



10 Tips for Recruiting Co-Workers

Co-workers are an excellent starting point for recruiting team members to join you in the fight against Alzheimer's. Below are 10 tips to get you started:

1. **Start early.** Begin recruiting as soon as you've registered your team online. The earlier you get co-workers involved, the sooner you can begin planning your team's fundraising activities and building excitement.
2. **Speak at a company or team meeting.** Tell your story and ask others to join you in a group setting allows those touched by Alzheimer's to take the first step by indicating interest. Also, it's often your story that motivates others to act.
3. **Post information in your workspace and public places in the office.** Make it easy for people to find you and identify you as the main contact. Place posters in the break room and bathroom stalls. Be sure to leave a sign-up sheet in your workspace in case you are not around.
4. **Include a blurb in your company newsletter.** Briefly share your connection to the cause, a current statistic or update about the disease from www.alz.org and a call to action such as 'Join my team and help me in the fight against Alzheimer's.
5. **Ask your location manager or company CEO to send an email on your behalf.** Craft an e-mail sharing the latest facts and figures on Alzheimer's from www.alz.org. Invite your co-workers to get involved in the fight by joining your Walk team! Ask your manager or CEO to send this e-mail expressing his/her excitement about seeing their team band together for such a great cause. If they have a personal connection to the disease, ask them to share.
6. **Offer incentives.** Conduct a raffle or offer a small gift certificate to the first five people who join your team. This will encourage people to sign up quickly.
7. **Get the word out.** Let your coworkers know you are looking for team members. They may know someone in another department or building who would love to hear from you.
8. **Set a table at lunch.** Choose a spot where you'll get to meet people you don't work with every day. It's a great opportunity to share your passion, answer questions and register co-workers on the spot. See if you can get a small treat donated to hand out and attract attention.
9. **Combine the Walk with company fitness efforts.** Walk is an all-ages, all-abilities event. Using Walk day as a goal, invite co-workers to join your team and walk during breaks as a way to get excited about the actual event. Consider attaching a fundraising incentive to your efforts. For example, ask other co-workers to make a donation for each mile your team walks during the year. Ask your manager to match it!
10. **Finally, make it fun!** Excitement is contagious. Continuously update your co-workers on your efforts, success, fundraising and milestones reached. They'll see how committed you are, and want to be a part of the fight!



Team Recruitment Talking Points

As a team captain, you'll want to reach out to friends, family and co-workers to increase the size of your team. Here are some talking points to use when you contact potential teammates.

- You may have heard I'm forming a team for the Alzheimer's Association Walk to End Alzheimer's™ on **(date)** at **(location)**.
- I'm calling because I wanted to ask you to join my team, **(team name)**. I'm trying to get about nine of my friends, family and coworkers together – I'm inviting **(name friends, family members, or co-workers)** and think you would make a great addition to this team!
- I can't tell you how much I would appreciate your support. This cause is so important to me, since **(share a story about a loved one with the disease, reason you're walking, etc.)**
- More than 5.4 million people are living with Alzheimer's and that number is expected to grow to as many as 16 million by 2050. We have to do something now!
- You can sign up online at alz.org/walk – it takes under 5 minutes. Just look for the [City, State] walk, then our team name, **(name of team)**, and make sure you join us. Or I can drop off a (brochure/sign up form) that you can fill out, but online registration is the best and easiest way to go.
- The Walk itself is for all ages, all abilities – and it's really fun. There are a lot of people from the community, there is **(live music, food, booths, anything fun at your local event)**.
- We fundraise as part of Walk since this is such an urgent cause. The Alzheimer's Association makes it easy with their donation tools. You can use a collection envelope to ask for donations at work, school, the gym – wherever you are, you'll find someone with a connection to the disease who will want to help. Or, you can personalize your Walk Web page and use e-mails that are already written for you to ask for support.