

TEAM CAPTAIN GOAL-SETTING WORKSHEET



Walk to End Alzheimer's® 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 you set the bar higher this year!

TEAM GOALS: _____



TEAM CAPTAIN

As a Team Captain, it's important you lead by example. Kick off your personal fundraising by setting a big goal and making a self-donation! No matter the amount, it shows your dedication and will motivate your team members to do the same.

This year _____

Last year _____



TEAM MEMBERS

We recommend recruiting 12-15 participants, but teams of all sizes are welcome. Be sure each person registers so their fundraising efforts will be tracked. Check out the **Team Captain Guide** for tips on building your team.

This year _____

Last year _____



\$100* FUNDRAISERS

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 for fundraising ideas and tips.

This year _____

Last year _____



CHAMPIONS

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 raise at least \$500 — be sure to include yourself!

This year _____

Last year _____



FUNDRAISING EVENTS

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

This year _____

Last year _____



TEAM FUNDRAISING

Aim high! The average Walk team raises \$2,000. Encourage your team to download the Walk mobile app, which allows you to send fundraising messages, deposit checks and track your progress. Users raise over four times more than those who don't.

This year _____

Last year _____

*Individuals who meet the fundraising minimum will earn one Walk participant T-shirt. In most cases, this minimum is \$100; in some places, it is higher.