

START OF THE EVENT SCRIPT

- » **Explain why you're participating in The Longest Day.**
Share a little about the person you're honoring and how you've been impacted by Alzheimer's.
- » **Share why you selected your fundraising activity.**
Is it something you love to do? Is it a hobby shared by the person you're honoring?

- » **Invite participants to share why they're taking part.**

Thank you again for joining me today. Together, we can outshine the darkness of Alzheimer's.

EVENT WRAP UP SCRIPT

- » **Share highlights of the day and invite guests to share stories or reflections.**

TIPS FOR ENGAGEMENT

Use The Longest Day decorations, products and resources to build excitement around your event and engage participants in the mission of the Alzheimer's Association. Here are some ideas to help you get started:

- » Decorate the event space with items from your Welcome Kit.
- » Wear your T-shirt for The Longest Day and order extras for your guests.

- » Display Association materials, such as Fast Fact flyers, the Alzheimer's Association 24/7 Helpline card and contact information for their Association chapter.
- » Encourage guests to post about the event on social media using #TheLongestDay and #ENDALZ, and refer them to The Longest Day Online Community for social media resources.

CLOSING CEREMONY SCRIPT

Some participants choose to gather their team for a sunset closing ceremony to recognize their accomplishments and honor those affected by Alzheimer's disease. Use this script to help guide your own ceremony and encourage participants to get involved.

Leader: On the day with the most light, we outshine the darkness of Alzheimer's. Those living and lost to Alzheimer's inspire us to continue the fight against this disease. Every name and every story drives us forward as we power the momentum around promising new treatments and one day, a cure.

Person 1: On this day, I join the fight so that no one else has to lose a friend or family member to Alzheimer's.

Person 2: On this day, I join the fight so that no one else is robbed of their memories or independence.

Person 3: On this day, I join the fight so that future generations can live without fear of this disease.

Leader: (Ask the group): Why are you joining the fight today? Who are you honoring or remembering? Please share your reason with the group.

Leader: Thank you for the dedication you have shown today. As you know, our efforts cannot end here. Take the strength you've witnessed with you and continue to share it in the fight against Alzheimer's. Continue your involvement. Talk to others about Alzheimer's. Bring new advocates to the cause. Because it is only with your help that we will one day achieve our vision of a world without Alzheimer's disease and all other dementia. Thank you.

CLOSING CEREMONY TIPS

Personalize your ceremony to make it extra special and remind your guests why fundraising is so important.

- » Each speaker can light a candle, crack a glow stick, or release a balloon to honor their loved one with the disease.
- » Have a message board where your guests can leave notes and photos to honor someone with the disease or a caregiver.
- » Create a craft to honor a loved one, like photo buttons, ornaments, or tiles.
- » Host your ceremony or event at sunset, an intimate setting, or a bonfire with a moment of silence.