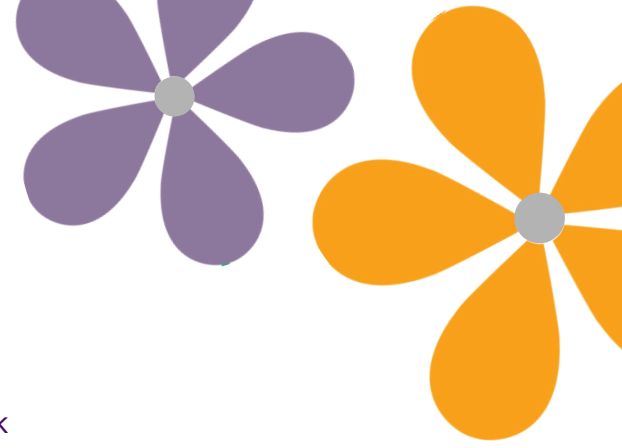


# START A WALK TEAM!



## 1. Useful Resources

- Login to your Participant Center - [alz.org/PensacolaWalk](http://alz.org/PensacolaWalk)
  - Share your story by updating Your Page and Your Teams' Page.
  - Customize your Walk Page and Team Link - ex: <http://act.alz.org/goto/Customize>
  - Send Emails - copy and paste templates
  - Get Social!
    - Create a [Facebook Fundraiser](#)
    - Download the [Mobile App](#)
    - Update your Facebook Cover, Twitter Background and share an Instagram Game

## 2. Build and Motivate Your Team

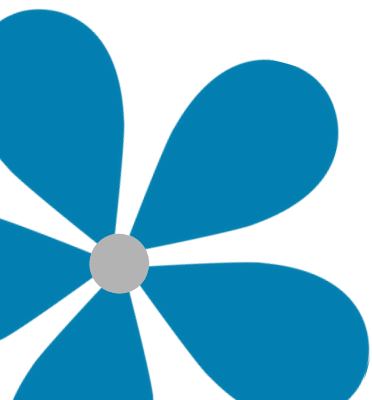
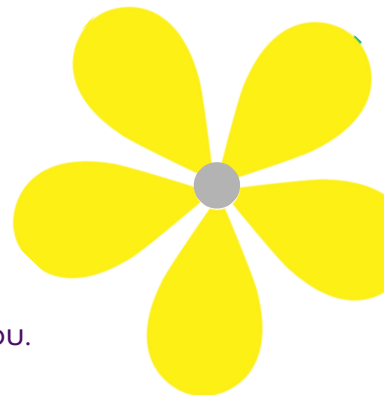
- Set Your Goals - Challenge each of your team members to raise \$100.
- [Recruit Everywhere](#) - Ask people from your work, gym, school, church, and community to join.
  - Create Excitement and Encourage Involvement from your team members!
  - Increase Communication - send inspirational quotes, personal stories or share photos.
  - Commit to Success - share fundraising tips
  - Plan a Team Fundraiser - Organize an event to encourage team bonding and raise funds.
  - Promote the [Champions Club](#) - Encourage members to raise \$500+.


## 3. Fundraise

- Raise funds to earn your Walk day t-shirt!
- Email five friends asking for \$20.
- Lead the Way - kick-off your fundraising with a self-donation.
- Double your impact with a [Matching Gift](#)

## 4. Celebrate Your Successes!

- Join us on Walk Day or Walk From Home!
- Show your purple - wear your Walk t-shirt, create team signs.
- Share your experience - use [#Walk2EndAlz](#) and [#ENDALZ](#)
- Show Gratitude - be sure to thank everyone who joined and supported you.



**WALK**<sup>™</sup>  
**TO END**  
**ALZHEIMER'S**  
ALZHEIMER'S  ASSOCIATION<sup>®</sup>

