

## February National Team News

### Team Recruitment Tips

#### PLAN YOUR KICKOFF

- Work with your local chapter staff partner to host a virtual kickoff and/or education program
- Post your team page url - company/organization intranet, social media and in emails/newsletters

### Fundraising Tips

## START EARLY

Join us for our  
Community  
Leaders Summit  
[alz.org/summit](https://alz.org/summit)  
February 21 -24

- Recruit peers to your *fundraising* committee
- Plan your fundraisers out for the year
- Use your organizations calendar to fit in fun events and take advantage of holiday festivities
- Send calendar invites 2-3 weeks in advance
- Be creative with your promotion of your fundraisers - send out video challenges via email, leave notes on desks (if you are working in person)
- Ask people to attend personally
- Collect prizes to give out all season

### Mission Moment

**No Shrinking Violet**  
Arthena Caston, Living with  
Early-Onset Alzheimer's,  
Inspires Everyone Around Her

### CELEBRATING BLACK HISTORY MONTH

Click here to read Arthena's story

[Learn more](#)

Alzheimer's Impact Movement and  
Advocacy Forum  
<https://www.alz.org/forum/overview.asp>

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