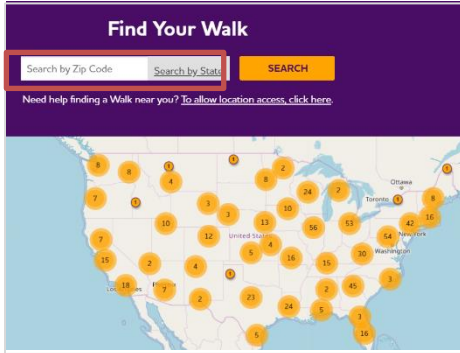


Sign up. Set up. Share.

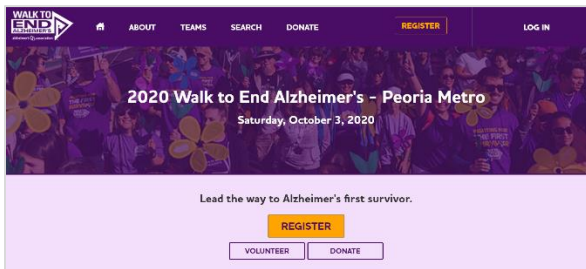
Ready to join the fight against Alzheimer's disease? Follow the step-by-step instructions below to register for the Alzheimer's Association Walk to End Alzheimer's® and set up your fundraising web page. If you have any questions, please email your local staff partner which you can find on your local Walk website.

1 Find your Walk to get started.

- Visit alz.org/oneamerica. Click Start or Join A Team.
- Look for your local Walk by State or Zip.
- Allow your device to access your location.
- Use the interactive map.

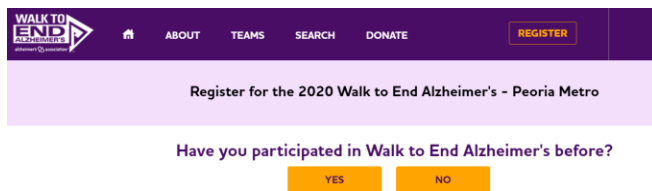


2 On your local Walk page, click "Register."



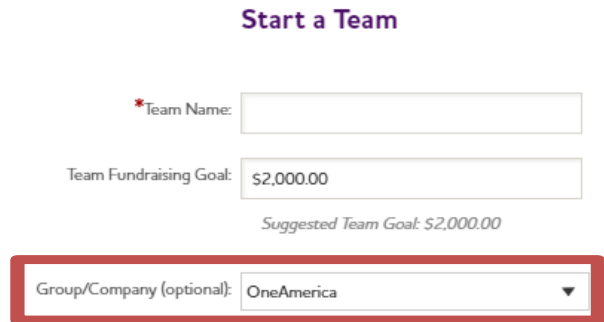
3 Sign In.

- If you're returning, click "Yes" and log in with your username and password and it will bring back your previous contacts and information.
- If you're new, choose "No" and continue on with the registration process.



4 Choose your team status.

Select if you want to start a team or join a team or if you participated before, you can re-start your team. Your Company should populate as the Group/Company and if not, please search for your company.



5 Set your fundraising goal.



6 Complete your registration form and payment.



7

Visit your Participant Center.

Closing the confirmation message will take you to your Participant Center dashboard. In this section you can check your fundraising and edit your goals, find tools and resources, and edit your registration and profile information.

AMY'S PARTICIPANT CENTER Individual Participant

DASHBOARD | MY PAGE | SEND EMAIL | SOCIAL MEDIA | PROGRESS | TOOLS & TIPS | ALERTS

Fundraising Progress

My Progress 0% completed

\$0 RAISED GOAL \$100

[DONATE](#) [EDIT GOAL](#)

Reach Your Goal

- Edit & Share Page**
Personalize your page to encourage friends and family to donate or get involved!
[EDIT MY PAGE](#)
- Send Emails**
Email your friends and family to ask for their support!
[SEND EMAILS](#)
- Fundraise with Facebook**
Create a Facebook Fundraiser for Walk to End Alzheimer's to reach more people.
[CONNECT TO FACEBOOK](#)
- Get the App**
Use the app to check your progress and deposit check donations.
[GET THE APP](#)

[MORE FUNDRAISING RESOURCES](#)

8

Set up your fundraising page.

From the dashboard, click "My Page." In this section you can create a short link, share your page on social media, and select a 'cover photo' for your page. You can also add your own photo or youtube video and edit the message that appears on your page.

DASHBOARD | MY PAGE | SEND EMAIL | SOCIAL MEDIA | PROGRESS | TOOLS & TIPS | ALERTS

YOUR PAGE LINK

Click the "Customize Your Link" button to edit and personalize your Walk page link, then click "Save."

[VIEW YOUR PAGE](#)

Is your page public or private?

Public

(Everyone can find and view your Personal Page)

[CUSTOMIZE YOUR LINK](#)

[COPY LINK TO CLIPBOARD](#)

SHARE YOUR PAGE

Update your page below, then share your page on your favorite social network, via e-mail, or in a text message inviting others to support your fundraising efforts.

You can also turn your page into a Facebook Fundraiser, and leverage the power of Facebook to help you reach your goal. The donations you receive through Facebook will be reflected on your personal page and will count toward your fundraising goal.

[Connect to Facebook](#)

Who Are You Honoring?

Edits the phrase on your personal page that says "Amy is fundraising to honor all those facing Alzheimer's"

[EDIT HONORARY](#)

YOUR PHOTO/VIDEO

Photo

[EDIT PHOTO](#)

[DELETE PHOTO](#)

Tips on selecting a photo:

- Select a photo of yourself and/or someone you are honoring.
- Make sure the details of your photo will be visible at 300 pixels wide (small image).
- You can use our online photo editor to crop and add filters and stickers.

[Edit Caption](#)

9

Send an email.

Once your page is ready, share it via e-mail. Go to the Send Email tab and view the message templates available to you. Copy and paste a message into a new email from your personal e-mail account – a link to your personal page will be included.

AMY'S PARTICIPANT CENTER Individual Participant

DASHBOARD | MY PAGE | SEND EMAIL | SOCIAL MEDIA | PROGRESS | TOOLS & TIPS | ALERTS

Send email using your personal account

To share your page using your personal e-mail account (in Gmail, Outlook, Yahoo, etc.) write your message, paste in a link to your personal page and send to your contacts. Not sure what to write? Copy and paste one of the message templates provided below.

[DONATION REQUEST](#) [FOLLOW-UP](#) [RECRUIT OTHERS](#) [THANK YOU](#)

I'm participating in Walk to End Alzheimer's because I'm committed to raising awareness and funds for Alzheimer's care, support, and research. I'm leading the way to Alzheimer's first survivor — but I need your help!

Will you help me reach my fundraising goal of [GOAL] by making a donation today? Please visit my personal fundraising page to make a secure, online donation or write a check.* All donations benefit the Alzheimer's Association — and every dollar makes a difference in this fight.

Together, we can end Alzheimer's disease!

[COPY THIS MESSAGE](#) [OPEN IN DEFAULT EMAIL](#)

[Click to send email through your participant center](#)

10

Widen your reach with social media.

Social Media is another way to spread the word that you're participating in Walk to End Alzheimer's, and invite others to support you. In the Social Media section of your Participant Center, you'll find tips and tools for fundraising on social media, including the option to create a Facebook Fundraiser that will feed into your total for Walk. Not on Facebook? Check out the social scheduling tools to schedule tweets and LinkedIn posts. You'll also find links to install The Walk to End Alzheimer's mobile app, which you can use to text friends and deposit checks directly to your campaign.

DASHBOARD | MY PAGE | SEND EMAIL | SOCIAL MEDIA | PROGRESS | TOOLS & TIPS | ALERTS

GET SOCIAL

On average, fundraisers who use social media raise 40 percent more than those who don't. Social media is a fun and easy way to share your passion for the cause and raise money to fight Alzheimer's.

Use the resources below to get social! #ENDALZ #Walk2ENDALZ

CREATE A FACEBOOK FUNDRAISER

Turn your page into a Facebook Fundraiser and invite friends to support your efforts for the Walk to End Alzheimer's. The donations you receive through Facebook will be reflected on your personal page and will count toward your fundraising goal.

[Connect to Facebook](#)

SHARE YOUR PAGE

With a simple click, send friends and family directly to your Walk to End Alzheimer's page to read your story and support your team.

[Share Your Page](#)

GET THE APP

You can check your progress on the go, text friends and family, and deposit check donations immediately through the app. Download the Mobile App Instructions.

[Download on the App Store](#) [GET IT ON Google Play](#)

SOCIAL MEDIA TAGGING GAME

Share this photo and tag your friends to spread the word about Walk to End Alzheimer's.

[Social Media Tagging Game](#)

SOCIAL FUNDRAISING

If the social app below stops working, please reload this page.

[Send Messages](#) [Schedule Messages](#) [Thank Donors](#) [Email Badge](#) [Preferences](#)

Send Messages

Start fundraising today! Connect with family & friends through various social channels. Just click on the message title, select the social channel you would like to send the message through, and then click "Share."

Messages

I need your help to end Alzheimer's

Join me and help end Alzheimer's

You can make a difference

Help me become a Grand Champion

Donation Alert to Past Donors

I've made it

*Team captains can also edit their team's page under the "My Team's Page" tab.