



# WELCOME PACKET



## Walk to End Alzheimer's - Fond du Lac County Saturday, October 2, 2021

Dedra Devereaux

Walk to End Alzheimer's Manager

414.775.7556

[dedevereaux@alz.org](mailto:dedevereaux@alz.org)

# Welcome to the Walk Family!

The Fond du Lac County Walk brings together hundreds of individuals, companies, and groups in a unified goal to #ENDALZ. Whether we are together at a large in-person gathering or in small groups in our individual neighborhoods, the funds you raise through Walk to End Alzheimer's help the Alzheimer's Association to continue to be there for families facing Alzheimer's and all other dementias. Every dollar counts.

The pandemic has magnified the urgency of our mission. The Alzheimer's Association converted its programs and services to a virtual format in order to provide care and support safely, as these services are more important than ever. **Alzheimer's isn't stopping and neither are we.**

We would like to welcome you to the Walk to End Alzheimer's of Fond du Lac County and extend our heartfelt thanks. It is because of you that we are one step closer to our vision: a world without Alzheimer's and all other dementias!



Beth Atkinson Schultz  
Event Chair



Amy Pollesch  
Event Chair



Dedra Devereaux  
Walk Manager

# 2021 QUICK START GUIDE



# 2

## TAKE TWO MINUTES AND RECRUIT YOUR WALK TEAMMATES

Email, text or call your 2021 Walk teammates to grow your walk team! Send them the short-link to your team page or **CLICK HERE:** [act.alz.org/fonddulac](http://act.alz.org/fonddulac)

# \$0

## GO FROM ZERO TO HERO

Set an example for your team members and kick-start your fundraising with a self-donation. Potential donors who visit your page are more likely to donate if they see you did too!

# 2

## PLAN TWO WAYS TO FUNDRAISE

Brainstorm how you will fundraise this year. You can start a Facebook fundraiser or launch a simple letter-writing campaign to get started. Looking for more ideas? Log into your Participant Center or contact your walk manager.

# 1

## SET ONE GOAL FOR YOUR TEAM

Set a goal for your Walk team that will inspire your team members, friends, family and donors to maximize their fundraising efforts.



dedevereaux@alz.org



[act.alz.org/fonddulac](http://act.alz.org/fonddulac)



[facebook.com/groups/fdlwalktoendalz](https://facebook.com/groups/fdlwalktoendalz)

# 2021 INCENTIVE PROGRAM



2021 Walk to End Alzheimer's participant T-shirt

**\$100**



Campfire mug, collapsible silicone pet bowl or tank top\*

**\$300**



Canvas tote bag, vegan leather dopp kit or baseball tee AND Champion medal and yard sign\*\*

**\$500**



Oversized velour beach towel, garden flag or apron with pockets

**\$750**



Mobile power bank, stainless steel water bottle or Bluetooth finder and key chain AND Grand Champion striped-sleeve T-shirt

**\$1,000**



Igloo cooler, full-zip hoodie or Pandora bracelet

**\$1,500**



Cozy fleece jacket\*, yoga mat or anti-theft design laptop backpack AND Elite Grand Champion crew sweatshirt

**\$2,500**



Fuji Instax camera bundle or North Face jacket\*

**\$5,000**



YETI Hopper cooler or PowerXL air fryer with pot holder

**\$7,500**



GoPro bundle with dry bag or three suitcase set with luggage tags

**\$10,000**

[\*\*Click here for more information\*\*](#)



dedevereaux@alz.org



[act.alz.org/fonddulac](http://act.alz.org/fonddulac)



[facebook.com/groups/fdlwalktoendalz](https://facebook.com/groups/fdlwalktoendalz)

# TOOLS & RESOURCES



## Meet with your Walk Manager.

Your Walk Managers are here to help brainstorm fundraising ideas, provide support and answer your questions! Visit your local Walk page for contact information or see the cover page of this packet.



## Make a self - donation.

Kick-start your fundraising by making a self-donation! By making a self - donation, you are demonstrating your personal commitment to fundraising for the mission.



## Plan your fundraising.

Launch a Facebook Fundraiser through your Participant Center, text or write a letter to your network and ask them to donate. Share your story and include a picture of who you are honoring. [CLICK HERE](#) to watch the tutorial.



## Download the Mobile App.

Download the Walk to End Alzheimer's mobile app to stay up-to-date on your fundraising progress, send emails or texts, start a Facebook fundraiser and deposit checks. [CLICK HERE](#) to learn more.



## Fundraise in your community.

Ask if you can host a Casual for a Cause fundraiser at your office or display point-of-purchase flowers in exchange for donations. Learn more about these activities and others in your online Participant Center.



## Find us online and on social media.



Get involved in the full-mission of the Alzheimer's Association by visiting our website at [alz.org/wi](http://alz.org/wi) or following us on social media.



dedevereaux@alz.org



[act.alz.org/fonddulac](http://act.alz.org/fonddulac)



[facebook.com/groups/fdlwalktoendalz](https://facebook.com/groups/fdlwalktoendalz)

# MAKE AN IMPACT

Join the Fond du Lac County Walk Planning Committee and help shape the movement to end this disease! Committee members are the heart of the event, planning everything from the kick off to the wrap up. Some members focus on growing the event by recruiting teams and sponsors, others coordinate logistics and some work on promoting the event in the community!



# BECOME A VALUED COMMUNITY PARTNER

Local sponsors of Walk to End Alzheimer's have a unique opportunity to impact the success of the event while displaying commitment to the local community. At the Alzheimer's Association, we take pride in offering mutually beneficial sponsorship packages that offer a wide range of rewards for participating companies and organizations!



[CLICK HERE TO VIEW OUR SPONSORSHIP OPPORTUNITIES](#)

# Thank You 2021 EARLY-BIRD WALK SPONSORS



COMMIT TO SPONSORING THE 2021 WALK TO END ALZHEIMER'S BY MARCH 31 AND BE FEATURED HERE!

ALZHEIMER'S ISN'T STOPPING. NEITHER ARE WE.

We are moving forward to plan an  
**IN-PERSON**  
**Walk to End Alzheimer's this fall.**

The health and safety of participants, volunteers and staff remain our top priorities as we continue to monitor the pandemic and make decisions about event details in your community. While we're planning to gather in person, we will continue to offer options to participate in Walk online and in your neighborhood.

# CARE & SUPPORT



Caring for a loved one during the COVID-19 (coronavirus) outbreak can add stress for dementia caregivers. We are here if you need us. Visit [alz.org/COVID19](https://alz.org/COVID19) to learn how you and your loved one with dementia can stay healthy. Currently all care and support services are being offered virtually.



**24/7 Helpline 800.272.3900:** The Helpline is answered by trained dementia specialists and Care Consultants who provide support and information to people with dementia, family members, caregivers, health care professionals and the general public.



**Support Groups:** These provide emotional, educational and social support through regularly scheduled meetings where strict confidentiality is maintained. Go to [alz.org/crf](https://alz.org/crf) or call 800.272.3900 to find one for you.



**ALZConnected:** This is a free online community for everyone affected by Alzheimer's and other dementias. Find it at [alzconnected.org](https://alzconnected.org).



**Education Programs:** Interactive programs for both the person living with dementia and caregivers on a variety of topics related to dementia. Learn more at [alz.org/crf](https://alz.org/crf) or call 800.272.3900.



**Education Online Anytime:** Many of our education programs are available online and can be accessed anytime. Available free in English and Spanish. To learn more go to [Online Education](#) or call 800.272.3900.



**Care Consultations:** We can provide families with a personalized plan to help safely navigate Alzheimer's disease. Reach out to us at 800.272.3900 to schedule a care consultation.



**Alzheimer's Navigator:** Guides Caregivers to answers by creating a personalized action plan and linking you to information, support and local resources. Learn more at [alzheimersnavigator.org](https://alzheimersnavigator.org).

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 vision is a world without Alzheimer's and all other dementia.



[dedevereaux@alz.org](mailto:dedevereaux@alz.org)



[act.alz.org/fonddulac](http://act.alz.org/fonddulac)



[facebook.com/groups/fdlwalktoendalz](https://facebook.com/groups/fdlwalktoendalz)