



WELCOME PACKET



Walk to End Alzheimer's - Green Bay Saturday, September 25, 2021

Cari Josephson
Walk to End Alzheimer's Manager
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Welcome to the Walk Family!

The Green Bay Walk brings together hundreds of individuals, companies, and groups in a unified goal to find Alzheimer's first survivor. 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 Green Bay 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!



Cari Josephson
Walk Director

Green Bay Walk Committee Members

Mary Beth Balch
Therese Barry-Tanner
Lise Bolle
Adam Dalke
Chris Damas
Dr. David Ferguson
Morgan Hansen
Beverly Heilman
Tom Kosman
Katrina Mittelstadt
Tammy Rusch
Bobbie Webster

2021 QUICK START GUIDE



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TAKE TWO MINUTES AND RECRUIT YOUR WALK TEAMMATES

Email, text or call your Walk teammates to grow your team! Send them the short link to your team page or send them to the Walk homepage: act.alz.org/greenbay.

\$0

GO FROM ZERO TO HERO

Set an example for your team members and donors by kick-starting 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, have a bake sale, or launch a simple "letter-writing" campaign to get started. Looking for more ideas? Log into your Participant Center or contact your walk manager, Cari Josephson.

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SET ONE GOAL FOR YOUR TEAM

Set a goal that will inspire your team members, friends, family and donors to maximize their fundraising efforts. Think about setting milestone incentives to encourage your team and donors to reach your goal.



cjosephson@alz.org



act.alz.org/greenbay



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

TOOLS & RESOURCES



Meet with your Walk Manager.

Your Walk Managers are here to help brainstorm fundraising ideas, provide support and answer your questions! Contact Cari Josephson at cajosephson@alz.org or 920.609.1342.



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 on setting up a Facebook Fundraiser



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, even start a Facebook fundraiser and deposit checks. [CLICK HERE](#) to learn more about the mobile app.



Fundraise in your community.

Ask a local store to display point-of-purchase flowers in exchange for donations or host a dine n' donate give back. Learn more about these activities and others in your online Participant Center or contact Cari Josephson.



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 or following us on social media.



cajosephson@alz.org



act.alz.org/greenbay



facebook.com/groups/greenbaywalktoendalzheimers

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 details](#)

MAKE AN IMPACT

Join the Green Bay Walk Planning Committee and help shape the movement to end this disease! Committee members are the heart of the event helping it grow by retaining last year's teams, recruiting teams and engaging local businesses. Some help coordinate logistics and work on promoting the event in the community with our yard signs, posters, and brochures - painting the town purple!



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

Care  Patrol™



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 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 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.



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 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.

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.



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