# 10 TIPS FOR RECRUITING CO-WORKERS

Co-workers make excellent teammates for your Alzheimer's Association Walk to End Alzheimer's® team. Here are 10 tips to get your colleagues on board:

**1**   **Start early.** Begin recruiting right after you register your team. The sooner you build your team, the more time you have to raise awareness and funds.

**2**   **Speak at a company or team meeting.** Sharing your reason to end Alzheimer's may motivate others to take action.

**3**   **Post information in your workspace and around the office.** Create a flier that lists facts about the disease (alz.org/facts) and hang it in break rooms and other common areas. Don't forget to include a sign-up sheet with your contact information or a link to your team page.

**4**   **Include a blurb in your company newsletter.** Share a brief story that explains your connection to Alzheimer's and lets others know how they can join your Walk team.

**5**   **Ask your manager or CEO to send an email on your behalf.** Draft the email you'd like sent and invite him or her to include a personal story if they have one.

**6**   **Offer incentives.** Encourage colleagues to sign up by offering small prizes to the first people who register for your team.

**7**   **Get the word out.** Let your co-workers know you're looking for team members and ask them to help spread the word. They may know someone in another department who would like to participate.

**8**   **Set up a table during lunch.** Attract attention to your table by offering candy or a baked good so that you can talk about Walk and the Alzheimer's cause with visitors. Have copies of your flier on hand.

**9**   **Get moving.** Take group walks during breaks as a way to bond with team members. Invite other co-workers to join you so they can learn more about Walk.

**10**   **Make it fun.** Give your co-workers regular updates on fundraising milestones reached. Those who haven't signed up for your team will see how much success and fun your team is having and may be inspired to join.

**Visit alz.org/walk and log into your Participant Center for more recruitment tips.**

WALK TO END ALZHEIMER'S

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