank you for making a difference for people facing Alzheimer's — we are grateful for you!



BUILD YOUR TEAM

People in your community will be excited to join you in the fight against Alzheimer’s — they just need to be asked! Invite your network to join your Walk team and advance the mission of the Alzheimer’s Association. We suggest a team of 12-15 registered participants, but teams of all sizes are welcome.

FOLLOW THESE 3 EASY STEPS:

- 
1 **Set up your team webpage.** Go to your online Participant Center to build a team webpage, including photos and your team’s reason to end Alzheimer’s.
- 
2 **Ask and follow up.** Use your “sphere of influence” to think of people you can ask to join or donate to your team. Your Participant Center has pre-written recruitment emails that you can personalize with your connection to the cause.
- 
3 **Build excitement.** Get your team energized for Walk with an in-person or virtual kickoff. You could host a party, gather on Zoom, or meet up for coffee or ice cream.


Log in to your Participant Center or ALZ Fundraising app to start recruiting today!





GROW YOUR FUNDRAISING



Every dollar you and your team raise helps advance the care, support and research efforts of the Alzheimer's Association. Here are tips to set an ambitious goal and reach it!

 **Set goals — and aim high!** Team Captains who set goals for their team raise three times more than those who don't. The average Walk team raises \$2,000. Schedule time to meet with your staff or volunteer partner to strategize — they are here to help you succeed!

 **Get organized. Get creative!** Make a list of fundraising possibilities that are easy, fun and get everyone involved. You could invite co-workers to “Wear It for ALZ” to have fun with their wardrobe while making a difference. Host a purple party (with attire, decor and snacks in the Association's signature color) and ask for donations. Or ask friends and local businesses to contribute items for a silent auction. Your Participant Center is full of more great ideas and practical tips.

 **Lead by example.** Kick off your personal fundraising by setting a big goal and making a self-donation! No matter the amount, it shows your dedication and will motivate your team members to do the same.

Become a Champion.

There are special recognitions for individual participants who reach certain fundraising levels. As a Champion, you'll receive perks, acknowledgment on your local Walk website, an exclusive Champions area on Walk day and more. There are additional rewards and incentives at each level:

- » **Champions** raise at least \$500.
- » **Grand Champions** raise at least \$1,000.
- » **Elite Grand Champions** raise at least \$2,500.

Check out the enclosed incentive flyer to learn more and share with your team.

DOUBLE YOUR IMPACT!

Many employers offer programs to match charitable contributions made by their employees. Ask your team and donors to visit alz.org/walkmatch and search for their company.

FUNDRAISING FACTS

Take it on the go:



ALZ Fundraising app users bring in an average of almost \$600 — those who don't use the app raise about \$140.

Connect your network:



Participants who create a Facebook Fundraiser through their Participant Center raise over \$500 more than those who do not.

Start early:



Individuals who register for Walk to End Alzheimer's more than six weeks prior to their event bring in over twice the amount as those who start later.

How Can I Help?



Share your story:



Those who add their personal story to their fundraising webpage raise nearly four times as much as people who leave their page as is.



Diversify your efforts:



People who fundraise through both online (e.g., social media) and offline activities (e.g., a purple party) raise eight times more than single-channel fundraisers.

Recruit others to join you:



On average, teams raise over five times as much as individual participants.

Make a self-donation:



Participants who make a self-donation raise six times more than those who do not.



Tips to prepare your team for Walk day:

Plan ahead. Check out your Walk's website to ensure you know the address and parking details.

Show your purple! In addition to your Walk T-shirts, have fun with head-to-toe purple outfits or costumes, team buttons, meaningful signs and more.

Share your experience. Share with your social networks live from the event. Include the hashtags #Walk2EndAlz and #ENDALZ.

For 24/7 Alzheimer's care and support, call 800.272.3900.

USE SOCIAL MEDIA TO BOOST YOUR FUNDRAISING.



Raise four times more with a Facebook Fundraiser. Get started by logging in to your Participant Center at alz.org/walk and clicking “Connect to Facebook” to create a Facebook Fundraiser that will stay linked with your personal fundraising page.



Show and tell. Use Instagram to tell your story — your reason to end Alzheimer’s — with a photo, along with the hashtags [#ENDALZ](#) and [#Walk2EndAlz](#). Edit your profile and include a link in your bio to your fundraising webpage.



Tap into your professional network. Share your reason for participating in Walk to End Alzheimer’s® on LinkedIn. Ask contacts and colleagues to join or support your team.



Post for support. Share your fundraising webpage URL and ask others to “Donate now,” “Join my team” or “Please repost this!” Make sure to include the hashtags [#ENDALZ](#) and [#Walk2EndAlz](#).



Use our tools for success. Your Participant Center contains social graphics, cover photos, goal thermometers and more — making it easy for you to spread the word.



Thank your supporters. Thank your donors within your Facebook Fundraiser or in a social post. Include a link to your Walk fundraising page in your message so others can donate.



Follow us. Follow Walk to End Alzheimer’s on Facebook (facebook.com/alzwalk) and the Alzheimer’s Association® on X (formerly Twitter) and Instagram ([@alzassociation](#)) to get the latest event news and read about fellow participants.



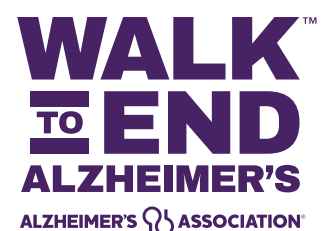
Share your Walk-day experience. Use social media to post photos or videos and inspire last-minute donations.

Find us on Facebook: facebook.com/alzwalk

Find us on X (formerly Twitter): x.com/alzassociation

Find us on Instagram: instagram.com/alzassociation

Handle: [@alzassociation](#)



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 (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?

x5

Impactful. On average, participants who create a Facebook Fundraiser raise four times more than 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 in to 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 and synced with your personal fundraising page. You can edit the default story and photo in the Facebook Fundraiser settings on Facebook. Look out for your newly earned Facebook Fundraiser badge on your personal webpage!



OUR TIME IS NOW.

Raise funds and earn your 2025 T-shirt.



Participants who raise \$100* will earn the official 2025 Walk to End Alzheimer's® T-shirt.

Quick ways to raise your first \$100:



Email five friends and ask each for a \$20 donation.



Cook meals at home for a couple of weeks instead of going out or getting takeout — and put the money you would have spent aside for a self-donation.



Hold a garage sale to sell clothes and other household items you no longer use. Put your earnings toward your fundraising efforts.



Invite people at your office, gym or place of worship to “Wear It for ALZ” and have fun with their wardrobe while supporting the cause with a donation.



Host a Facebook Fundraiser or send messages on your favorite social networks. Share your story and your fundraising goal, and ask others to support your efforts by making a donation.



Visit alz.org/walkmatch to find out if your workplace matches charitable gifts.



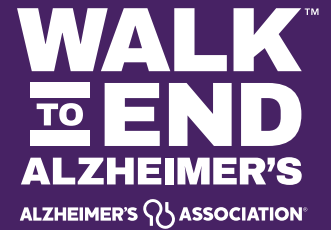
Complete the fundraising square game on the reverse side of this flyer.

**Every registered participant will receive a T-shirt after achieving the fundraising minimum established for their Walk. In most instances, this is \$100.*

**WALK
TO END
ALZHEIMER'S**
ALZHEIMER'S ASSOCIATION

Every dollar moves us closer to the end of Alzheimer's.

Please support my Walk to End Alzheimer's fundraising efforts. Every dollar helps to advance the care, support and research efforts of the Alzheimer's Association®.



My fundraising goal: _____

\$5

because it will take a community to end Alzheimer's.

Thanks to: _____

\$11

in honor of the more than 11 million caregivers across the country.

Thanks to: _____

\$5

because Alzheimer's isn't stopping and neither are we.

Thanks to: _____

\$10

to support treatment advances that offer people hope.

Thanks to: _____

\$100

because we are 100% committed to the cause.

Thanks to: _____

\$20

to help advance Alzheimer's care, support and research.

Thanks to: _____

\$3

because 1 in 3 seniors dies with Alzheimer's or another dementia.

Thanks to: _____

\$25

as a self-donation to kick off my fundraising.

\$10

because Alzheimer's is affecting our families, our finances and our future.

Thanks to: _____

\$1

because now is the time for action and every dollar makes a difference.

Thanks to: _____

\$15

to help fight one of the most costly conditions to society.

Thanks to: _____

\$50

for the nearly 50% of nursing home residents living with dementia.

Thanks to: _____

\$9

because 1 in 9 people age 65 and older has Alzheimer's.

Thanks to: _____

\$3

because the brain weighs only three pounds, but is our most powerful organ.

Thanks to: _____

\$7

in honor of the nearly 7 million Americans living with Alzheimer's.

Thanks to: _____



JOIN THE CHAMPIONS CLUB.

The Walk to End Alzheimer's® Champions Club recognizes and rewards participants who reach and exceed special fundraising milestones. These individuals are leading the way to a future without Alzheimer's and all other dementia — and you can, too! With new treatment advances that offer people facing the disease hope for more time with loved ones, there's never been a better time to become a Champion. Every dollar advances the critical care, support and research efforts of the Alzheimer's Association®.

All Champions Club members receive:

- Official event T-shirt.
- Fundraising badge on your personal fundraising webpage.
- Personalized thank-you certificate.
- Acknowledgment on local Walk website.

Grand Champions and Elite Grand Champions receive additional rewards and recognition.



CHAMPIONS

Become a Champion by raising at least **\$500** and you'll receive a commemorative medal for your accomplishment. But this is just the beginning: Channel your momentum to reach new ranks within the club.

GRAND CHAMPIONS

When you raise at least **\$1,000**, you'll earn the title of Grand Champion and the exclusive fundraising status that comes along with it. You'll also receive a performance long-sleeved T-shirt to wear proudly.

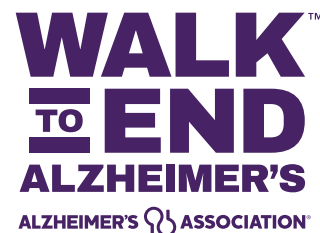
ELITE GRAND CHAMPIONS

Once you've raised **\$2,500**, you'll be in the company of greatness as an Elite Grand Champion. As part of this esteemed group of fundraisers, you'll earn a one-of-a-kind half-zip fleece and the glory of being one of the best.



Have questions? Learn more at alz.org/championsclub.

Champions Club medals will be distributed on Walk day. Other Champions Club rewards will be sent directly to participants by mail. Please log in to your Participant Center (alz.org/walk) to ensure your correct mailing address is on file.



2025 Incentive Program

You must be a registered participant to earn incentive gifts.
Register for a Walk to End Alzheimer's® event in your area at alz.org/walk.



2025 Walk to End Alzheimer's Participant T-Shirt

\$100



Tote Bag or Elite Geometry 16-oz. Recycled Tumbler

\$300



Cligue Polos** or Daybreak 16-Can Cooler AND Champions Club Medal

\$500*



Champion® Powerblend® Pullover Hoodie or Luna Convertible Backpack Tote

\$750



Stanley Quencher H2.O FlowState™ Tumbler 30-oz. or iLive™ Portable Cordless Massage AND Grand Champion Cligue Active Charge Long-Sleeved T-Shirt

\$1,000*



Quarter-Zip Anorak or Bellroy Tech Kit

\$1,500



Director's Chair with Side Table or Sony Bluetooth Speaker AND Elite Grand Champion Cligue Summit Half-Zip Fleece**

\$2,500*



Osprey Arcane™ XL Day with Custom Initials or The North Face® Apex DryVent™ Jacket**

\$5,000



Regulation Corn Hole or 7' Market Umbrella

\$7,500



Yeti Backpack Soft Cooler or PI Woodburning Pizza Oven

\$10,000



*Denotes the Champion levels.

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

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

Visit your Participant Center at alz.org/walk 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. All items subject to availability.

Redemption certificates will be sent via email after the event. Contact your local chapter for the fundraising deadline.

Need help with your certificate or redeeming your prize? Call **888.592.1425** or email ALZWalkIncentives@pkcomp.com.

BECAUSE WE WALK, THERE IS HOPE.

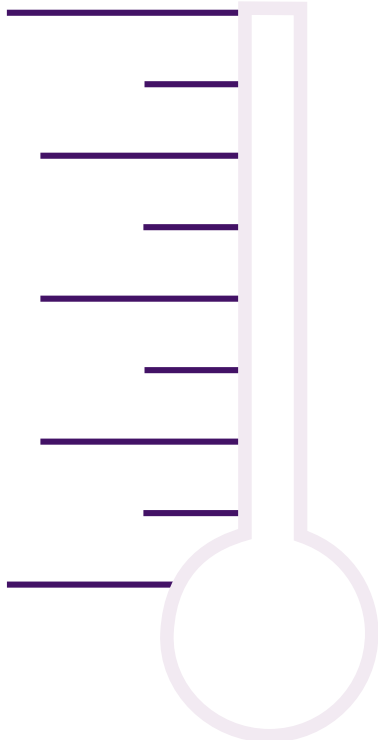


TEAM NAME: _____

TEAM MEMBERS RECRUITED



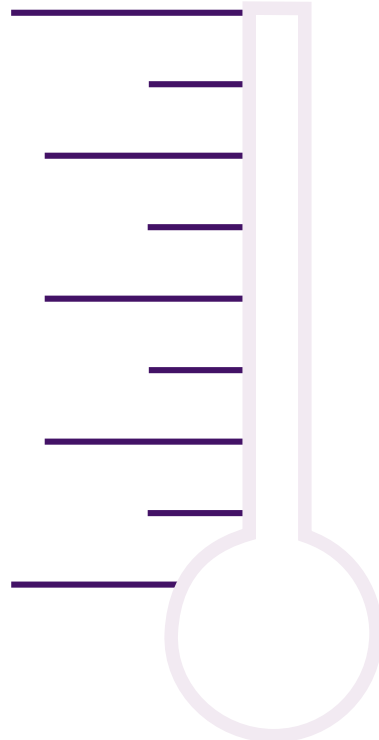
Goal:



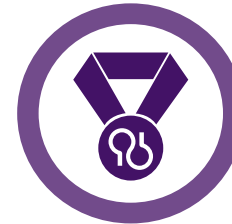
\$100* FUNDRAISERS



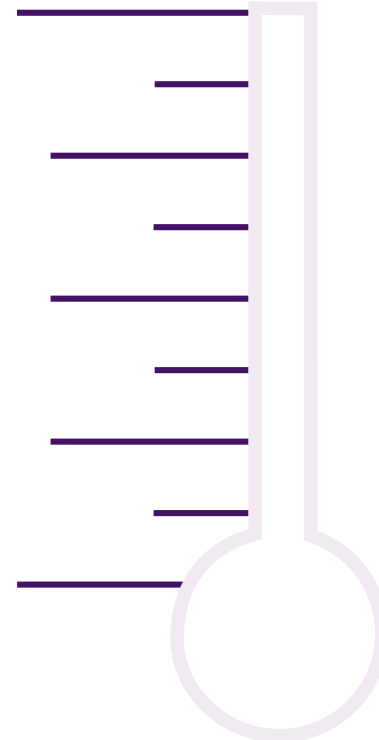
Goal:



CHAMPIONS CLUB MEMBERS



Goal:



FUNDS RAISED



Goal: \$

