



MONTHLY TEAM CAPTAIN NEWSLETTER

THIS NEWSLETTER IS SENT TO ALL CLEVELAND AREA
TEAM CAPTAINS AND SPONSORS

APRIL 2020

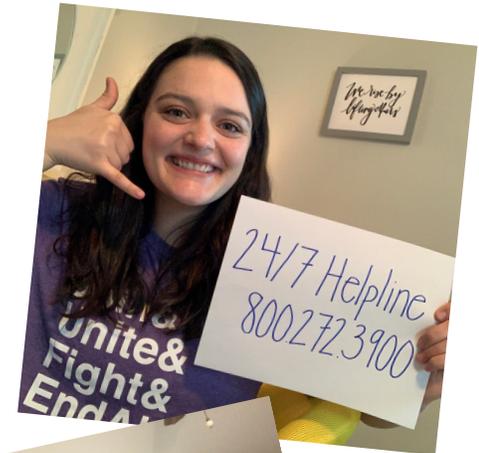
WE ARE #ALZIN THIS TOGETHER



THE ALZHEIMER'S ASSOCIATION IS HERE FOR YOU

As coronavirus (COVID-19) changes what our daily life looks like, we know our new normal will look a little different. As always, we are here for you.

- **Our free 24/7 helpline** (800.272.3900) is available around the clock, 365 days a year. If you, a loved one or anyone you know needs to talk, do not hesitate to reach out. Our professional staff provides reliable information and support to all those who need assistance.
- **The Alzheimer's Association website**, alz.org, is a rich resource designed to inform and educate those living with the disease, caregivers, volunteers and professional health care providers.
- We have COVID-19 **tips for dementia caregivers**. Most likely, dementia does not increase the risk for COVID-19, just like dementia does not increase the risk for the flu. However, dementia-related behaviors, increased age and common health conditions that often accompany dementia may increase risk.



MEET YOUR WALK STAFF PARTNERS

Lorain

Liv Passe | oapasse@alz.org | 216.342.5581

Cleveland

Kelsey Ott | krott@alz.org | 216.342.5606

Kirtland & Ashtabula

Kathryn Fellenstein | kmfellenstein@alz.org | 216.342.5604

We are here for you! Available by phone or e-mail to answer any of your Walk questions or brainstorm virtual fundraising options!

VIRTUAL CARE AND SUPPORT SERVICES



Caregiver support groups now being offered by conference call. Find a group on a day and time that works for you by calling the 24/7 HELPLINE at 800.272.3900.



Education programs are being offered virtually. Find an education program online at alz.org/cleveland. Call the 24/7 HELPLINE at 800.272.3900 to register.



Visit an online community and message board via ALZConnected® (alzconnected.org), powered by the Alzheimer's Association®, is a free online community for everyone affected by Alzheimer's or another dementias.

You're Invited!



VIRTUAL EDUCATION

Join us for a virtual education program on Healthy Living for Your Brain and Body and Effective Communication Strategies for Caregivers

HEALTHY LIVING

FOR YOUR

BRAIN AND BODY

MONDAY, APRIL 27

6PM – 7PM

EFFECTIVE

COMMUNICATION

STRATEGIES

WEDNESDAY, APRIL 29

2PM – 3PM

**INSTRUCTIONS ON HOW TO TUNE IN WILL BE SENT
TO YOUR EMAIL PRIOR TO THE EVENT**

TO REGISTER: CALL 800.272.3900

8 WAYS TO FUNDRAISE FROM HOME



GET CRAFTY

Knit scarfs, paint, or make candles in your downtime. Auction off online or stock up now for a future in-person sale.

TEXT CAMPAIGN

Text your network and ask them to donate. Share your story and include a picture of who you are honoring.

DEMO CLASS

Use your skills to virtually teach your friends. Are you skilled at yoga? Host a virtual yoga class and ask for a \$10 donation.

GO LIVE CHALLENGE

For every donation you get, complete a challenge. Get creative! Crack an egg on your head for every \$10+ donation.



BOARD GAME-A-THON

Put together a puzzle or play board games for an extended period of time. Ask for donation bets on who will win.

ONLINE SILENT AUCTION

Do some spring cleaning and sell items for a donation.

FACEBOOK FUNDRAISER

Launch a Facebook Fundraiser through your Participant Center or share your fundraiser again.

WORKOUT CHALLENGE

Ask for \$1 for each exercise activity you can complete. Challenge others to complete more than you.

WALK MOBILE FUNDRAISING APP

Follow the step-by-step instructions below to install the Alzheimer's Association Walk to End Alzheimer's® mobile app. This free app lets you check your fundraising progress, send messages, deposit checks and more.

1 Install the mobile app.

Visit Google Play or the Apple App Store on your device.

Search for "Walk to End Alzheimer's" and follow the steps to download and launch.

2 Log in using your Walk Participant Center username and password.

3 Update your personal page.

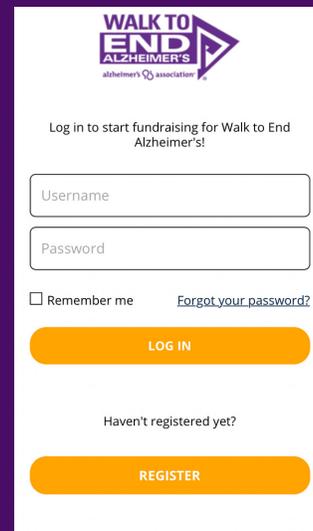
Let your potential donors know why you're participating in Walk to End Alzheimer's. Those who include a personal story and photo raise more money, on average, than participants who don't.

4 Check your fundraising progress.

It's easy to stay up-to-date on your fundraising progress. Your home screen displays how much you've raised towards your fundraising goal. If you're part of a team, you will also see your team's progress. Click the "Fundraise" icon at the bottom to see your individual or team donations.

5 Schedule and send messages.

Click the "Send Messages" icon to send texts, emails or social media messages to support your fundraising efforts. You can even schedule posts on LinkedIn and Twitter to publish periodically leading up to Walk day.



The screenshot shows the login interface for the Walk to End Alzheimer's mobile app. At the top is the logo for "WALK TO END ALZHEIMER'S" with the Alzheimer's Association logo below it. The text "Log in to start fundraising for Walk to End Alzheimer's!" is displayed. Below this are two input fields: "Username" and "Password". There are checkboxes for "Remember me" and a link for "Forgot your password?". At the bottom are two orange buttons: "LOG IN" and "REGISTER".

6 Share messages through SnapChat and What's App.

New this year! You can now send pre-written messages, images or videos linking to your fundraising page through SnapChat and What's App.

7 Deposit check.

You can deposit a check donation in the app by clicking on the "Fundraise" icon and then "Enter Donations".

- Select "Check Deposit" and enter the amount of the check.
- Scan the front of the check. Your phone will automatically take the picture when it's aligned. A "Success!" message will appear when the image has been captured.
- Write "For Mobile Deposit Only" on the back of the check in the endorsement space and scan it. Your phone will automatically take the picture when it's aligned. A "Success!" message will appear when the image has been captured.
- The name and address of the donor will be inputted directly from the check. Review the information and submit it.



#ALZCHAMPS2020

13
CHAMPIONS
CLUB
MEMBERS

HAVE RAISED
\$25,800
IN 2020

Thomas Adams
Fran Bevis
Robert Burak
Liane DiGiandomenico
Ruth Elliott
Jon Fowler

Dee Hyer
Suzanne Matheke
Mike Moscarino
Andrea Nespor
Chelsae Poelking
Dona Romano

CHAMP
SPOTLIGHT



CHELSAE POELKING

Team Captain Chelsae Poelking raised \$1,100 earning both her Champions Club and Grand Champions Club status by emailing and texting her friends, family and coworkers asking for donations to her team!