

# THE END OF ALZHEIMER'S STARTS WITH YOU.

now  
Recruiting volunteers



## Use your passion to advance the cause.

Busy schedule? Unsure how to use your skills to get involved? No problem! There's something for everyone!

It's time to start planning for the 2021 Walk to End Alzheimer's® and gather our committee! This dedicated group of volunteers drives the event's development and growth – advancing the fight against Alzheimer's from the ground up.

To learn more, contact Michelle Olson at [mdolsonalz.org](http://mdolsonalz.org).

[alz.org/walk](http://alz.org/walk) | 24/7 Helpine: 800.272.3900



## 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