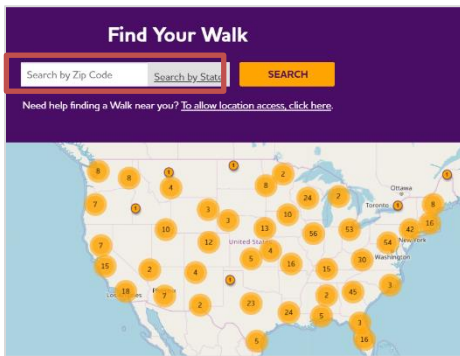


Sign up. Set up. Share.

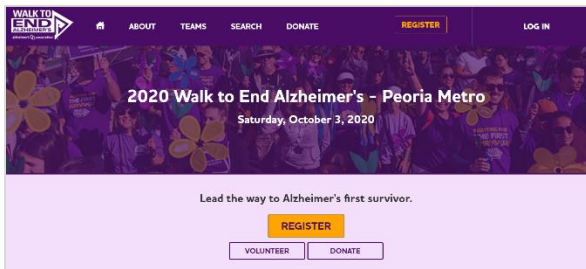
Ready to join the fight against Alzheimer's disease? Follow the step-by-step instructions below to register for the Alzheimer's Association Walk to End Alzheimer's® and set up your fundraising web page. If you have any questions, please email your local staff partner which you can find on your local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

1 Find your Walk to get started.

- Visit alz.org/frontiermgmt. 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.

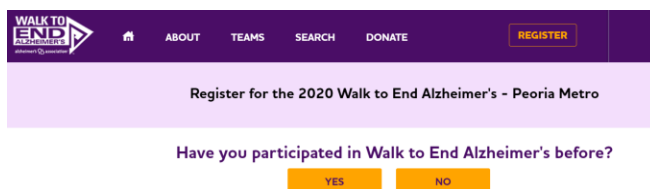


2 On your local Walk page, click "Register."



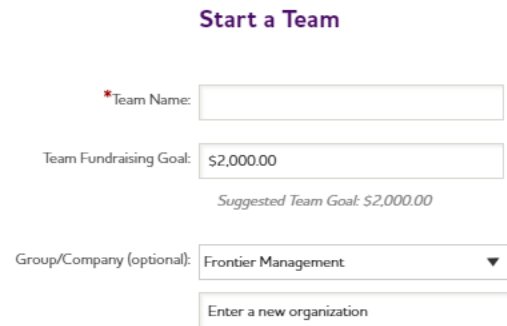
3 Sign In.

- 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.



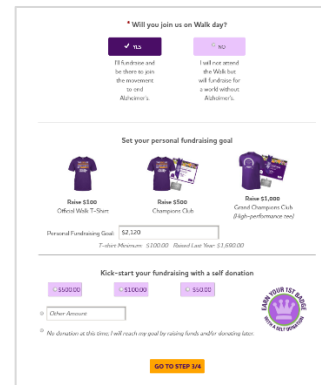
4 Choose your team status.

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.



The screenshot shows the "Start a Team" form. It has a purple header with the text "Start a Team". Below the header are several input fields: "Team Name:" (required), "Team Fundraising Goal:" (set to \$2,000.00), and "Suggested Team Goal: \$2,000.00". There is a dropdown menu for "Group/Company (optional):" with "Frontier Management" selected. Below the dropdown is a text input field for "Enter a new organization".

5 Set your fundraising goal.



The screenshot shows the fundraising goal selection screen. It has a purple header with the text "Will you join us on Walk day?". Below the header are two radio buttons: "Yes" (selected) and "No". Below this is a section titled "Set your personal fundraising goal" with three options: "Raise \$100" (Official Walk T-Shirt), "Raise \$500" (Champion Club), and "Raise \$1,000" (Grand Champion Club). Below these options is a "Personal Fundraising Goal" input field set to \$2,200. There is also a "Kick-start your fundraising with a self donation" section with three radio buttons: "\$100.00", "\$1,000.00", and "\$500.00". A "GO TO STEP 3A" button is at the bottom.

6 Complete your registration form and payment.



The screenshot shows the registration form for the 2020 Walk to End Alzheimer's - Peoria Metro. It has a purple header with the text "Register for the 2020 Walk to End Alzheimer's - Peoria Metro". Below the header is a section titled "Contact Information" with several input fields: "First Name", "Last Name", "Street 1", "Street 2", "Zip/Postal Code", "City/Town", "State / Province", "Country" (set to United States), "Email", and "Phone Number". Below this is a section titled "Additional Information" with two dropdown menus: "How did you hear about this year's WALK?" and "What is your T-shirt size?".

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.

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.

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.

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.

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