



THIS YEAR'S WALK IS EVERYWHERE.

This year, the Alzheimer's Association Walk to End Alzheimer's® is everywhere — from downtowns to small towns and every sidewalk in between. Because the world may look a little different right now, but one thing hasn't changed: our commitment to the fight against Alzheimer's.

For your health and safety, we aren't having a large in-person gathering this year. Instead, we invite you to walk in small teams of friends and family while others in your community do the same.

Because we are all still walking and raising funds for one goal: A world without Alzheimer's and all other dementia.

This year, we're bringing you more ways to connect and engage on Walk day:

- **Log in to your Participant Center (alz.org/walk) to explore Walk Mainstage**, the event's interactive online experience. From there, you'll be able to watch the Opening and Promise Garden Ceremony, visit sponsor booths, connect with other top fundraisers and VIPs and learn about Alzheimer's Association® resources.
- **Walk in your neighborhood, on any sidewalk, track or trail.** Download the Walk to End Alzheimer's mobile app (available on the App Store and Google Play) to count your steps and hear inspiring messages along your route.
- **Show your support for the cause.** As a thank-you for registering, you'll receive a set of colorful flags to proudly display in your yard or windows and carry while you walk. Raise \$100 or more to earn your official Walk T-shirt.*
- **Visit the view-only planted Promise Garden** to experience your community's reasons to end Alzheimer's. Visit your [Walk's website](#) to find your local garden.
- **Share your Walk on social media** using #Walk2EndAlz and #ENDALZ.

**Participants must reach the fundraising minimum no later than four weeks prior to their Walk in order to guarantee their T-shirt arrives before event day. In most instances, this minimum is \$100.*

Visit alz.org/walk for more details on your local Walk.



FUNDRAISE FROM HOME

Even while apart, we can come together to end Alzheimer's. Thanks to a multitude of free online tools and resources, raising funds and awareness virtually for Walk to End Alzheimer's has never been easier. Here are some tips to help you get started:



Set your goal. Raise \$100* to earn this year's official [Walk to End Alzheimer's T-shirt](#). Continue fundraising and receive additional recognition and rewards once you hit milestones through our [Champion's Club and incentive program](#).



Update your fundraising page. Your personal story can inspire others to donate. Share why you participate in Walk and add a photo of the person or people you're honoring.



Customize your page link. Creating a custom URL makes it easier for donors to find your fundraising page and support your efforts. To do so, log in to your [Participant Center](#), click on "My Page" then "Customize Your Link."



Launch a Facebook Fundraiser. Start a Facebook Fundraiser from your Participant Center. Check out the [Facebook Fundraiser How-To Guide](#) to get started.



Tap into your network. From friends and family to neighbors and co-workers, many people are willing to donate — they just need to be asked!



Take it online. Almost any fundraising event can be held virtually using websites and video platforms like Houseparty, Discordapp, Webex, Zoom and Google Meet.



Use the mobile app. Download the Walk to End Alzheimer's mobile app so you can keep track of your fundraising progress, send thank-you messages to donors, deposit checks and more. New this year — the updated Walk app will cheer you on as you Walk, playing inspiring stories and virtual milestones along the way.

Visit your Participant Center (alz.org/walk) to download the full Virtual Fundraising Guide and find other great ideas.



BE A FUNDRAISING CHAMPION

Your participation in Walk to End Alzheimer's helps fuel the mission of the Alzheimer's Association. As a registered participant, you'll receive recognition and rewards once you reach special fundraising milestones through the Champions Club.

All Champions Club members receive:

- The official event T-shirt.
- A fundraising badge on your participant webpage.
- Recognition on your local Walk website.
- A personalized thank-you certificate.



CHAMPIONS

Become a Champion by raising at least **\$500** and you'll receive a commemorative medal and celebratory yard sign for your accomplishment. But this is just the beginning; channel your momentum to reach new ranks within the club.



GRAND CHAMPIONS

When you raise at least **\$1,000**, you'll earn the title of Grand Champion and the exclusive fundraising status that comes along with it. You'll also receive a special T-shirt to show off your success.

ELITE GRAND CHAMPIONS

Once you've raised **\$2,500**, you'll be in the company of greatness as an Elite Grand Champion. As part of this esteemed group of fundraisers, you'll earn a one-of-a-kind pullover and the glory of being a top-tier champion for those facing Alzheimer's.



Based on your final fundraising total, you may also be eligible for a prize as a token of our appreciation through the Walk to End Alzheimer's Incentive Program. Champions Club members receive their exclusive recognition items in addition to an incentive gift.

Visit your Participant Center (alz.org/walk) for ideas on how to get started toward your fundraising goal.

All Champions Club rewards and incentive prizes will be sent directly to qualifying participants by mail. Please log in to your Participant Center to ensure your correct mailing address is on file.

FREQUENTLY ASKED QUESTIONS

Q: My state is reopening. Why can't we have Walk to End Alzheimer's as we did in 2019?

A: Based on restrictions due to the COVID-19 pandemic and guidance from the CDC, hosting large scale in-person events would not be best for the health of our participants, volunteers and staff.

Q: Does this mean that Walk is leaving local communities?

A: No! In fact, by having participants continue to walk in small groups in their neighborhoods, we hope to build even more community awareness around Walk and the fight to end Alzheimer's. While we aren't holding a large in-person gathering this year, the Alzheimer's Association remains committed to providing care and support services in communities nationwide — many of which are now offered online — and advancing cutting-edge research.

Q. Can teams still participate in Walk to End Alzheimer's together?

A: Yes. We are asking that participants continue to walk, but in small, safe groups in their neighborhoods, rather than at one large gathering. All participants should follow CDC guidelines and local health recommendations when deciding to walk with those outside of their household.

Q. Can I participate this year if I don't have a computer or a smartphone?

A: You can still be a part of this year's Walk, even if you don't have a computer or smartphone. Help advance the fight by fundraising, walking in a small group with friends and family and visiting your local view-only planted Promise Garden.

Q. Who do I contact for help with the Walk to End Alzheimer's app?

A: If you have questions about the app or experience a technical issue, email walk@alz.org.

Q. Will I get a Promise Garden Flower?

A: Because of logistical concerns, we will not be providing Promise Garden Flowers to each participant this year. Instead, our view-only planted Promise Garden will represent our many reasons to end Alzheimer's. In addition, every registered participant will receive a set of colorful Walk flags to display in a yard or window and carry on event day.

Q. How do I receive a Walk T-Shirt?

A: All registered participants who raise at least \$100* will receive the official 2020 Walk T-shirt. These will be mailed directly to participants, so it's important to visit your profile in the Participant Center to confirm that your T-shirt size and mailing address are up-to-date.

Q. If I reach the Champions Club fundraising milestone(s), will I still receive my recognition item(s)?

A: Of course! We will mail all Champions Club and incentive prizes directly to you. Again, make sure to confirm that your personal information is up-to-date in your Participant Center.

Q. Will Walk to End Alzheimer's be "normal" in 2021?

A: We are hopeful that we will all be able to gather together in the future. We will continue to monitor the COVID-19 pandemic, and any decision to resume large group gatherings will be fully informed by scientific and local guidelines to ensure the health and safety of our participants, volunteers and staff.

For specific inquiries, email walk@alz.org or visit our link to [FAQ page](#) on alz.org/walk.