Team Captains who set goals for their team are three times more successful in raising awareness and funds to support the Alzheimer’s Association® than those who don’t. Complete this worksheet to set your goals and track your progress toward success. Returning Team Captains, include last year’s totals for each category to help set your sights for this year!

**WALK TO END ALZHEIMER’S® TEAM GOALS**

As Team Captain, it’s important you lead by example. Make a self-donation to start your fundraising and embrace ideas that are easy, fun and increase involvement.

This year ____________
Last year ____________

Recruit at least 10 people to join your team and fundraise (be sure they register so all fundraising is tracked appropriately). Check out tips on how to recruit team members in the pages that follow.

This year ____________
Last year ____________

Every team member who raises at least $100* will earn the official Walk to End Alzheimer’s T-shirt. Encourage your team to check out the Participant Center at [alz.org/walk](http://alz.org/walk) for fundraising ideas and tips.

*Most Walks require a $100 minimum; in some locations, this amount is higher.

This year ____________
Last year ____________

The Champions Club recognizes and rewards participants who reach fundraising milestones of $500, $1,000 and $2,500. Set a goal for how many team members will hit these milestones — be sure to include yourself!

This year ____________
Last year ____________

Fundraising events are a great way to collect donations, inspire others and bond with your team members. Download the A-Z Fundraising Ideas from your Participant Center to get inspired!

This year ____________
Last year ____________

Aim high! The average Walk team raises $1,100.

This year ____________
Last year ____________
Think about the people you interact with regularly and ask them to join you in the fight against Alzheimer’s. Using the sphere of influence as a guide, write down the names of people you know from each category. You’ll quickly have a list of people you can ask to join you as team members and/or donors!
Many people will be eager to join you in advancing the fight against Alzheimer’s — they just need to be asked! We suggest recruiting at least 10 fundraisers to join your team, but teams of all sizes are welcome.

**Brainstorm!** Think of anyone you would like to join you on Walk day.

**Get social.** Facebook, Twitter, Instagram and LinkedIn are great tools to spread the word about your team. Make sure to provide a link to your team page to make it easy for them to register.

**Recruit everywhere.** Ask people at your work, gym, school, church, book club and local coffee shop to join your team.

**Follow up!** It can take several reminders for someone to take action. Make sure everyone is registered online so they have access to all of the fundraising and recruitment tools provided by the Association and will know what to expect on Walk day.

**Help others.** Work with your team members to set their fundraising goals. Support their efforts and motivate them to continue reaching new fundraising milestones. Share what strategies have helped you successfully raise money.

**Need ideas?** Contact your local staff partner! We have even more tools and resources to get you started.
GET INSPIRED TO FUNDRAISE ALL YEAR.

Plan ahead! Brainstorm fundraising ideas that your team can do each month. Being organized goes a long way in helping you achieve your fundraising goal!

And remember, every dollar you raise helps advance the care, support and research efforts of the Alzheimer’s Association.

### January
**IDEA:** Pick a day to run errands for others in exchange for donations.
**OUR PLAN:**

### February
**IDEA:** Host and charge admission for a wine-tasting party with donated wine, cheese and chocolate.
**OUR PLAN:**

### March
**IDEA:** Organize a March Madness bracket challenge to benefit Walk to End Alzheimer’s.
**OUR PLAN:**

### April
**IDEA:** Raise funds by asking co-workers to pay $5 to wear jeans or other casual wear to work for a day — or $20 for a weekly pass.
**OUR PLAN:**

### May
**IDEA:** Collect donated items and coordinate a garage sale.
**OUR PLAN:**

### June
**IDEA:** Host and charge admission for a trivia night at a local restaurant, mixing in questions about Alzheimer’s disease.
**OUR PLAN:**

### July
**IDEA:** Beat the heat and host a lemonade stand at a community event.
**OUR PLAN:**

### August
**IDEA:** Host an office olympics. Charge an entry fee to participate in events like a typing competition.
**OUR PLAN:**

### September
**IDEA:** Auction off a special lunch with your company’s CEO or a local celebrity.
**OUR PLAN:**

### October
**IDEA:** Host a haunted house. Charge admission and sell spooky snacks.
**OUR PLAN:**

### November
**IDEA:** Organize a bake sale with tasty fall treats.
**OUR PLAN:**

### December
**IDEA:** Host a holiday sweater contest at your office. Ask co-workers to vote ($1 = one vote) for the tackiest sweater.
**OUR PLAN:**

---

*Be sure to check your local laws before implementing fundraisers to ensure your event does not violate any state gambling laws. Check with the appropriate authorities at your company if you plan to hold a fundraiser in your office.*