



# THE LONGEST DAY<sup>®</sup>

alzheimer's  association<sup>®</sup>

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JUNE 20, 2016



## TEAM CAPTAIN GUIDE

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## PUT YOUR PASSION TO GOOD WORK

Thank you for leading a team for The Longest Day®, a sunrise-to-sunset event to honor the strength, heart and endurance of those facing Alzheimer's disease. Held on June 20, 2016, the longest day of the year, this event symbolizes the difficult journey of so many facing Alzheimer's.

What you do on The Longest Day is up to you! Honor someone living with or lost to the disease by selecting one of their favorite hobbies, or select an activity that honors a caregiver. Or, do what you're passionate about to recognize this important day.

To demonstrate your commitment, we ask each team to raise funds and awareness to fuel the efforts of the Alzheimer's Association. From face-to-face support to online education programs and promising worldwide research initiatives, your donations make a difference in the lives of the millions of people affected by Alzheimer's today and those who will face the disease tomorrow. Every dollar you raise helps to strengthen our impact while moving us closer to our vision of a world without Alzheimer's disease.

This Team Captain Guide is designed to help you plan for The Longest Day, build your team and raise funds. Take a few moments to read through this guide and contact us at 800.272.3900 or [tld@alz.org](mailto:tld@alz.org) if you have any questions.

Thank you again for joining The Longest Day and for supporting the Alzheimer's Association. We're excited to have you on board!



*Participating in The Longest Day with my family and friends is my small way of fighting back. I want to raise awareness of the devastating impacts of this disease on families and provide funding for Alzheimer's research. It is my hope that together we can end Alzheimer's.*

**MATT STEELE, MINDS OVER MATTER**



## BUILD YOUR TEAM

Your team can be as large or as small as you want it to be; however, the idea is to have at least one team member active from sunrise to sunset on The Longest Day.

Your teammates can be family, friends, neighbors, work colleagues, classmates, community members — anyone you know! When you start asking, you'll be surprised how many people have been affected by Alzheimer's and want to join the fight.

Three easy ways to recruit your team:

1. Send emails from your Participant Center to ask people to join your team. These emails will automatically include a link to your team page for registration.
2. Hang up a Longest Day poster in your workplace, school, place of worship or community center. Don't forget to add your contact info to the poster!
3. Pass out your customizable business cards and ask people to commit to the cause and your team.

Tip: If you tell people to register at [alz.org/thelongestday](http://alz.org/thelongestday), make sure they know your team name so they can select it after choosing "Join a Team" during the registration process.



### TOOLS TO HELP.

AVAILABLE IN YOUR PARTICIPANT CENTER!

- Template emails.
- Business cards – ready to print!
- Join my team poster.



*I decided to sign up and ask a few family and friends to join if they could, but I fully expected to cover the majority of the day on my own. I was so overwhelmed when the responses came back immediately. "I'm in!" — one person after another. Before I knew it, we had all 16 hours of the longest day of the year completely scheduled with activities in LuLu's honor.*

DIANE LEEMING, FOR THE LOVE OF LULU



## PLAN YOUR TEAM ACTIVITY

The Longest Day is a sunrise-to-sunset team event that is defined by you!

Not everyone has to do the same activity. One team member may want to run, while another wants to dance or paint. Perhaps a group of your team members wants to play a sport together.

### Select an activity

Do what you love to make a difference! Our goal is to honor the strength, heart and endurance displayed by people with Alzheimer's and their caregivers every day.

Some ideas to get you started:



Bicycle relay



Card games like bridge or board games that include trivia



Running



Knitting/sewing



Hiking/climbing



Bowling



Dancing



Playing music



Tennis/volleyball/soccer/basketball tournament



Painting, drawing or sculpting



Swimming



Cooking/Baking



Golf



Skateboarding/Skating/Rollerblading



Boating/Fishing/Water activities



Spinning



Build-your-own triathlon



"The Longest Workout" – combine weights, zumba, treadmill, etc. at the gym

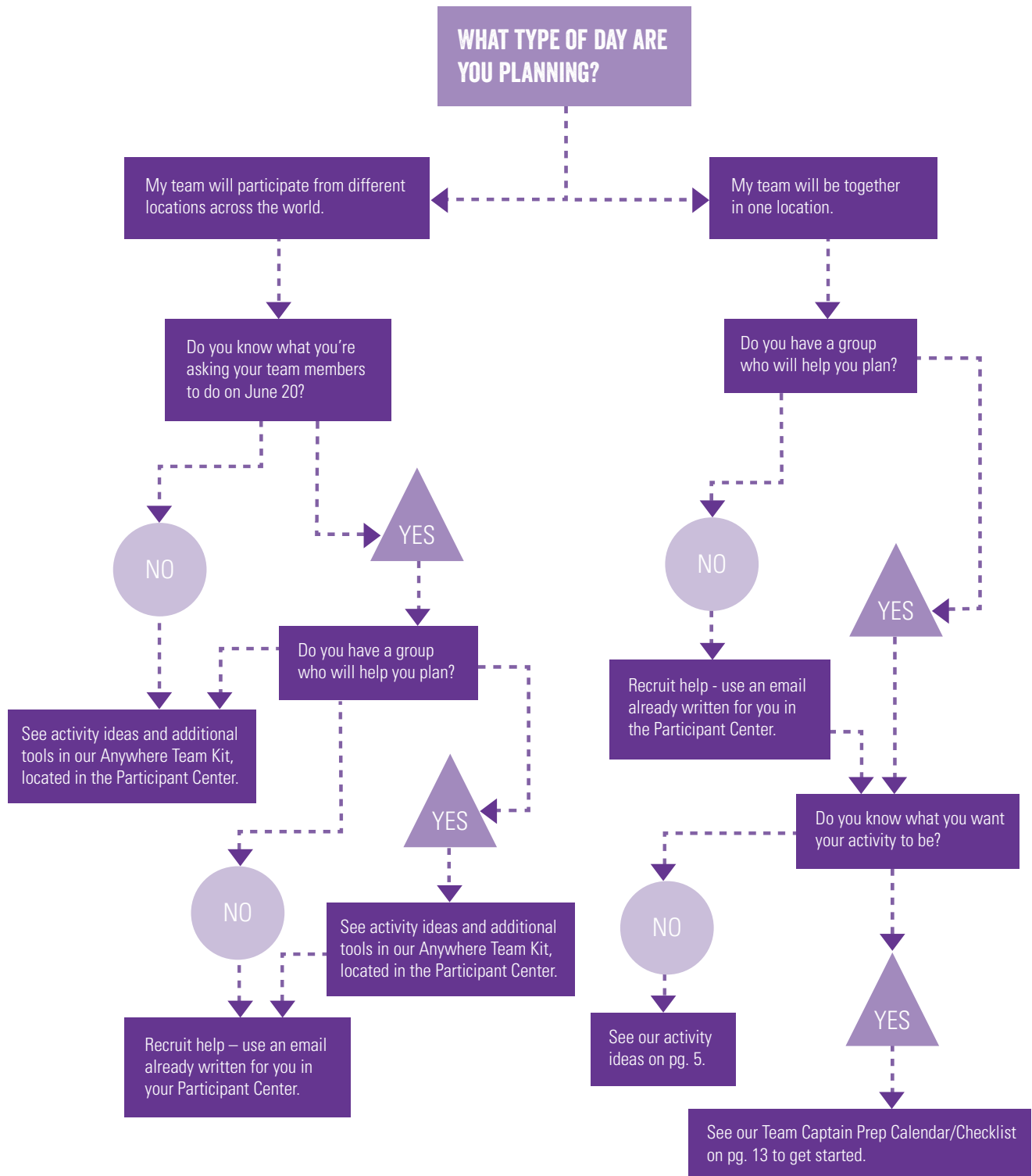


*On The Longest Day, my team will be putting on a fishing tournament. We will be rising early to catch striped bass and tuna. After spending the day near the water, family and friends will gather to enjoy a BBQ and a silent auction and raffle with some really great items. We have experienced so much support from family, friends and local businesses.*

MOLLY WAUGH, CAPE COD ALZSTARS



# I'M REGISTERED AS A TEAM CAPTAIN. WHAT'S NEXT?





### Promote your activity

As you and your team decide which activities you will complete, join the conversation on The Longest Day Facebook page ([www.facebook.com/fightalz](http://www.facebook.com/fightalz).) If you are open to new members joining your team, make sure to include a link to your team page and ask the Facebook community to join you.

### Build your schedule

At least one member of your team should be engaged in an activity from sunrise to sunset on The Longest Day. See below for a sample day-of schedule.

#### For example:

5:00 a.m. - 7:00 a.m.	Michelle, Jenny and Rudy run
7:00 a.m. - 8:00 a.m.	Rachel knits
8:00 a.m. - 9:00 a.m.	Lisa and Cathy do yoga
9:00 a.m. - 11:00 a.m.	Melissa and Kim play music in the park
11:00 a.m. - 12:00 p.m.	Matt and Luke play board games
12:00 p.m. - 1:00 p.m.	Alison kayaks
1:00 p.m. - 3:00 p.m.	Team soccer game
3:00 p.m. - 4:00 p.m.	Dan performs a comedy show
4:00 p.m. - 6:00 p.m.	Jeff and Jessica bike
6:00 p.m. - 8:00 p.m.	Mike leads a group cooking lesson
8:00 p.m. - 9:00 p.m.	Team gathers for Sunset Ceremony



### TOOLS TO HELP.

AVAILABLE IN YOUR PARTICIPANT CENTER!

- “What’s next?” decision tree.
- Online scheduling tool.
- Message board.
- Anywhere Team and other how-to guides.



## DETERMINE ROLES AND RESPONSIBILITIES

The Longest Day is an exciting multifaceted event that requires planning and team participation. Ask others to get involved in a leadership role to increase their enjoyment and to share some of your responsibilities as Team Captain.

### Your Role

As Team Captain, you're responsible for overseeing your team's participation in The Longest Day. Lead your team by first recruiting others to join you. Then, host a fun gathering (or, for those with team members across the country or world, write an email) to see which roles your teammates are interested in taking on. Your job is to make sure everyone's continuing to pursue your collective fundraising and activity goals — and that you're all having a good time!

### Fundraising Coach

Your team's Fundraising Coach should be energetic, enthusiastic — and not afraid to ask for donations! This team member is responsible for encouraging your team to reach their fundraising potential. Ask the Fundraising Coach to email the team with fundraising challenges every week or host events like a yard sale or auction.

### Event Planner

This teammate should be detail-oriented and excited about the logistics of your event. Whether your team is planning a run through the park or a day of painting, you need someone who is thinking about all of the day-of details. From directions to food and drink and signage and safety, your Event Planner is there to make the day run smoothly so you can oversee the team.

### Marketing Guru

This teammate should have a flair for promotion. Ask him or her to organize and encourage others to hang posters and print business cards (found in your Participant Center) advertising the event. You may want to ask area businesses to join your team in some capacity — by making in-kind donations of food or drink or by hosting a "rest stop."





## SET YOUR TEAM FUNDRAISING GOAL

Just as we encourage you to challenge yourself with an activity on The Longest Day, we also encourage you to go the distance in your fundraising efforts. We recommend that each team raises a minimum of \$1,600 – that's \$100/hour for the 16 hours of sunlight on The Longest Day.

### Team fundraising vs. individual fundraising

While we encourage each participant to work toward an individual fundraising goal, you can also collect donations as a team. Donations collected by each team member count toward your team total.

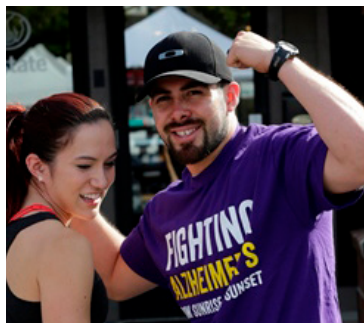
### Ways to raise funds

Our first tip when it comes to fundraising: ASK! You may be surprised how many people have been affected by Alzheimer's and will want to give to support your efforts. The worst that can happen is they will say "no" and you will move on to ask someone else. Remember, you are not asking for money for yourself; you are asking for the millions of people facing Alzheimer's disease.

Second, fundraise using a variety of methods to find what works best for you. Consider the following ideas:

- Email – Your Participant Center is set up so you can easily import your address book and send emails (already written!) to ask for donations. Update your personal page and team page with information and photos sharing why The Longest Day is important to you.
- Social networks – Post on Facebook, Twitter and LinkedIn. Share a link to your page and ask for donations – your request could go viral! Use #TheLongestDay and #ENDALZ.
- In-person appeal – Sometimes a letter or face-to-face ask allows people to truly feel your passion for the cause.

See our list of fundraising ideas on page 10 for more ways to kick-start your efforts.



# FUNDRAISING IDEAS

Ask on Facebook, Twitter and LinkedIn	Ask for donations from friends, family and colleagues on social media. Share your story and ask for support. Use #TheLongestDay and #ENDALZ.
Bake Sale	Make an amazing cupcake? Host a bake sale at work or in your community to raise funds.
Bingo Night	A Bingo night spells fun and fundraising for everyone you invite.
Book Sale	Ask neighbors to donate their book collection and host a book sale in your office or neighborhood.
Car Wash	Organize a car wash in your community and ask others to get involved.
Casual for a Cause	Ask your employer for permission to collect donations from co-workers to wear jeans to the office. From one week to a few months, jeans are a great incentive and people love to donate to dress casually.
Chili Cook-off	Do you know people who say they make the best chili? Host a cook-off and have attendees make a donation to taste and judge the entries.
Create a Family Cookbook	Ask family members to share their favorite recipes from generations past. Compile them into a family cookbook and sell to friends and family.
Karaoke Night	Organize a karaoke night. Ask people to make donations to request songs. Team members can raise money to request others to sing.
Lemonade or Smoothie Stand	During the warm summer, a lemonade or smoothie stand will be a great distraction from the heat.
Letter-Writing Campaign	Ask for donations the old-fashioned way. Send letters with a return-addressed, stamped envelope.
Matching Gifts	Many employers offer matching gifts to their employee's donations. Ask your company if they participate.
Pinterest Crafting Party	Host a party where attendees make their favorite craft or recipe from Pinterest. Ask for a donation from each attendee.
Restaurant Night	Many restaurants will donate a percent of proceeds from a night for a good cause. This could also be where you host your Sunset Ceremony.
Silent Auction	Ask for donations from local businesses, friends and neighbors and host a silent auction with these items.
Sports Tournament	From tennis to softball, a fun sports tournament can be a great way to raise funds and awareness. This could be part of your Longest Day plans or leading up to the day. Ask for donations for entry, admission and concessions.
Yard Sale	Host a yard sale to raise money for your team with items that you no longer need. Ask neighbors to donate items and create a giant sale on your street.

## Fundraising honors

### Individuals - Based on the total in your individual account

#### \$1,600 — All-Day Hero

Reach hero status by raising at least \$100 for every hour of daylight during The Longest Day and receive a custom piece of event merchandise. An All-Day Hero is someone who goes the distance as an individual or rallies a community, company or organization to raise critical funds in the fight against Alzheimer's. The Team Captain of a Team of Heroes will receive a custom piece of event merchandise.

### Teams - Based on the sum of individual accounts plus team account

#### \$5,000+ — Team of Heroes

A Team of Heroes achieves outstanding fundraising, raising \$5,000 or more for the Alzheimer's Association in their efforts to advance critical research and provide care and support to those facing Alzheimer's disease today. The Team Captain of a Team of Heroes will receive a custom piece of event merchandise.



## TOOLS TO HELP

AVAILABLE IN YOUR PARTICIPANT CENTER!

- Team goal-setting worksheet.
- Fundraising at work idea sheet.
- Facebook tools.
- Message board to exchange ideas.



“

*Besides emailing and using social media to ask for donations, we also held raffles with donated items such as running gear, entries to races and gift cards. Thanks to our generous donors, our tally is more than \$5,000 and we still have weeks to go before the event. The donations are still coming in!*

RACHEL DEGRAND, RUNNING TO REMEMBER

”

## EVENT DAY

All of your fundraising and planning will culminate in one fantastic day — Monday, June 20. Here's how to make the day exciting and successful for everyone on your team.

### Stay on track

Remain focused on your day by planning in advance! Our Team Captain Prep Calendar on page 13 will help you to move forward step by step.

### The night before

Send an email to your teammates reminding them of the schedule the next day — especially if you all won't be together in person. If you created a schedule online, encourage your team to review it so they're prepared.

### Start your day

As the sun rises on The Longest Day, communicate with all of your team members in some way — tweet, text or call if you're not together in person — to let them know that your event has started. Spend a moment connecting them back to the cause and share your stories about facing Alzheimer's.

### Hold a Sunset Ceremony

At the end of The Longest Day, bring all of your team members together to celebrate your accomplishments and commemorate the experience. If some of your team members are unable to attend, bring them in via Skype, instant message or text. Take turns sharing stories about your personal connection to Alzheimer's and your experiences throughout the day.

### Additional help

For additional tips on fundraising, recruitment and more, please contact 800.272.3900 or our coaching team at [tld@alz.org](mailto:tld@alz.org).

### Thank you!

Thank you for dedicating your time and energy to help achieve our vision of a world without Alzheimer's disease. We couldn't do it without you!



*For us, the event is also about community. At the end of The Longest Day last year, we felt better about the future than we did at the beginning of that day. At sunset, 30 people gathered at our house for a celebration of all we accomplished. This year, we hope to have 50 — or even 100! When you bring people together, unbelievable mountains can be moved — and our amazing community has shown us that they are here with us on this journey.*

**JUDY JOHANSON, THIS IS OUR LIFE**





# THE LONGEST DAY®

alzheimer's  association®

# TEAM CAPTAIN PREP CALENDAR

## NOW

- ☐ Download Team Captain Guide.
- ☐ Update your personal and team fundraising pages.
- ☐ Recruit team members/committee members.
- ☐ Set your team and personal fundraising goals.
- ☐ Start your fundraising (send emails, post to social media).
- ☐ Brainstorm activity ideas for your day.

## MARCH-APRIL

- ☐ Follow up on fundraising emails and letters.
- ☐ Post to social media as a way to recruit team members and fundraise.
- ☐ Assign tasks to team members. These could pertain to recruiting, fundraising, marketing or planning your day's activities.
- ☐ Start planning your day (venue, activities, signs and posters, advertising and in-kind donations).

## SIX WEEKS OUT

- ☐ Share plans for the day with friends and family. Invite them to join you!
- ☐ Continue to post to social media (recruiting and fundraising).
- ☐ Confirm venues, in-kind donations and advertising.
- ☐ Promote your event, post signs and fliers throughout your community.
- ☐ Plan for any day-of fundraising efforts.

## WEEK OF THE LONGEST DAY

- ☐ Send out reminders to your team (schedule, location, last-minute fundraising ideas).
- ☐ Send emails asking for donations.
- ☐ Promote your day on social media.
- ☐ Gather any in-kind donations.

## THE LONGEST DAY

- ☐ Have fun!
- ☐ Frequently update your progress throughout the day on social media using #TheLongestDay and #ENDALZ.
- ☐ Send emails asking for donations, or conduct other fundraising efforts.
- ☐ Host a sunset ceremony.
- ☐ Thank your donors and participants.

## MARCH

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## APRIL

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## MAY

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1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## JUNE

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		