



**WALK  
TO END  
ALZHEIMER'S**  
ALZHEIMER'S ASSOCIATION

# 2025 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!

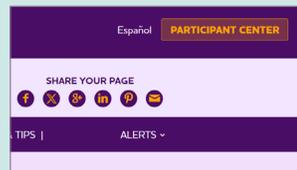
This guide is meant to help you build your dream team, then set and reach your goals. We've got plenty of tips and tools, and your Association staff or volunteer partner is available to support you. Visit [alz.org/findus](https://alz.org/findus) to locate your nearest Alzheimer's Association office and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



**Download the free, easy-to-use ALZ Fundraising app, which allows you to:**

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

Visit [alz.org/walk](https://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 your Walk team and advance the mission of the Alzheimer’s Association. 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 ALZ Fundraising 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](http://alz.org/walkmatch) and search for their company.

# FUNDRAISING FACTS

## Take it on the go:



ALZ Fundraising 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.



## 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.

## Make a self-donation:



Participants who make a self-donation raise six times more than those who do not.



## 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, 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.**

# 2025 Incentive Program

You must be a registered participant to earn incentive gifts.  
Register for a Walk to End Alzheimer's® event in your area at [alz.org/walk](http://alz.org/walk).



2025 Walk to End Alzheimer's Participant T-Shirt

**\$100**



Tote Bag or Elite Geometry 16-oz. Recycled Tumbler

**\$300**



Clique Polos\*\* or Daybreak 16-Can Cooler AND Champions Club Medal

**\$500\***



Champion® Powerblend® Pullover Hoodie or Luna Convertible Backpack Tote

**\$750**



Stanley Quencher H2.O FlowState™ Tumbler 30-oz. or iLive™ Portable Cordless Massage AND Grand Champion Clique Active Charge Long-Sleeved T-Shirt

**\$1,000\***



Quarter-Zip Anorak or Bellroy Tech Kit

**\$1,500**



Director's Chair with Side Table or Sony Bluetooth Speaker AND Elite Grand Champion Clique Summit Half-Zip Fleece\*\*

**\$2,500\***



Osprey Arcane™ XL Day with Custom Initials or The North Face® Apex DryVent™ Jacket\*\*

**\$5,000**



Regulation Corn Hole or 7' Market Umbrella

**\$7,500**



Yeti Backpack Soft Cooler or PI Woodburning Pizza Oven

**\$10,000**



\*Denotes the Champion levels.

\*\* Available in men's and women's styles.

Individuals who reach the fundraising minimums for the participant T-shirt, Champions Club medal, Grand Champion T-shirt and Elite Grand Champion fleece will receive these items in addition to their selected incentive prize.

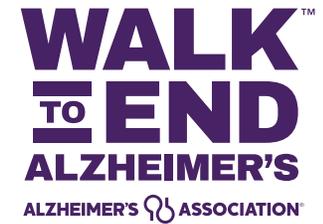
Visit your Participant Center at [alz.org/walk](http://alz.org/walk) for fundraising tools, tips and ideas.

Gifts are not cumulative; only one item is awarded to each fundraiser. Fundraiser may select one item at or below the level achieved. All items subject to availability.

Redemption certificates will be sent via email after the event. Contact your local chapter for the fundraising deadline.

Need help with your certificate or redeeming your prize? Call **888.592.1425** or email [ALZWalkIncentives@pkcomp.com](mailto:ALZWalkIncentives@pkcomp.com).

# BECAUSE WE WALK, THERE IS HOPE.

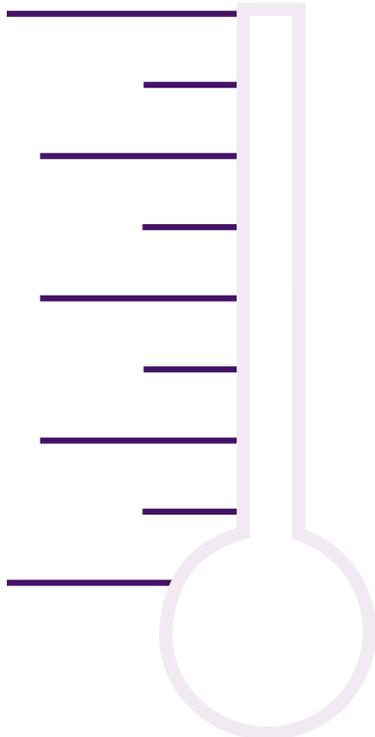


TEAM NAME: \_\_\_\_\_

## TEAM MEMBERS RECRUITED



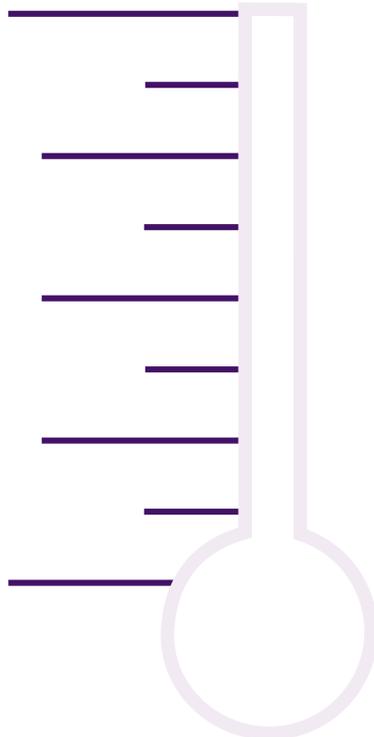
Goal:



## \$100\* FUNDRAISERS



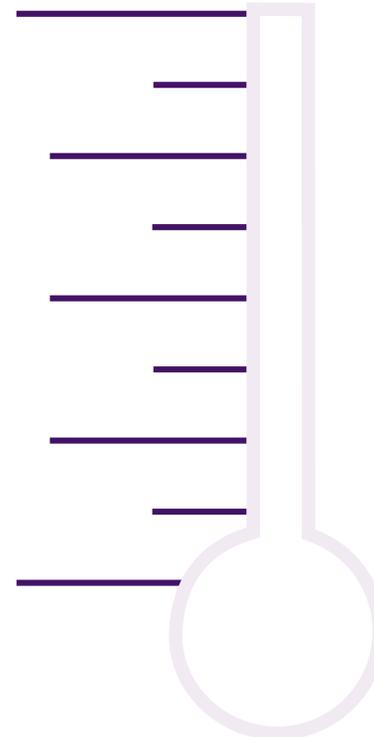
Goal:



## CHAMPIONS CLUB MEMBERS



Goal:



## FUNDS RAISED



Goal: \$

