



Welcome!

Thank you for registering as a Team Captain for the 2020 North Central Ohio Walk to End Alzheimer's and welcome to our Walk community! Your support is appreciated! Our 2020 goal is to raise \$65,000 through personal fundraising and corporate sponsors. With your help, I am confident we can do it!

Please find the enclosed materials to help you lead your team to success:

- Team Captain Guide with the 3 easy steps to success.
- Monthly Challenge & Event Calendar to keep things exciting.
- Fun swag flyer to motivate you to reach the next level of fundraising.
- Information on how the funds raised are used to support the mission and services of the Alzheimer's Association.

Other resources available to you:

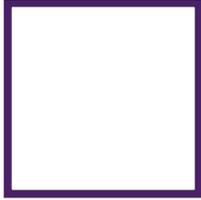
- Visit your participant page on our website to find great ideas and tools to help you fundraise.
- Please "like" our Facebook page: [Alzheimer's Association Northwest Ohio Chapter](#), and then join the group: [North Central Ohio/Mansfield Walk to End Alzheimer's](#).
- Download the mobile app, "Walk to End Alzheimer's." You can track your progress,
- deposit donor checks, and accept credit card donations.
- New this year: Check out the News and Announcements on the Walk website: alz.org/nwohio/walk (then find your community walk). Info on upcoming contests and events will be promoted here plus you can find the online order form for all your free fundraising supplies. Share your event flyers and we'll post them here too!

We are here to help you! Please call/text Erica Parnisari, Staff Partner, at 419.216.2973 or elparnisari@alz.org to share ideas, ask questions, get materials, or learn more about the event. I'm looking forward to working with you to raise awareness and funds to fight Alzheimer's Disease!

Erica

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BUILD YOUR TEAM



GOAL # OF TEAM MEMBERS

Recruit at least 10 others to join your team and register online. Check out tips on how to recruit team members.

Many people will be eager to join you in advancing the fight against Alzheimer's disease — they just need to be asked. The Association suggests a team of 12 to 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. Be sure to include your team's personal story and pictures from a past Walk or photos representing your reason to end Alzheimer's.



Set a participant goal. Determine a goal for your team size. Think of everyone you know. You may be surprised how many people have been affected by Alzheimer's and want to participate.



Send emails. Log in to your Participant Center to find pre-written recruitment emails to send to friends and family.



Host a team rally. Invite existing and potential team members to a party or get together and help build excitement about participating in Walk. Encourage people to register during your event.



Engage in friendly competition. Challenge another Team Captain to see who can recruit more team members.



Don't forget virtual participants. Just because someone can't join you on Walk day doesn't mean they can't be part of your team. Recruit friends or family that live elsewhere to join and support the team!



Get social. Facebook, Twitter and LinkedIn are great tools to spread the word that you're looking for teammates. Make sure to provide a link to your team page. You can also share social updates straight from your Participant Center.



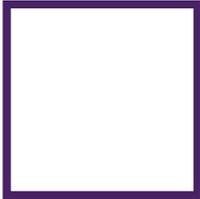
Forward to a friend. Encourage your teammates to forward a recruitment email to their contacts. With the help of others, your team can grow beyond your original circle.



Recruit everywhere. Ask people at your work, church, gym, book club and local coffee shop to join your team.

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MOTIVATE YOUR TEAM



GOAL # OF CHAMPIONS

Participants who raise \$500+ join our Champions Club and receive special benefits. Set a goal for how many of your team members will become Champions and become a Champion Club member yourself.

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 fundraising success.** We need your help to ensure that your teammates reach their personal fundraising goals. Share fundraising tips and be prepared to offer help and suggestions to those who have a hard time asking for donations. Check your Participant Center for resources, such as the A-Z Fundraising Ideas.
- **Plan a team fundraiser.** Organize an event to encourage team bonding and raise funds. See next page for ideas.
- **Invite your teammates to learn more about the disease.** Encourage them to visit alz.org/facts, read personal stories at alz.org/blog and connect with the Association through Facebook (facebook.com/alzwalk), Twitter ([@alzassociation](https://twitter.com/alzassociation)) and Instagram ([@alzassociation](https://instagram.com/alzassociation)).
- **Ask about matching gifts.** Encourage your teammates to check if their company offers matching gifts by visiting alz.org/walkmatch or asking their human resources department.
- **Promote incentives.** Share opportunities to earn prizes and recognition to further motivate your team members.



Official 2020 Walk T-shirt

Individuals who raise at least \$100 earn the 2020 Walk to End Alzheimer's T-shirt.



Incentive Program

Participants can earn Walk gear, such as apparel, bags and electronic accessories, when they reach fundraising milestones, starting at \$300 and up to \$10,000.

Visit alz.org/WalkIncentives for more information.



Champions Club

Participants who raise \$500 gain access to the exclusive Champions Club. Those who reach the \$1,000 mark become Grand Champions and individuals who raise \$2,500 or more reach the top of the club as Elite Grand Champions.

3 TIPS TO FUNDRAISE YOUR WAY TO SUCCESS



Team Fundraising Goal

Aim high! The Average Walk to End Alzheimer's Team raises \$1,100.

Here are our top fundraising tips to help you jump start your fundraising campaign.



Set a goal. A goal gives you something to reach for while fundraising. You can measure your progress against this amount. If you reach the goal, you can always raise it and work toward a new target!



Share your story. This Walk is personal and your fundraising should be too. Fundraisers who include a photo and story about why they are walking to End Alzheimer's on their personal 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.



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.



Utilize your Online Participant Center. Your Participant Center is your "online headquarters" for all things Walk. It's full of tips and tools with easy, how-to-guides and videos.

Visit alz.org/walk to get more fundraising tips and access helpful tools.

Use social media to boost your fundraising.



Download our Facebook App. Schedule your posts leading up to the event, use a Walk cover photo, share your fundraising progress and more with this easy-to-use app.



Tweet for support. Tweet your personal URL and ask others to "Donate now", "Join my team," or "Share this!" Make sure to include the hashtags #ENDALZ and #Walk2EndAlz.



Tap into your professional network. Share your reason for ending Alzheimer's and your fundraising goal on LinkedIn and ask contacts and colleagues for their support.



Show and tell. Use Instagram to tell your story - your reason to end Alzheimer's - with a photo. Don't forget to use the hashtags!



Use your best manners. Thank your donors publicly using social media. Include a link to your Walk participant page in your message so others can donate.



Follow us. Follow Walk to End Alzheimer's on Facebook (facebook.com/alzwalk) and Twitter (@alzassociation) to get the latest event news, read about fellow participants and enter giveaways.



Check in on Walk day. Use Facebook, Foursquare or other apps to share your Walk day experience, photos and inspire last-minute donations (don't forget to include your personal URL).

Find us on Facebook, Twitter and Instagram for other fundraising tips and event information!

2020 Incentive Program

Register for a Walk to End Alzheimer's® event in your area at alz.org/walk.
You must be a registered participant to earn incentive gifts.



2020 Walk to End Alzheimer's participant T-shirt

\$100



Wheat straw box set, deluxe luggage tag or dry bag

\$300



Canvas tote bag, stainless steel wine tumbler or dress socks AND Champion medal

\$500



Varsity T-shirt*, beanie and touch-screen gloves, or stainless steel tumbler

\$750



Wood coasters, laptop sleeve or T-shirt hoodie AND Grand Champion heathered T-shirt*

\$1,000



Sherpa blanket, full-zip hoodie* or laptop commuter backpack

\$1,500



Travel backpack, performance jacket* or charging portfolio AND Elite Grand Champion half-zip pullover*

\$2,500



Wrapsody wireless headphones or rain jacket*

\$5,000



Ray-Ban Wayfarer sunglasses or carry-on suitcase with neck pillow and sleep mask

\$7,500



Shark Robot vacuum or 4 In A Row lawn game

\$10,000

*Available in men's and women's styles.

Individuals who reach the fundraising minimums for the participant T-shirt, Champion medal, Grand Champion T-shirt and Elite Grand Champion pullover will receive these items in addition to their selected incentive prize.

Visit your Participant Center at 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 order or redeeming your certificate? Call 855.462.7263 or email ALZ.incentives@halo.com.

THE BEST \$100 T-SHIRT YOU'LL EVER EARN.



**Raise \$100 to earn the official 2020 Walk to End Alzheimer's® T-shirt.
Go to www.alz.org/nwohio/walk for instructions.**

Quick ways to raise your first \$100 - or talk to your Walk manager for more ideas:



Email five friends asking for \$20.



Bring your coffee or lunch to work for a couple of weeks instead of buying them — and put the money you would have spent aside for a donation.



Host a bake sale, garage sale or game night.



Get social and send out a fundraising message via Facebook, Twitter, Instagram or LinkedIn.
Go to alz.org/nwohio/walk for easy instructions.



Visit alz.org/walkmatch to find out if your workplace matches charitable gifts.

Every dollar makes a difference, advancing the care, support and research efforts of the Alzheimer's Association®.



ALZHEIMER'S DISEASE IS A GLOBAL CRISIS WITH SIGNIFICANT LOCAL IMPACT.

More than
5 MILLION

Americans are living with Alzheimer's.
By 2050, this number is projected to rise to nearly

14 MILLION.

Alzheimer's disease is the
6TH leading cause
OF DEATH
in the United States.

16
MILLION AMERICANS

provide unpaid care for people with Alzheimer's or other dementias.

In Ohio, there are 220,000 people living with Alzheimer's and 660,000 caregivers.

Alzheimer's is a progressive and fatal disease, which is devastating our families, our finances and our future. As the leading voluntary health organization in Alzheimer's care, support and research, the Alzheimer's Association® addresses this global crisis by providing education and support to the millions who face dementia every day, while advancing critical research toward methods of treatment, prevention and, ultimately, a cure.

ALZHEIMER'S AFFECTS US AT HOME AND AT WORK.



6 in 10 caregivers of people with Alzheimer's or another dementia were employed in the past year while providing care

These individuals worked an average of

35 HOURS



83%
of care provided at home is delivered by family caregivers



18%
went from full-time to part-time or cut back hours



57%
of employed caregivers had to go in late, leave early or take time off



16%
took a leave of absence



9%
of caregivers gave up work entirely



Visit alz.org/facts to learn more.

WAYS TO FUNDRAISE ALL YEAR.

Visit www.alz.org/nwohio/walk every month for details on these promotions...and more.

Plan ahead! Brainstorm fundraising ideas that your team can do each month. Being organized goes a long way in helping you achieve your fundraising goal! And remember, every dollar you raise helps advance the care, support and research efforts of the Alzheimer's Association.

Contact your Walk Staff Partner at nwohiowalk@alz.org.



JANUARY

Registration opens for 2020 Walk. Start your team now.



FEBRUARY

Honor the person you **love** by registering **AND making a self donation** to be entered in a drawing for cool Walk swag.



MARCH

Watch your mailbox for a "Register Now" postcard - **share it** with someone who hasn't walked before.



APRIL

April Showers bring **Promise Garden Flowers** - see details on Walk website about honoring a loved one at the Walk.



MAY

Check Walk website for date for local **Team Registration/ Drop-in-Days**



JUNE

Schedule your team Fundraiser between now and Walk Day then share info on website by July 15 to win a **Team Spirit Kit**.



JULY

Blast into Champions Club: Encourage Team members to reach \$500 by end of July to receive a personalized sign in Honor/Memory of the person they are walking for at the event.



AUGUST

Host an internal **Workplace Registration Kick-off** - we'll bring Walk swag and decorations.



SEPTEMBER

Remind team members to make a self-donation or set-up/share a **Facebook Fundraiser** through their Walk Participant Center.



OCTOBER

As Walk wraps up, share your **team photo on Facebook**. Encourage your team to continue fundraising and reach your goals.



NOVEMBER

Celebrate National **Forget-Me-Not Day** on November 10 by sharing your Facebook fundraiser page.



DECEMBER

Kick off the month with **Giving Tuesday** on December 1. Walk donations are accepted thru 12/31/2020.



MATERIALS ORDER FORM

We have a variety of **FREE** marketing materials to use when recruiting team members and raising donations!
 Please Note: Because there is a cost to the Alzheimer's Association for each of the items listed, we ask that you use discretion when requesting materials. Thank you!

Send your completed form to:
 Alzheimer's Association, 480 W. Dussel Dr., Ste.150, Maumee, OH 43537 | Email: elpanisari@alz.org

Requested Item	Quantity
<input type="checkbox"/> Casual for a Cause Stickers (50 per roll)	
<input type="checkbox"/> Contribution Envelopes	
<input type="checkbox"/> Chapter Programs & Services Card	
<input type="checkbox"/> 10 Warning Signs of Alzheimer's Bookmarks	
<input type="checkbox"/> Donation Canister	
<input type="checkbox"/> 2020 Facts & Figures Alzheimer's Infographic	
<input type="checkbox"/> Point of Purchase Forget-Me-Not flowers, cardstock (50 per pack)	
<input type="checkbox"/> Walk Info Card	
<input type="checkbox"/> Walk Promo Poster 8.5 x 11 inches (please specify event site)	
<input type="checkbox"/> Walk Logo Banner (plastic, 6-ft. lengths)	
<input type="checkbox"/> Yard Sign (must be picked up/dropped off)	



Casual for a Cause



Donation Cans



Point of Purchase



Walk Logo Banner



Yard Sign



10 Warning Signs of Alzheimer's Bookmark

Delivery of items:

- Contact me to arrange delivery or for pick-up at local office
- Mail Materials to the address listed below

Name _____

Team Name _____

Walk Location _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

I'm interested in attending a webinar or receiving more information about (check all that apply):

- Matching gifts
- Using Walk website/Participant Center
- Joining the local Walk committee
- Fundraising ideas