

TEAM RECRUITMENT TIPS FROM TOP TEAM CAPTAINS



The sharing of Facebook posts, constant tweets and re-tweets will boost visibility and get people interested. Post pictures with your messages whenever possible. People are more likely to read a post with a picture.



Jennifer, Walk to Remember Team



We offer incentive prizes and drawings to those who join the team by a certain date.



Ruth, Team National — Dialing for Dollars Team



I recruited my team with the help of my company's marketing department. They announced our Walk to End Alzheimer's participation on our website, in emails, on posters and in various other ways.



Irene, Wood Group Mustang Walkers Team



I have grown my team by re-signing team members from the previous year as well as recruiting new participants — often the day they start at our company. I encourage everyone on my team to invite their family members to sign up as well.



Jo, Home Instead Senior Care/586 Team



We attend different functions as Walk to End Alzheimer's team members — we wear our shirts and talk about Alzheimer's disease. We also volunteer at nursing homes in our community to spread the word about Walk to the families of people living with Alzheimer's disease.



Norvita, The Real Deal Team



Be enthusiastic and passionate, and make it fun! Make sure folks know the reasons why they should participate. Having the Alzheimer's Association come in and speak each year helps hit it home.



Janene, Bankers Conseco Team



Consider everyone you know when recruiting team members. I am a teacher and I recruited the parents of my students as well as my family, friends, neighbors and co-workers. My husband is a college wrestling coach and he recruited his athletes. We also had friends recruiting their family and friends who I had never even met.



Katie, Mind Walkers Team