

# JOIN THE WALK TO END ALZHEIMER'S PLANNING COMMITTEE!



**CHELSAE POELKING**  
CLEVELAND WALK  
EVENT CHAIR

*"I love being part of such a passionate team striving to make a difference in this fight against Alzheimer's and other dementias. I'm constantly meeting more people affected by this disease and I want them to know: they are not alone! If we do this together, if we keep fighting, I know we can win."*

**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. There's a role for everyone!**

*"Our dedicated Walk to End Alzheimer's Planning Committee continues to move the fight to end Alzheimer's forward and make an impact on all of those living with Alzheimer's disease. Their dedicated commitment, strength and perseverance gives us hope. Hope for our vision and a brighter tomorrow."*

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**KELSEY OTT**  
CLEVELAND WALK  
DIRECTOR



## TEAM RECRUITMENT

Ask your network of friends, family, coworkers and community members to support the cause by starting a Walk team. Assist with the planning and execution of the Company Team Kickoff.

- Outgoing and enthusiastic about the mission
- Willing to ask others in their network to join the cause
- Connected in the local community



## SPONSORSHIP

Identify opportunities to engage the business community in the mission by sponsor the Walk. Strengthen relationship with current sponsors.

- Knowledge and connections of local business community
- Willing to make the asks or make introductions



## TEAM RETENTION

Retain prior Walk teams by supporting past Team Captains and implementing retention engagement plans. This committee executes most of these efforts by making phone calls and emails.

- Knowledge of the mission
- Comfortable making phone calls
- Willing to build relationships with Team Captains



## LOGISTICS

Ensure that all event day components including start/finish line, ceremony, route and entertainment are well planned and give all our Walkers an excellent Walk day experience.

- Organized and detail oriented
- Willing to ask local businesses and vendors to donate goods and services
- Flexible and creative



## MARKETING

Create awareness of the disease by promoting the Walk. Build public awareness through local media involvement, social media and grassroots marketing efforts.

- Social media savvy
- Strong communication skills
- Willing to speak at public events on behalf of the Alzheimer's Association



## MISSION

Connecting the community and the participants to our mission throughout the Walk season by cultivating our highest donors. This includes writing Thank You notes and special recognition on Walk day.

- Enthusiastic about the mission
- Ability to inspire and influence other people to support the cause
- Knowledge of the Association and services