

10 TIPS FOR RECRUITING CO-WORKERS

Collaborate with your co-workers while you advance the cause by integrating them into your Alzheimer's Association Walk to End Alzheimer's® team! Here are 10 tips to get your colleagues on board.

- 1 Start early.** Begin recruiting right after you register your team. The sooner you build your team, the more time you'll have to raise awareness and funds.
- 2 Kick things off right.** Speak at a company or team meeting, or host a fun kick-off event. Talk about your connection to the cause, show co-workers how easy it is to register and share some of the great incentive rewards they can earn!
- 3 Download and use the Walk backgrounds for Zoom.** Share in meetings why you're participating and ask others to join you. Provide a link to your team's registration page in your work email signature.
- 4 Include a blurb in your company newsletter.** Share a brief story that explains your connection to Alzheimer's and lets others know how they can join your Walk team.
- 5 Ask your manager or CEO to send an email on your behalf.** Draft the email you'd like sent and invite them to include a personal story if they have one.
- 6 Offer incentives.** Encourage colleagues to sign up by offering small prizes to the first people who register for your team. Work with management to offer incentives to your top fundraisers, such as a free parking spot, lunch with the CEO or a half day off.
- 7 Get the word out.** Tell your co-workers you're looking for team members and ask them to help spread the word. Other departments may be excited to participate. Let them know their friends and family members are welcome to join, too!
- 8 Set up a table during lunch.** Attract attention to your table by offering candy or baked goods. Strike up a conversation about Walk and the Alzheimer's cause with those that stop by. Have copies of your Walk marketing materials on hand.
- 9 Get moving.** Take group walks during breaks as a way to bond with team members. Invite other co-workers to join you so they can learn more about Walk.
- 10 Make it fun.** Give your co-workers regular updates on fundraising milestones. Those who haven't signed up for your team will see how much success and fun your team is having and may be inspired to join.

Visit alz.org/walk and log into your Participant Center for more recruitment tips.