



WELCOME PACKET



Walk to End Alzheimer's

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Welcome to the Walk Family!

The Greater Pennsylvania Walk to End Alzheimer's events bring together thousands of individuals, companies, and groups in a unified goal to find Alzheimer's first survivor. Whether we are together at a large in-person gathering or in small groups in our individual neighborhoods, the funds you raise through Walk to End Alzheimer's help the Alzheimer's Association to continue to be there for families facing Alzheimer's and all other dementia. Every dollar counts.

The pandemic has magnified the urgency of our mission. The Alzheimer's Association converted its programs and services to a virtual format in order to provide care and support safely, as these services are more important than ever. **Alzheimer's isn't stopping and neither are we.**

We would like to welcome you to the Walk to End Alzheimer's and extend our heartfelt thanks. It is because of you that we are one step closer to our vision: a world without Alzheimer's and all other dementias!

THE BEST \$100 T-SHIRT YOU'LL EVER EARN.



Raise \$100 to earn the official 2021 Walk to End Alzheimer's® T-shirt.



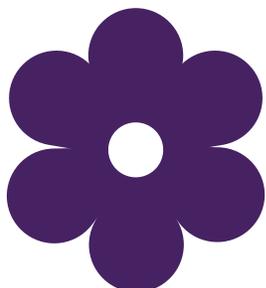
Email five friends asking for \$20.



Cook meals at home for a couple of weeks instead of going out or getting takeout - and put the money you would have spent aside for a donation.

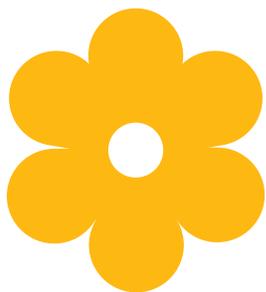


Host a virtual game night or other online fundraiser. You can ask each guest for a \$20 donation to play.



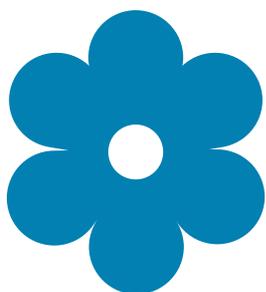
EVERYONE HAS TWO MINUTES TO #ENDALZ

Go online and register your 2021 Walk team to get your team activated! Registering your team is easy, too. **CLICK HERE:** act.alz.org/greaterpa



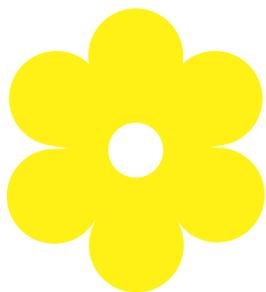
SHOW YOUR SUPPORT

Set an example for your team members and kick-start your fundraising with a self-donation. Making a self donation will encourage others to follow suit!



PLAN WAYS TO FUNDRAISE

Brainstorm how you will fundraise this year. You can start a Facebook fundraiser or launch a simple letter-writing campaign to get started. Looking for more ideas? Log into your participant center or contact your staff partner.



SET ONE GOAL FOR YOUR TEAM

Set a goal for your Walk team that will inspire your team members, friends, family and donors to maximize their fundraising efforts.

TOOLS & RESOURCES



Learn more about our resources.



After you've registered your Walk team, visit our website at alz.org/Cleveland to explore our Education Programming, Support Groups, Care Consultation and more!

Make a self - donation.



Kick-start your fundraising by making a self-donation! By making a self - donation, you are demonstrating your personal commitment to fundraising for the mission.

Plan your fundraising.



Launch a Facebook Fundraiser through your Participant Center, text or write a letter to your network and ask them to donate. Share your story and include a picture of who you are honoring. [CLICK HERE](#) to watch the tutorial.

Set a goal.



Set a goal for your Walk team that will inspire your team members, friends, family and donors to maximize their fundraising efforts. [CLICK HERE](#) to see the Goal Setting Worksheet.

Meet with your Walk Manager.



Your Walk Managers are here to help brainstorm fundraising ideas, provide support and answer your questions! Visit your local Walk page for contact information.

MAKE AN IMPACT

Join the Walk Planning Committee and help shape the movement to end this disease! Committee members are the heart of the event, planning everything from the kick off to the wrap up.

Some members focus on growing the event by recruiting teams and sponsors, others coordinate logistics and some work on promoting the event in the community!



BECOME A VALUED COMMUNITY PARTNER

Local sponsors of Walk to End Alzheimer's have a unique opportunity to impact the success of the event while displaying commitment to the local community. At the Alzheimer's Association, we take pride in offering mutually beneficial sponsorship packages that offer a wide range of rewards for participating companies and organizations!



CARE & SUPPORT



Caring for a loved one during the COVID-19 (coronavirus) outbreak can add stress for dementia caregivers. We are here if you need us. Call our free, 24/7 Helpline at 800.272.3900 and visit alz.org/COVID19 to learn how you and your loved one with dementia can stay healthy. During business hours, contact us at 216.342.5607.



Alzheimer's Association 24/7 Helpline (800.272.3900): The Helpline is answered day or night by trained dementia specialists. We can offer support, information, referrals, or care consultations. We are able to speak with constituents in more than 200 different languages.



Support Groups: The Alzheimer's Association has shifted our support groups to a virtual platform offering zoom and telephone options. To find a support group to join, please call 216.342.5611.



ALZConnected: This online community is available 24/7 at alzconnected.org.



Virtual education: We are offering a variety of free virtual webinars, to register, call 800.272.3900. You will receive the sign in information via email once registered.



On Demand Training: Our on demand training is available 24/7 in English and Spanish at training.alz.org.



Telephone Care consultations: We can provide families with a personalized plan to help safely navigate Alzheimer's disease. Please contact us at 216.342.5599 to schedule a telephone care consultation.

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 vision is a world without Alzheimer's and all other dementia.