



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

**Are you interested in being part of The Walk to End Alzheimer's event? Are you interested in helping spread awareness and build strong partnerships in the Montcalm and Ionia area? Join us as part of the Walk to End Alzheimer's Montcalm and Ionia Committee!**

**The Alzheimer's Association Walk to End Alzheimer's is the nation's largest event to raise awareness and funds for Alzheimer's care, support and research. It's a one day event that gathers hundreds of community members who all want to see the same thing; a World without Alzheimer's.**

**We need your help to make this event great!**

**Together, we can end Alzheimer's disease, the nation's sixth-leading cause of death. 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 is a role for everyone!**

**For more information:**

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## Event Chair

The Event Chair serves as the volunteer leader for the planning and execution of Walk to End Alzheimer's. This position is responsible for recruiting, training and leading an effective volunteer committee focused on raising revenue, increasing awareness and implementing all event activities.



## Event Co-Chair

The Event Co-Chair assists the Event Chair with recruiting, training and leading the committee while focusing on reaching Walk goals. This position supports and enhances the Event Chair's role and can step in when the Event Chair is unable to attend a meeting, event or activity..



## Sponsorship Committee: "The Sales People"

The Sponsorship Subcommittee is responsible for identifying opportunities to engage the business community in the mission of the Alzheimer's Association by sponsoring Walk to End Alzheimer's.

- Solicit new walk sponsors
- Strengthen relationship with existing sponsors
- Ensure all sponsorship benefits have been fulfilled throughout the year
- Provide an exceptional experience for our sponsors on Walk day.

Personal Attributes: well-connected in the business community, comfortable making pitches and presentations and someone who is not afraid to ask for large sums of money



## Team Recruitment Committee: "Networker"

The Team Recruitment Subcommittee is responsible for recruitment of new Walk teams through the Corporate Team Kickoff event. This committee will recruit new teams from all sectors of the community with a focus on Corporate Teams and will provide fundraising guidance to new Team Captains.

- Plan and execute a successful Corporate Team Kickoff two months prior to Walk day
- Recruit table hosts for the Corporate Team Kickoff from all sectors of the community
- Coach table hosts to fill a table of 8-10 people at the Kickoff with prospective team captains within their network.

Personal Attributes: well-connected in their community or industry, always meeting new people and not afraid to ask others to join the cause



## Team Retention Committee: "The Relationship Manager"

The Team Retention Subcommittee is responsible for bringing back prior Walk teams. This committee will work year-round on team retention strategies including planning and executing the Past Team Registration Event and Walk Celebration Party.

- Execute the Team Captain Engagement Plan to welcome, thank and motivate our Team Captains to fundraise
- Send team touches to make our Team Captains feel special and appreciated
- Plan and execute the Past Team Registration Event and Walk Celebration Party

Personal Attributes: willing to build and manage relationships, loves talking on the phone and has a friendly and sincere attitude



## Marketing & Outreach Committee: "The Promoter"

The Marketing and Outreach Subcommittee is responsible for creating awareness of the disease through the promotion of Walk to End Alzheimer's and the Association.

- Build public awareness of Walk through local media outlets and social media
- Deliver brochures and posters to local businesses and community spaces
- Seek and seize creative, grassroots marketing opportunities

Personal Attributes: knowledge of local media outlets, excellent oral and written communication and creative thinking skills.



## Mission: "The Ambassador"

The Mission Subcommittee is responsible for connecting the community and participants to the mission of the Alzheimer's Association.

- Present "mission moments" at all committee meetings and wrap-around events
- Lead the Champions Club program
- Promote core mission elements on Walk Day including TrialMatch, programs and services and the Promise Garden

Personal Attributes: strong passion and personal connection to the disease, may have benefited from the programs and support of the Alzheimer's Association and can inspire others through storytelling and sharing.



## AIM-Advocacy: "The Campaigner"

The AIM-Advocacy Subcommittee is responsible for recruiting new AIM members and advocates from all sectors of the community.

- Recruit 75% of the Walk Planning Committee to take action on our legislative call to action
- Increase advocacy actions during Walk season in your stay by 10%
- Promote AIM memberships among committee members and potential advocates

Personal Attributes: current or future advocate, familiarity with public policy initiatives and AIM's legislative priorities, not afraid to make an ask and get others involved.



## Logistics: "The Event Planner"

The Logistics Subcommittee is responsible for ensuring all event-day components are well-planned and that participants have an excellent event experience at Walk to End Alzheimer's, from the parking lot to the finish line.

- Design and plan event festivities area, start/finish line area and Walk route
- Coordinate the stage program and event entertainment
- Recruit, train and manage event-day volunteers

Personal Attributes: great attention to detail, excellent project and time management skills, the ability to creatively solve problems and can remain calm and collected under pressure.