



# 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 [alz.org/walk](https://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 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 \$100.

**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](https://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](https://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

[alz.org/walk](https://alz.org/walk)

# 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 \_\_\_\_\_



### \$100\* FUNDRAISERS

Every team member who raises at least \$100 will earn the official Walk to End Alzheimer's T-shirt. Encourage your team to check out the Participant Center at [alz.org/walk](http://alz.org/walk) 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 \_\_\_\_\_

# 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.



# GET INSPIRED TO FUNDRAISE ALL YEAR.

Plan ahead! Brainstorm fundraising ideas that your team can do each month. Being organized goes along 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.

 <b>JANUARY</b> <p><b>IDEA:</b> Partner with a fitness instructor to host a charity exercise class, donating proceeds back to your team.</p> <p><b>OUR PLAN:</b></p>	 <b>FEBRUARY</b> <p><b>IDEA:</b> Sell wine and chocolate gift packages for Valentine's Day using donated goods.</p> <p><b>OUR PLAN:</b></p>	 <b>MARCH</b> <p><b>IDEA:</b> Organize a sports bracket challenge to benefit Walk to End Alzheimer's.</p> <p><b>OUR PLAN:</b></p>
 <b>APRIL</b> <p><b>IDEA:</b> Launch a letter-writing campaign. See which of your teammates can send the most letters asking for adonation.</p> <p><b>OUR PLAN:</b></p>	 <b>MAY</b> <p><b>IDEA:</b> Organize a flower sale with donated plants and offer delivery for Mother's Day.</p> <p><b>OUR PLAN:</b></p>	 <b>JUNE</b> <p><b>IDEA:</b> Kick off summer by organizing a comhole tournament. Charge admission for all players.</p> <p><b>OUR PLAN:</b></p>
 <b>JULY</b> <p><b>IDEA:</b> Ask your favorite local restaurant to host a <b>Dine and Donate</b> event. Invite friends and family to support the eatery — and a great cause!</p> <p><b>OUR PLAN:</b></p>	 <b>AUGUST</b> <p><b>IDEA:</b> Host an office olympics. Charge an entry fee to participate in events like a typing competition.</p> <p><b>OUR PLAN:</b></p>	 <b>SEPTEMBER</b> <p><b>IDEA:</b> Get your neighbors together for a block party. Ask for donations to your team.</p> <p><b>OUR PLAN:</b></p>
 <b>OCTOBER</b> <p><b>IDEA:</b> Host a haunted house. Charge admission and sell spooky snacks.</p> <p><b>OUR PLAN:</b></p>	 <b>NOVEMBER</b> <p><b>IDEA:</b> Plan a Friendsgiving meal. Provide all food and desserts and ask for donations.</p> <p><b>OUR PLAN:</b></p>	 <b>DECEMBER</b> <p><b>IDEA:</b> Host a holiday sweater contest at your office. Ask co-workers to vote (\$1 = one vote) for the tackiest sweater.</p> <p><b>OUR PLAN:</b></p>

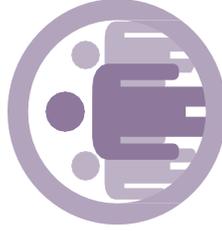
Be sure to check your local laws before implementing fundraisers to ensure your event does not violate any state gambling laws. Check with the appropriate authorities at your company if you plan to hold a fundraiser in your office.

# ALZHEIMER'S DISEASE IS RELENTLESS. SO ARE WE.



TEAM NAME: \_\_\_\_\_

**TEAM MEMBERS  
RECRUITED**



**Goal:**

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**\$100\* FUNDRAISERS**



**Goal:**

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**CHAMPIONS CLUB  
MEMBERS**



**Goal:**

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**FUNDS RAISED**



**Goal: \$**

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\*Individuals who meet the fundraising minimum will earn one Walk participant T-shirt. In most cases this minimum is \$100; in some places it is higher.

# 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 [alz.org/walk](https://www.alz.org/walk) 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](http://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, 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](http://alz.org/walk) 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](https://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](https://alz.org/walkmatch) or contact your human resources department to learn more.





# 2022 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](http://alz.org/walk).



2022 Walk to End Alzheimer's participant T-shirt

**\$100**



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 medall

**\$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 medall, Grand Champion raglan T-shirt and Elite Grand Champion hoodie will receive these items in addition to their selected incentive prize.

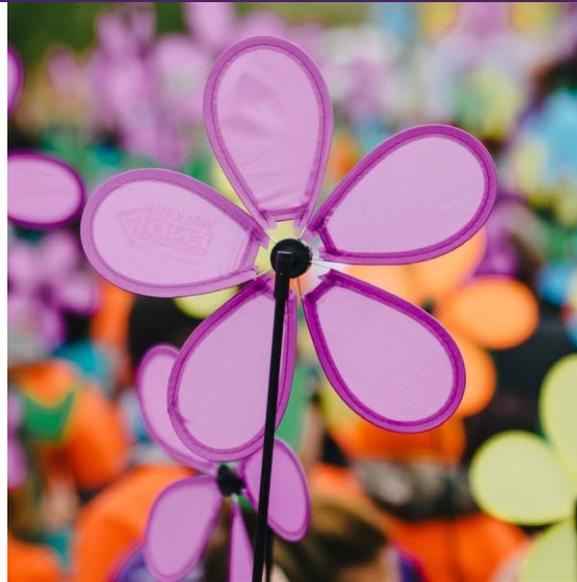
Visit your Participant Center at [alz.org/walk](http://alz.org/walk) for fundraising tools, tips and ideas.

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

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 855.462.7263 or email [ALZ.incentives@halo.com](mailto:ALZ.incentives@halo.com).

# JOIN US FOR OUR UPCOMING EVENTS!



## LEHIGH VALLEY

**September 24, 2022**

ArtsQuest Center  
at SteelStacks  
101 Founders Way  
Lehigh Valley, PA 18015  
Contact: Lori Wehr

## SCHUYLKILL COUNTY

**October 1, 2022**

JFK Memorial  
Recreational Complex  
1st Ave  
Pottsville, PA 17901  
Contact: Lori Wehr

## BERKS COUNTY

**October 15, 2022**

Berks County Heritage Center  
1102 Red Bridge Rd  
Reading, PA 19605  
Contact: Lori Wehr

## PHILADELPHIA

**November 2022**

Citizens Bank Park  
1 Citizens Bank Way  
Philadelphia, PA 19148  
Contact: Alaina Schukraft

## CUMBERLAND COUNTY

**October 8, 2022**

Rowan College  
3322 College Dr  
Vineland, NJ 08332  
Contact: Samantha Sayward

## SOUTH JERSEY SHORE

**October 22, 2022**

Ocean City Civic Center and Field  
6th Street and the Boardwalk  
Ocean City, NJ 08226  
Contact: Samantha Sayward

## REHOBOTH BEACH

**September 24, 2022**

Bandstand  
Rehoboth Ave  
Rehoboth Beach, DE 19971  
Contact: Robert Macklin

## WILMINGTON

**October 29, 2022**

Tubman Garrett  
Riverfront Park  
Rosa Parks Drive  
Wilmington, DE 19801  
Contact: Robert Macklin

Register today at [alz.org/delval/walk](https://alz.org/delval/walk)



# THANK YOU TO OUR SPONSORS!

## LEHIGH VALLEY



Northampton County  
Area Agency on Aging



## BERKS COUNTY



## PHILADELPHIA



## CUMBERLAND COUNTY



## SOUTH JERSEY SHORE



## REHOBOTH BEACH



## WILMINGTON



DIAMOND STATE



RECYCLING CORP.

