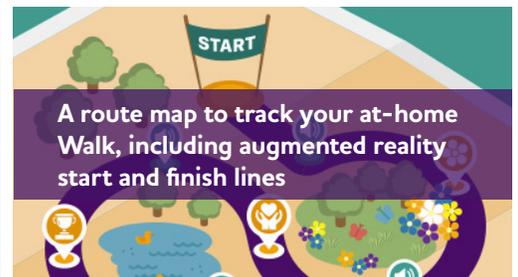


ALZHEIMER'S ISN'T STOPPING. NEITHER ARE YOU.

The Alzheimer's Association Walk to End Alzheimer's® is happening — and you can join us at your local event or Walk From Home in your neighborhood. No matter where you Walk, your participation makes a difference in the lives of those facing Alzheimer's today and in the future.



We understand some people may not feel comfortable attending Walk in person this year. That's why we're also offering the option for you to participate in your own neighborhood. If you choose to Walk From Home, you can still engage in many Walk day experiences through the Walk to End Alzheimer's mobile app, including:



See the next page for online fundraising and recruiting ideas, and what to do when you Walk From Home.

*Also available on local event websites.



MAKE THE MOST OF YOUR WALK FROM HOME.



If you choose to Walk From Home, consider the ideas below to help you recruit team members, fundraise and have a successful Walk day.

GET READY TO WALK



Get the Walk mobile app. Download it via the [App Store](#) or [Google Play](#). If you already have the app, be sure to update it to engage in the latest Walk-day experiences, as well as keep track of your fundraising progress, deposit checks, send thank-you messages to donors and more.



Set your goal. Raise \$100 or more to earn this year's official Walk to End Alzheimer's T-shirt. If you reach the fundraising minimum at least four weeks prior to your local event, you'll receive your shirt in time to wear on Walk day! Continue fundraising and receive additional recognition and rewards through the [Champions Club](#).



Update your fundraising page. Your personal story will inspire others to donate. Share why you participate in Walk and add a photo of who you're honoring. Create a custom URL to make it easier for people to find your fundraising page and donate.



Launch a Facebook Fundraiser. Encourage your social network to get involved and support your efforts by starting a [Facebook Fundraiser](#) from your Participant Center.



Raise funds online. Almost any fundraising event can be held virtually. Check your Participant Center for the [Virtual Fundraising Guide](#).



Walk your way on event day. Plan to walk on the same day as your local event so you can share in the excitement with others in your community on social media. To find your event date, visit alz.org/walk.

ON WALK DAY

1. Watch the prerecorded Opening and Promise Garden Ceremony via the app or your local event webpage.
2. Visit the augmented reality Promise Garden on the app, select a flower representing your connection to the disease and plant it among others.
3. Review the route map on the app to track your at-home Walk, including start and finish lines.
4. Start walking! Be sure to wear purple along your route to help raise awareness in your community, and post photos to social media using the hashtags #Walk2EndAlz and #ShowYourPurple.

For more information about the Walk From Home experience, visit the [FAQ page](#) on alz.org/walk. Please follow current CDC and local health guidelines when in close contact with others.