

2022 TEAM CAPTAIN GUIDE



STATEWIDE SPONSOR | SENTARA HEALTHCARE

"We are proud to sponsor and support the Walk to End Alzheimer's, which helps raise awareness about the impact of Alzheimer's disease in our communities. Sentara is committed to improving health every day.

Working in partnership with important community organizations like the Alzheimer's Association will help us to make strides in research and education and provide critical resources for individuals and caregivers whose lives are affected by this terrible disease."

Donna Forrest, Director, Population Health Medicare Sentara Healthcare



[ALZ.ORG/SEVA](https://alz.org/seva)

24/7 HELPLINE - 800.272.3900

Welcome Team Captain!

Walk to End Alzheimer's is the world's largest event to raise awareness and funds for Alzheimer's care, support and research - and that is in no small part because of the enthusiasm and leadership of our Team Captains. To ensure your success, we are here to help every step of the way!

We have the TOOLS for SUCCESS.

The resources available within this guide, through your Participant Center, in our online Walk community, and from the [Alzheimer's Association Southeastern Virginia](#) Chapter can help you recruit team members, build excitement, and raise more funds. Below are just a few of the resources we can provide:

- Recruitment ideas and tools for successful team building.
- Tips and tools to help you use virtual fundraising and technology to reach your Walk goals.
- Coaching emails from our national office and your local Walk Staff (listed below) with tips and reminders to keep you on track.
- Online tools and social media resources to help you spread the word and raise funds.
- Local Walk Staff Partners and experienced Committee Volunteers to help answer questions and provide insight from their Walk experience.

Log in to your Participant Center to access the resources noted above and much more. If you have questions or would like to set up a coaching call, your Southeastern Virginia Chapter Walk Staff Partner would be happy to speak with you.

SOUTHEASTERN VIRGINIA STAFF PARTNERS

COASTAL VIRGINIA
(CHESAPEAKE)

EASTERN SHORE
(MELFA)

SOUTH CENTRAL VA
(FARMVILLE)

Jennifer Chavez
jchavez@alz.org
757-383-8923

PENINSULA
(NEWPORT NEWS)

WESTERN TIDEWATER
(SUFFOLK)

WILLIAMSBURG
(NEW TOWN)

Barbara Monteith
bgmonteith@alz.org
757-793-5077

1 BUILD YOUR TEAM.



Set up your team webpage

From your Participant Center, you can build a team page. Be sure to include your personal story and a photo representing your reason to end Alzheimer's. Teams and individuals who personalize their webpage are 3 times more successful in reaching their fundraising goal!



Recruit team members

Determine a goal for your team size (we suggest 7 to 10 participants) and brainstorm a list of potential teammates. Think of family, friends, colleagues and neighbors. You may be surprised how many people have been affected by Alzheimer's and want to join.



Reach out

Email, Facebook, Instagram, Twitter and LinkedIn are great tools to spread the word that you are looking for teammates. Make sure to provide a link to your team page. Take a look at the "Get Social" Guide in your Participation Center for email/social media templates and effective communications tips.



Recruit everywhere

Go beyond family and friends. Ask people at your work, church, gym, book club or local coffee shop to join your team. You can even invite family and friends who live in other states to join your team!



Communicate regularly

Keep team members motivated with regular "check-ins" by email, phone or in person. Plan periodic team building and fundraising brainstorming sessions to share ideas. You can find a Team Goal Tracker and other tools by clicking on the Captain Tools tab in your Participant Center.



Issue a "challenge"

Encourage team members to "opt-in" to receive Walk emails when registering for your team. Team members will receive important Walk coaching messages and updates, as well as chapter and regional "challenges." These are a great way to get everyone excited and engaged - and also come with a chance to win some great stuff!

2 MOTIVATE YOUR TEAM.



Learn more about the disease

Encourage teammates to visit alz.org/facts, read personal stories at alz.org/blog, and connect with the Association through Facebook (facebook.com/alzseva) and Instagram (@alzseva). Keep up to date with national and local news by signing up to receive our [weekly e-newsletter](#).



Promote incentives

Encourage personal, as well as team, fundraising by sharing opportunities to earn prizes and recognition. Remember, incentives are based on individual fundraising. If you need help splitting team-earned funds between team members, contact your Walk Staff Partner. Fundraising for the 2022 season ends Dec. 31, 2022. See champions level incentive prizes below.

CHAMPIONS LEVEL INCENTIVE PRIZES*

\$100+
T-Shirt



\$500+
Champion Level



\$1,000+
Grand Champion Level



\$2,500+
Elite Champion Level



*Based on individual fundraising. **You must be a registered participant to earn incentives. *** All earned incentives will be mailed.

3 FUNDRAISE.



Make the first donation

Set an example for your team by making a self-donation of any amount. Showing your dedication and inspiring others to do the same is what counts. Participants who make a self-donation to start their fundraiser typically raise double the amount of those who don't.



Take action

Peer-to-peer fundraising is a great way to tap into your network and share your story. Log in to your Participant Center and follow the step-by-step instructions to create a Facebook Fundraiser linked to your page or Walk Team.



Connect in your community

During this time of hybrid social distancing, virtual fundraising opportunities provide an opportunity to help raise awareness and funds in the fight to end Alzheimer's disease and all other dementia. Included in your online participant center, you will find a list of virtual fundraising ideas to help you reach your goals.



Matching Gifts

Many workplaces will match a portion of the money their employees raise for charity. To see if your office has a matching gift policy, visit alz.org/walkmatch or talk with your human resources department. Note that matching gifts could take longer to post online depending on when it is entered.

ADDITIONAL SUPPLIES

We're here to help you every step of the way throughout the year with digital resources and other supplies. Contact your staff partner or [fill out this form](#) to order *supplies.



BANNER ON A ROLL



CASUAL FOR A CAUSE STICKERS



BRACELETS



POINT OF PURCHASE FLOWERS



DONATION BOX



18 X 24 YARD SIGN

*while supplies last

4 GET SOCIAL



Get the APP

Fundraise on the go with your Walk to End Alzheimer's APP. Update your webpage, mobile deposit checks, accept credit card donations, send emails, and check your progress - all from the palm of your hand. Download the free app TODAY!



Join the Walk Group

Once you have "liked" our Chapter page, be sure to join our [Walk to End Alzheimer's- SEVA Facebook Group](#). In the Walk Group, you can find recruitment ideas, promote fundraising events, receive the latest updates about Walk and CELEBRATE our success. Encourage team members, family, and friends to join the Walk Group as well.



Reach out

Your Walk Staff Partners and Committee members have a wealth of information, tools, and ideas to help you achieve your fundraising success. Reach out to them if you need help brainstorming to grow event attendance or increase outreach.



Snap your story

Follow us on Instagram ([@alzseva](#)) and share photos of you and your team prepping for the Walk. Use our hashtags - [#ENDALZ](#), [#Walk2EndAlz](#), [#ShowYourPurple](#) - to let others know what you are doing to get ready for Walk.



Mobilize your professional network

Connect with our Chapter on LinkedIn ([linkedin.com/company/alzseva/](#)) and share why you walk with your network. There may be people in your professional network who want to support or join you in your efforts.



Connect with us

Keep up with all the latest information on Alzheimer's care, support and research by connecting with the Alzheimer's Association Southeastern Virginia chapter page on Facebook ([facebook.com/alzseva](#)).

5 PREPARE FOR WALK DAY.



Get immersed in the cause

Encourage your team to visit the [Alzheimer's Association website](#) or participate in a virtual program before Walk day to learn about clinical studies, advocacy, programs, services, and more.



Show your PURPLE

Show your community that you are walking to [#ENDALZ](#)! In addition to wearing your Walk to End Alzheimer's T-shirts, you and your team can get creative with your "purple power." Consider creating team buttons, making a team sign, or wearing purple accessories like socks, tutus, hats or any other swag you have!



Capture the moment

Snap a selfie on Walk day and share your photos on social media with the hashtags [#ENDALZ](#), [#Walk2EndAlz](#) and [#ShowYourPurple](#). Take candid shots to capture the memories of the day.



Celebrate and share

Be proud of all you have accomplished in the fight against Alzheimer's and share that pride with your social networks live from the event. Celebrate and share using [#ENDALZ](#), [#Walk2EndAlz](#), and [#ShowYourPurple](#). You can also encourage last-minute donations since fundraising for the Walk and incentive programs run through December 31, 2022.



Partner with us

Help raise awareness of Alzheimer's disease and related dementias by introducing us to your employer or activity group to increase our community outreach. Partners benefit from community education where attendees learn to recognize the symptoms of dementia and gain familiarity with the many resources available to educate and assist those who have dementia and their caregivers.



Become an Advocate

Alzheimer's disease is one of America's most critical public health issues. This is why we are unrelentingly advocating for public policies that increase vital research funding and support all those affected. Now is the time to join us. Help persuade policymakers to make Alzheimer's a national priority.



Join the Walk Planning Committee or Assist on Walk Day

Committee members are the heart of the event, planning everything from the kick-off to the wrap-up. Some members focus on growing the event by recruiting teams and sponsors, others coordinate logistics, and some promote the event in the community. There's a role for everyone!

There are many ways to engage more in your Walk to End Alzheimer's event and local chapter! If you are interested in learning more about the opportunities mentioned above or would like to explore other opportunities, don't hesitate to contact us. Thank you for adding your flower to the fight against Alzheimer's disease!

- Jenn & Barbara