



WALK TO END ALZHEIMER'S
ALZHEIMER'S ASSOCIATION

2024 TEAM CAPTAIN GUIDE

Hello, Team Captain!

Welcome to the Alzheimer's Association Walk to End Alzheimer's®! This disease affects our families, friends, co-workers and communities. But because you walk, the end of Alzheimer's is closer than ever. And with treatment advances that offer people facing the disease hope for more time with loved ones, your leadership has never been more important.

Teams of friends, family, co-workers and neighbors are the heart of Walk to End Alzheimer's. As a Team Captain, **YOU** will build excitement, lead your team, and set and achieve goals to move **our mission** forward.



The Alzheimer's Association® leads the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support.

Our promise to you: We're here for you every step of the way!

This guide is meant to help you build your dream team, then set and reach your goals. We've got plenty of tips and tools, and your Association staff or volunteer partner is available to support you. Visit alz.org/findus to locate your nearest Alzheimer's Association office and connect with your staff or volunteer partner.



Download the free, easy-to-use Walk mobile app, which allows you to:

- » Update your personal page.
- » Send fundraising messages and track your progress.
- » Deposit checks.
- » And more!

Visit alz.org/walk, log in to your account and go to your online



Participant Center (click on the link found in the top right-hand corner), a hub of resources on fundraising, recruitment and more!

Thank you for making a difference for people facing Alzheimer's — we are grateful for you!



BUILD YOUR TEAM

People in your community will be excited to join you in the fight against Alzheimer’s — they just need to be asked! Invite your network to join you in advancing the fight against Alzheimer’s disease. We suggest a team of 12-15 registered participants, but teams of all sizes are welcome.

FOLLOW THESE 3 EASY STEPS:

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1 **Set up your team webpage.** Go to your online Participant Center to build a team webpage, including photos and your team’s reason to end Alzheimer’s.
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2 **Ask and follow up.** Use your “sphere of influence” to think of people you can ask to join or donate to your team. Your Participant Center has pre-written recruitment emails that you can personalize with your connection to the cause.
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3 **Build excitement.** Get your team energized for Walk with an in-person or virtual kickoff. You could host a party, gather on Zoom, or meet up for coffee or ice cream.

Log in to your Participant Center or Walk mobile app to start recruiting today!



GROW YOUR FUNDRAISING



Every dollar you and your team raise helps advance the care, support and research efforts of the Alzheimer's Association. Here are tips to set an ambitious goal and reach it!

 **Set goals — and aim high!** Team Captains who set goals for their team raise three times more than those who don't. The average Walk team raises \$2,000. Schedule time to meet with your staff or volunteer partner to strategize — they are here to help you succeed!

 **Get organized. Get creative!** Make a list of fundraising possibilities that are easy, fun and get everyone involved. You could invite co-workers to "Wear It for ALZ" to have fun with their wardrobe while making a difference. Host a purple party (with attire, decor and snacks in the Association's signature color) and ask for donations. Or ask friends and local businesses to contribute items for a silent auction. Your Participant Center is full of more great ideas and practical tips.

 **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.

Become a Champion.

There are special recognitions for individual participants who reach certain fundraising levels. As a Champion, you'll receive perks, acknowledgment on your local Walk website, an exclusive Champions area on Walk day and more. There are additional rewards and incentives at each level:

- » **Champions** raise at least \$500.
- » **Grand Champions** raise at least \$1,000.
- » **Elite Grand Champions** raise at least \$2,500.

Check out the enclosed incentive flyer to learn more and share with your team.

DOUBLE YOUR IMPACT!

Many employers offer programs to match charitable contributions made by their employees. Ask your team and donors to visit alz.org/walkmatch and search for their company.

FUNDRAISING FACTS

Take it on the go:



Walk mobile app users bring in an average of almost \$600 — those who don't use the app raise about \$140.

Connect your network:



Participants who create a Facebook Fundraiser through their Participant Center raise over \$500 more than those who do not.

Start early:



Individuals who register for Walk to End Alzheimer's® more than six weeks prior to their event bring in over twice the amount as those who start later.

How Can I Help?



Share your story:



Those who add their personal story to their fundraising webpage raise nearly four times as much as people who leave their page as is.



Diversify your efforts:



People who fundraise through both online (e.g., social media) and offline activities (e.g., a purple party) raise eight times more than single-channel fundraisers.

Recruit others to join you:



On average, teams raise over five times as much as individual participants.

Shift your focus:



Focus on the number of gifts instead of the dollar amount. On average, our Champions secure seven gifts each.



Tips to prepare your team for Walk day:

Plan ahead. Check out your Walk's website to ensure you know the address and parking details.

Show your purple! In addition to your Walk T-shirts, have fun with head-to-toe purple outfits or costumes, make team buttons, meaningful signs and more.

Share your experience. Share with your social networks live from the event. Include the hashtags #Walk2EndAlz and #ENDALZ.

For 24/7 Alzheimer's care and support, call 800.272.3900.