

TEAM CAPTAIN GOAL-SETTING WORKSHEET



Walk to End Alzheimer's® Team Captains who set goals for their team are three times more successful in raising awareness and funds to support the Alzheimer's Association® than those who don't. Complete this worksheet to set your goals and track your progress toward success. Returning Team Captains: Include last year's totals for each category to help you set the bar higher this year!

TEAM GOALS: _____



TEAM CAPTAIN

As a Team Captain, it's important you 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.

This year _____

Last year _____



CHAMPIONS

The Champions Club recognizes and rewards participants who reach fundraising milestones of \$500, \$1,000 and \$2,500. Set a goal for how many team members will raise at least \$500 — be sure to include yourself!

This year _____

Last year _____



TEAM MEMBERS

We recommend recruiting 12-15 participants, but teams of all sizes are welcome. Be sure each person registers so their fundraising efforts will be tracked. Check out the **Team Captain Guide** for tips on building your team.

This year _____

Last year _____



FUNDRAISING EVENTS

Fundraising events are a great way to collect donations, inspire others and bond with your team members. Download the **Fundraising Ideas** sheet from your Participant Center to get inspired!

This year _____

Last year _____



\$100* FUNDRAISERS

Every team member who raises at least \$100* will earn the official Walk to End Alzheimer's T-shirt. Encourage your team to check out the Participant Center at alz.org/walk for fundraising ideas and tips.

This year _____

Last year _____



TEAM FUNDRAISING

Aim high! The average Walk team raises \$2,000. Encourage your team to download the **ALZ Fundraising app**, which allows you to send fundraising messages, deposit checks and track your progress. Users raise over four times more than those who don't.

This year _____

Last year _____

*Individuals who meet the fundraising minimum will earn one Walk participant T-shirt. In most cases, this minimum is \$100; in some places, it is higher.