2021 TEAM CAPTAIN GUIDE

Woodland Creek Memory Care Community
FLSmidth
DIAKON
Capital BlueCross
WE Work for Health Pennsylvania
AAA
Providence Place Senior Living www.Providence-Place.com
Always Best Care senior services
United Methodist Communities The Shores
TOMPKINS VIST Bank
SeniorLIFE Home Today. Home for LIFE.
inspira HEALTH LIFE LIVING INDEPENDENTLY FOR ELDERS
THE HELPING CO. Storm Damage Experts
SHOCK I.T. SUPPORT
1SEO.com DIGITAL AGENCY SEO · PPC · SOCIAL MEDIA WEB DESIGN
B BRAUN SHARING EXPERTISE
Haefele Flanagan

Your guide to recruitment and fundraising success

Dear Team Captain,

Thank you for leading the way in the fight against Alzheimer's by taking on this important role! The success of the Alzheimer's Association Walk to End Alzheimer's® relies on teams of friends, family, co-workers and neighbors, led by people like you. As a Team Captain, you build excitement and help your team set fundraising goals, and we're here for you every step of the way.

In this kit, you'll find everything you need to get started, including:

- A worksheet to help you set goals and track your team's progress.
- Tips for recruiting co-workers and building your team.
- Fun and easy fundraiser ideas to inspire you and motivate your teammates.
- Information on matching gifts.
- Details of our 2021 incentive program.

To ensure your success, numerous helpful tools and resources are available to you through your online Participant Center at alz.org/walk. Log in today to access:

- Additional team member recruitment ideas and tools for successful team building.
- Tools to help you host fundraisers like a Casual for a Cause day, a Dine and Donate night or a point-of-purchase flower pin-up display.
- Email templates to help you and your team recruit, fundraise and thank your donors.
- Online tools and social media resources to help you spread the word and raise funds.
- And more!

We're moving forward with plans to host Walk to End Alzheimer's in person this fall!

Your health and safety remain our top priorities as we continue to monitor the pandemic and make decisions about event details. While we're planning to gather in person, we will continue to offer options to participate in Walk online and in your neighborhood.

Visit **alz.org/walk** for the latest information.

WALK TO END ALZHEIMER'S
alzheimer's association®

1 BUILD YOUR TEAM.

Invite others to join you in advancing the fight against Alzheimer's disease. The Alzheimer's Association® suggests a team of 12 to 15 registered participants, but teams of all sizes are welcome.

Tips to recruit team members:

Set up your team webpage. Visit your Participant Center to build a team webpage, including photos and your team's reason to end Alzheimer's.

Set a participant goal. Determine a goal for your team size and brainstorm a list of potential teammates.

Send emails. Log in to your Participant Center to find pre-written recruitment emails to send to friends and family.

Host a team rally. Invite existing and potential team members to a party and help build excitement about participating in Walk.

Engage in friendly competition. Challenge another Team Captain to see who can recruit more team members.

Invite virtual participants. Ask people from across the country to join or support your team, even if they can't make it in person on Walk day.

Socialize. Recruit teammates through social media. Share updates about your efforts on Facebook, Twitter, Instagram and LinkedIn — right from your Participant Center.

Forward to a friend. Encourage your teammates to forward a recruitment email to their contacts.

Recruit everywhere. Ask people at your work, church, gym, book club and local coffee shop to join your team.

2 MOTIVATE YOUR TEAM.

As a Team Captain, it's your job to create excitement and encourage involvement.

Tips to inspire and engage your team:

- **Increase communication.** In the weeks leading up to the event, send inspirational quotes, personal stories or photos from previous Walks and share updates on fundraising progress.
- **Commit to success.** Share fundraising tips with your teammates and be prepared to offer help and suggestions to those who have a hard time asking for donations.
- **Plan a team fundraiser.** Organize an event to encourage team bonding and raise funds. See next page for ideas.
- **Promote the Champions Club.** Participants who raise $500 gain access to the exclusive Champions Club. Those who reach $1,000 become Grand Champions and individuals who raise $2,500 or more reach the top of the club as Elite Grand Champions.

3 FUNDRAISE.

As a Team Captain, we encourage you to embrace fundraising ideas that are easy, fun and increase involvement. Brainstorm with your teammates to select activities that will engage others in the cause.

Ideas to guide your fundraising efforts:

Set a goal together. Plan a dinner, coffee break or happy hour to determine your team fundraising goal and what each person will aim to raise. We encourage participants to raise at least $100.

Explore ideas. Discuss fundraising options with your team to determine which have the most potential.

Make the first donation. Set an example for your team by making a self-donation. It doesn't matter how much — showing your dedication and inspiring others to do the same is what counts. Participants who make a self-donation to start their fundraising typically raise double the amount of those who don't.

Use online tools. All registered team members have access to their online Participant Center, where they can build a personal fundraising webpage and find pre-written email templates to send to friends and family asking for donations. Each team member has access to numerous tools, including the Walk mobile app — an easy way to fundraise on the go.

Aim for one a day. Ask one person per day to donate to your team. Make the "ask" part of your daily schedule so it becomes a habit.

Explore opportunities in your community. Can you raise money at a local fair or event, or by hosting a garage sale? You may also consider asking for donations from community organizations, local corporations and businesses that you frequent. People you support on a regular basis may be happy to return the favor.

Fundraise at work. Ask if you can host a Casual for a Cause fundraiser at your office or display point-of-purchase flowers in exchange for donations. Visit **alz.org/casualforcause** to order your free Casual for a Cause kit complete with stickers. Your local chapter can provide you with the pin-up flowers. Learn more about these activities and others in your online Participant Center.

Reach out to local Association volunteers and staff. They have a wealth of knowledge, information and ideas to help you achieve fundraising success. Visit **alz.org/findus** to find a location near you.

Secure matching gifts. Many workplaces will match a portion of the money their employees raise for charity. To see if your office has a matching gift policy, visit **alz.org/walkmatch** or talk with your human resources department.

4 PREPARE FOR WALK DAY.

Your team should arrive on event day energized and ready to show the community the force we represent in the fight against Alzheimer's.

Tips to build excitement:

- **Plan ahead.** Contact your local Alzheimer's Association office to see if there's an Early Bird Check-In planned, or other opportunities to turn in your funds and receive your wristbands, T-shirts (available to participants who raise $100 or more) and any other event-day materials before Walk day.
- **Stay in regular communication.** The day before Walk, send an email to your teammates with all the event details, including where to meet on Walk day, and ask that they bring any additional donations to the event.
- **Get organized.** Make arrangements for carpooling or other event-day logistical needs. Consider planning a pre-Walk breakfast or post-Walk lunch to celebrate your team's success.
- **Show your purple.** In addition to wearing your Walk T-shirts, your team may want to create buttons or signs to express your reasons to end Alzheimer's.
- **Capture the moment.** Take a formal team photo as well as some candid shots to capture the emotions of the day. You may want to use this in your thank-you to donors or for next year's recruitment efforts.
- **Get immersed in the Alzheimer's cause.** Encourage your team to visit the Association's education and awareness tables at the event to learn about clinical studies, advocacy, programs and services, and more.
- **Share your experience.** Gather at the Walk finish line to recognize your success. Be proud of all you've accomplished in the fight against Alzheimer's and share that pride with your social networks live from the event. Include the hashtags **#Walk2EndAlz** and **#ENDALZ**. You can also use this opportunity to ask for last-minute donations.
- **Show gratitude.** Be sure to thank everyone who joined and supported you for their dedication to the cause. Team members and donors who are shown appreciation are more likely to participate year after year than those who are not.
- **Come together to celebrate.** Plan a post-Walk event for your team and share fundraising totals, recognize top team members and celebrate your team's accomplishments.

"I formed a team and asked my friends and family to join me in memory of my grandmother and in honor of my dad who was diagnosed with Alzheimer's in 2015. That was six years ago and Team #BeABurke is still going strong with three Grand Champions!"

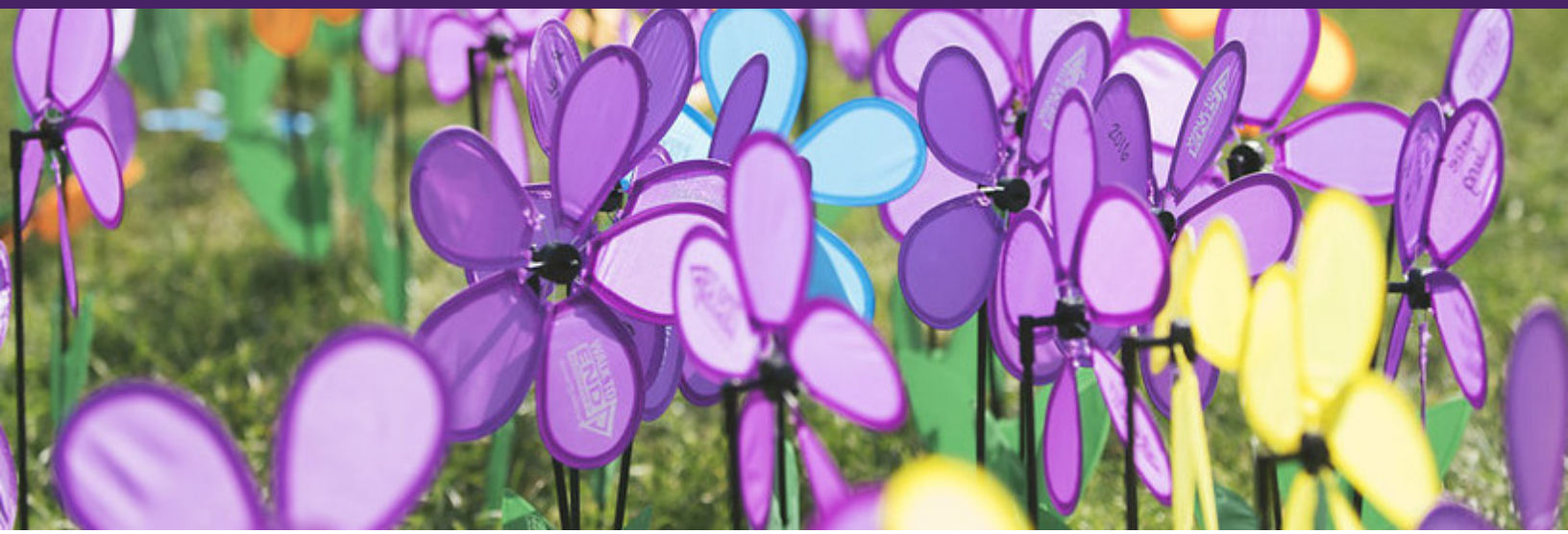
-Brandon B., Team Captain

WALK TO END ALZHEIMER'S

alzheimer's association

alz.org/walk

TEAM CAPTAIN GOAL-SETTING WORKSHEET



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 set your sights for this year!

WALK TO END ALZHEIMER'S® TEAM GOALS

#1

TEAM CAPTAIN

As a Team Captain, it's important you lead by example. Make a self-donation to start your fundraising and embrace ideas that are easy, fun and increase involvement.

This year_____

Last year_____

TEAM MEMBERS

Recruit at least 10 people to join your team and fundraise (be sure they register so all fundraising is tracked appropriately). Check out tips on how to recruit team members in the pages that follow.

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.

**Most Walks require a $100 minimum; in some locations, this amount is higher.*

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 hit these milestones — be sure to include yourself!

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 **Virtual Fundraising Guide** from your Participant Center to get inspired!

This year_____

Last year_____

TEAM FUNDRAISING

Aim high! The average Walk team raises $1,100.

This year_____

Last year_____

LOOK AT YOUR SPHERE OF INFLUENCE.

Think about the people you interact with regularly and ask them to join you in the fight against Alzheimer's. Using the sphere of influence as a guide, write down the names of people you know from each category. You'll quickly have a list of people you can ask to join you as team members and/or donors!

BUILD YOUR TEAM.

Many people will be eager to join you in advancing the fight against Alzheimer's — they just need to be asked! We suggest recruiting at least 10 fundraisers to join your team, but teams of all sizes are welcome.

Brainstorm! Think of anyone you would like to join you on Walk day.

Get social. Facebook, Twitter, Instagram and LinkedIn are great tools for spreading the word about your team. Make sure to provide a link to your team page to make it easy for them to register.

Recruit everywhere. Ask people at your work, gym, school, church, book club and local coffee shop to join your team.

Follow up! It can take several asks for someone to take action. Make sure everyone is registered online so they have access to all of the fundraising and recruitment tools provided by the Association and will know what to expect on Walk day.

Help others. Work with your team members to set their fundraising goals. Support their efforts and motivate them to continue reaching new fundraising milestones. Share what strategies have helped you successfully raise money.

Need ideas? Contact your local staff partner! We have even more tools and resources to get you started.

WALK TO END ALZHEIMER'S
alzheimer's association®

GET INSPIRED TO FUNDRAISE ALL YEAR.

Plan ahead! Brainstorm fundraising ideas that your team can do each month. Being organized goes a long way in helping you achieve your fundraising goal!

Every dollar you raise helps advance the care, support and research efforts of the Alzheimer's Association.

JANUARY

IDEA: Partner with a fitness instructor to host a virtual exercise class, donating proceeds back to your team.

OUR PLAN:

FEBRUARY

IDEA: Using **Teleparty** (formerly Netflix Party), host a rom-com movie night and ask for a suggested donation per couple to attend.

OUR PLAN:

MARCH

IDEA: Organize a sports bracket challenge to benefit Walk to End Alzheimer's.

OUR PLAN:

APRIL

IDEA: Launch a **letter-writing campaign**. See which of your teammates can send the most letters asking for a donation.

OUR PLAN:

MAY

IDEA: Organize a flower sale with donated plants and offer delivery for Mother's Day.

OUR PLAN:

JUNE

IDEA: Kick off summer by organizing a physically distanced cornhole tournament. Charge admission for all players.

OUR PLAN:

JULY

IDEA: Ask your favorite local restaurant to host a **Dine and Donate** event. Invite friends and family to support the eatery — and a great cause!

OUR PLAN:

AUGUST

IDEA: Host an office olympics. Charge an entry fee to participate in events like a typing competition.

OUR PLAN:

SEPTEMBER

IDEA: Get your neighbors together for a block party. Ask for donations to your team.

OUR PLAN:

OCTOBER

IDEA: Host a haunted house. Charge admission and sell spooky snacks.

OUR PLAN:

NOVEMBER

IDEA: Plan a Friendsgiving meal. Provide all food and desserts and ask for donations.

OUR PLAN:

DECEMBER

IDEA: Host a holiday sweater contest at your office. Ask co-workers to vote ($1 = one vote) for the tackiest sweater.

OUR PLAN:

Be sure to check your local laws before implementing fundraisers to ensure your event does not violate any state gambling laws. Check with the appropriate authorities at your company if you plan to hold a fundraiser in your office. Follow CDC guidance when gathering with others outside of your household.

ALZHEIMER'S DISEASE IS RELENTLESS. SO ARE WE.

WALK TO END ALZHEIMER'S
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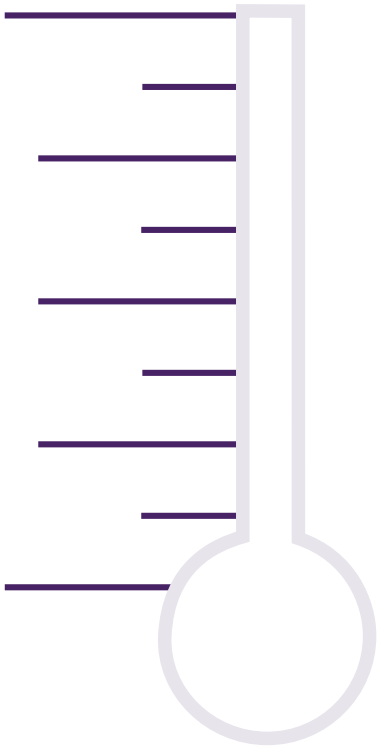
TEAM NAME: _____

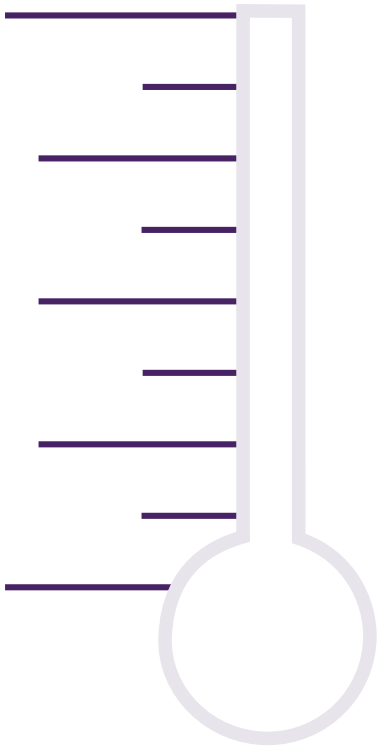
TEAM MEMBERS RECRUITED

Goal:



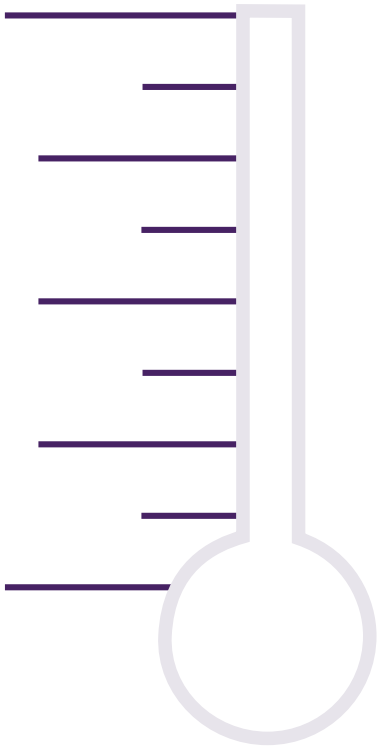
$100* FUNDRAISERS

Goal:



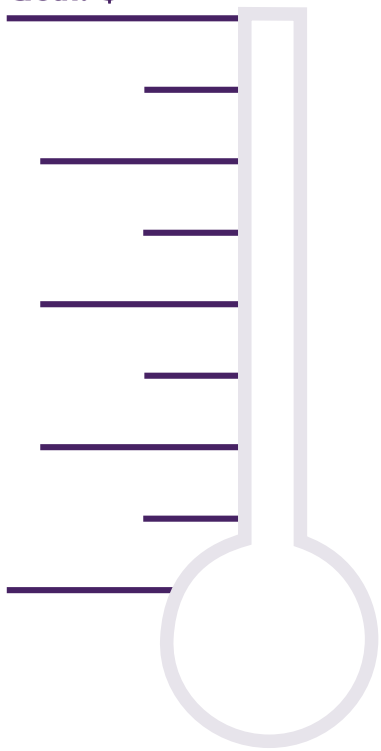
CHAMPIONS CLUB MEMBERS

Goal:



FUNDS RAISED

Goal: $



*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.

10 TIPS FOR RECRUITING CO-WORKERS

Co-workers make great additions to 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. **Speak at a company or team meeting.** Sharing your reason to end Alzheimer's may motivate others to get involved.

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.

7. **Get the word out.** Let your co-workers know you're looking for team members and ask them to help spread the word. They may know someone in another department who would like to participate.

8. **Hold a virtual kickoff.** Ask attendees to wear purple. Send a small purple treat to their homes ahead of time, along with information on how to register.

9. **Partner with your local Association office to offer a "Lunch and Learn."** Encourage your team to attend and share with other departments. Ask those who participate to join your Walk team.

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.

WALK TO END ALZHEIMER'S

alzheimer's association®

TIPS TO FUNDRAISE YOUR WAY TO SUCCESS.

Thank you for joining the fight against Alzheimer's! You've taken the first important step by signing up for Walk to End Alzheimer's®. Now it's time to start working toward your fundraising goal. Every dollar you raise will help the Alzheimer's Association® enhance care and support programs and advance research toward methods of treatment, prevention and, ultimately, a cure.

Here are some fundraising tips to help you get started:

Set a goal. A goal can help keep you motivated as you track your fundraising progress. If you reach the goal, you can always increase it and work toward a new target. Participants who reach specific fundraising milestones earn additional rewards and gain entrance into the exclusive Champions Club. Learn more at **alz.org/championsclub**.

Share your story. Your reason to end Alzheimer's is personal and your fundraising should be, too. Participants who include a photo and story about why they participate in Walk on their personal fundraising page raise three times as much as those who do not.

Lead the way. Kick off your fundraising with a self-donation. A self-donor badge will be prominently displayed on your personal page for all to see your commitment to the cause.

Email, email, email. On average, one in five fundraising emails will result in a donation. The more emails you send, the better your odds for receiving a donation. Use one of the pre-written emails available in your online Participant Center or draft your own.

Get social. Share your story on Facebook, Twitter, LinkedIn and other social networks in order to maximize your fundraising reach. Set up a Facebook Fundraiser so that all donations received through Facebook will credit to your personal fundraising page.

Take it offline. Those who raise funds both online and offline raise three times more than those who fundraise just one way. Have a bake sale, make a phone call or start a conversation while at a community event.

Visit **alz.org/walk** and log in to your Participant Center for more fundraising tips and tools.

WALK TO END ALZHEIMER'S

alzheimer's association®

VIRTUAL FUNDRAISING IDEAS FROM A TO Z

A

- **Adult spelling bee.** Host the event via videoconference. Contestants enter by donating to your Walk team and the winner gets a gift card to support a local business.

B

- **Board games.** Ask your network and their families to play board games and have players donate to participate or pledge to support the winner. You can even set up online board games with friends on Tabletopia.

C

- **Concert from the couch.** Does someone in your household sing or play a musical instrument? Host a live concert on Facebook or Instagram. You can even take requests in exchange for a donation. Play the Alzheimer's Association "Music Moments" album as people log on.
- **Cooking lesson.** Share a video of yourself making one of your favorite recipes. Let others know why this recipe is special to you and ask for support. Or, ask friends, family and co-workers to share their go-to recipes and create a digital cookbook to sell.

D

- **Dance class.** The jitterbug of the 1930s; the hand jive from the movie "Grease"; the floss from "Fortnite"; and everything in between — teach the moves, share why you're motivated to fundraise and ask for donations.
- **Demo class.** Use your skills to teach your friends virtually. Are you great at gardening? Drawing? Sewing? Host an online class and ask for a donation to participate.

E

- **Escape room.** Check out Simplemost's list of free escape rooms you can host online. Ask people to donate to your Walk team to join in the fun.

F

- **Facebook Fundraiser.** Launch a Facebook Fundraiser through your Participant Center. Use Facebook Live to share your story or do an activity, and invite others to give.

G

- **Group marathon.** Ask 26 of your friends to join your team, run a mile and raise at least $100 to help #ENDALZ.

H

- **Happy hour from home.** Invite friends, family or co-workers to an online happy hour — encouraging everyone to wear purple! Share why you walk, along with the Alzheimer's Association *Alzheimer's Disease Facts and Figures* video, and ask for donations.
- **"Harry Potter" trivia night.** Ask for a donation to join. Invite participants to dress up and give an award for the best costume. Set up a group trivia competition using Crowdpurr.

I

- **Ice cream social.** Send kits with purple sprinkles, chocolate chips, mini marshmallows or chopped nuts to those who donate. Have attendees supply their own ice cream and enjoy your creations together over a virtual hangout.

J

- **Jewelry making.** Make bracelets, earrings or necklaces and sell them for a donation to your team. There are many online tutorials that you can follow.

K

- **Karaoke night.** Host an online competition using a free karaoke website or YouTube. Charge an entry fee to compete, request a donation for each vote cast or make donations to choose a song for someone else to sing.

L

- **Letter-writing campaign.** A handwritten note will go a long way. Share why you are participating and ask for a donation. Find letter-writing tips here.

M

- **Matching gifts.** Many employers offer programs to match charitable contributions made by employees, sometimes doubling or tripling your donations! Visit alz.org/walkmatch to find out if your workplace has a matching gift policy.

- **Movie night.** Using Teleparty, invite friends to watch a movie with you and donate what they would usually spend at the theater. Add a theme — such as '80s, old Westerns or musicals — and dress up accordingly. Add a movie trivia competition using Crowdpurr. You could even mail candy or a pack of microwave popcorn to attendees to get them excited!

N

- **Name that baby.** Ask friends or co-workers to send you their baby pictures and compile all photos into a PowerPoint. Show the presentation during a video call or virtual happy hour and ask for donations per guess.

O

- **One-day flash fundraiser.** Think one-day flash sale, translated to fundraising. Send emails and texts, post updates on the hour and go live on social media. Share your story and ask for donations during those 24 hours. Build up excitement by promoting it in advance.

P

- **Puzzles.** Invite your virtual community to assemble puzzles. Ask participants to post photos, share the number of pieces they're working with and make a donation. Set a puzzle piece goal, post updates and encourage donations.

Q

- **Questions, anyone?** Everyone who makes a donation to your team gets to submit a question that you will answer via Facebook Live. You could even ask a local public figure or celebrity to do the answering!

R

- **Read-a-thon.** Beat the boredom for the young ones in your life by offering to read books over video conference. Parents will appreciate the break and the kids will enjoy seeing others virtually! Make it a weekly event and charge for admission.

S

- **Scavenger hunt.** Ask each household to join as a team and donate to play. Send each team a small list of items to find inside their home. The first team to find all of their items and provide video evidence wins! Encourage teams to challenge each other to find additional items for bonus points.

- **Silent auction or virtual garage sale.** Auction or sell items using Facebook Marketplace or Instagram. Note in your listing that you're raising money for Walk to End Alzheimer's and share why you are participating. Ask for donations alongside your sales.

T

- **Text.** Let your network know they can donate by texting 2ENDALZ to 51555 and entering your name. Share your story and include a picture of who you are honoring.

U

- **Ugly Sweater Contest.** Get a group of co-workers to wear ugly sweaters on a video conference and ask each person to vote for the ugliest sweater using dollars ($1 = one vote). Split the pot with the winner.

V

- **Vacation day.** Hosting a fundraiser with your co-workers? Ask your employer if the company can offer a paid vacation day as a prize.

W

- **Wacky wager.** Livestream using Facebook Live, YouTube, Twitch or another platform. Ask your community to donate for you to keep singing, cleaning your house, etc., or for you to do something wacky if you reach certain fundraising milestones. For example, offer to record yourself trying the latest dance move if five people donate $50 each, or agree to dye your hair if ten people give $100.

- **Workout challenge.** Ask for a donation for each exercise activity you can complete. Challenge others to see who can finish the most reps or work out for the longest period of time. You could do sit-ups, lunges, jump rope, even (safely) bench press your pet or child — get creative!

X

- **Xmas in July.** Get in the holiday spirit early! Bake cookies, watch Christmas movies and deck the halls with decorations. Post what you're doing to social media and ask for donations in the spirit of gift-giving.

YZ

- **Yoga or Zumba.** Partner with a yoga or Zumba instructor to host a virtual class, donating half of the proceeds back to your team.

WALK TO END ALZHEIMER'S

alzheimer's association

DOUBLE YOUR IMPACT WITH A MATCHING GIFT.

Many employers sponsor matching gift programs and will provide matching charitable contributions for donations made by their employees. Some employers also provide volunteer grants for employee service hours.

A matching gift is an easy way to double your donation to the Alzheimer's Association®, making an even bigger impact on the fight against Alzheimer's disease.

1. When you donate to your local Walk, search for your company under the Matching Gifts section of the online form. Once your donation is complete, you'll receive an email with instructions on how to submit a matching gift request through your employer.
2. If you've already donated, you can visit **alz.org/walkmatch** to search for your company and find next steps to submit a matching gift request through your employer.
3. Once a matching gift is verified (if requested) or received and processed by the Alzheimer's Association, the donation will be credited to the specified Walk participant, team or event.
4. Feel confident knowing that your gift to the Alzheimer's Association is going twice as far to advance Alzheimer's care, support and research.

See reverse for a sampling of companies that match donations to the Alzheimer's Association. Visit **alz.org/walkmatch** or contact your human resources department to learn more.

WALK TO END ALZHEIMER'S
alzheimer's association™

Below are some of the companies that have matched employee donations to the Alzheimer's Association. This list is not all inclusive and is subject to change. Visit **alz.org/walkmatch** and search for your company or check with your human resources department for the most up-to-date information.

21st Century Fox
3M
Apple
ARAMARK
Bank of America
Berkshire Hathaway
Best Buy
BlackRock
Boeing
Charles Schwab
Chevron
CIGNA
Cisco Systems
Citizens Bank
Clorox
Coca-Cola
Columbia Sportswear
Corning
Costco
CVS
Dell
Deluxe
Duke Energy
eBay
Estee Lauder
Exelon
Fannie Mae
Gap
GEICO
General Mills
General Motors
Genworth Financial
Goldman Sachs
Google
Grainger
Hershey
Hess
Home Depot
HPE Hewlett Packard
HSBC
Humana
Intel
Intuit
J.P. Morgan Chase
Johnson & Johnson
Kaiser Permanente
Kate Spade & Company
Kimberly-Clark
Kindred Healthcare
Kohls
Land O'Lakes
Leo Burnett
Levi Strauss & Co.
LinkedIn
Macy's
MassMutual Financial Group
MasterCard
Mattel
McDonald's
Mercedes-Benz
Merck
Microsoft
Mitsubishi
Mondelez
Morgan Stanley
Morningstar
Motorola Solutions
National Football League
Neiman Marcus
Netflix
Nike
Nordstrom
Northern Trust Company
PayPal
PepsiCo
Pfizer
Phillips 66
Progressive
Prudential Financial
Qualcomm
Quest Diagnostics
QVC
Salesforce
Sephora
Shell Oil
Sherwin Williams
Stanley Black & Decker
Starbucks
State Farm Insurance
Subaru of America
Thomson Reuters
Thrivent Financial
Tiffany and Company
T-Mobile
TOYOTA
Turner Broadcasting System
U.S. Bank
United Airlines
UnitedHealth Group
Verizon Communications
VISA
Voya Financial
Walt Disney
Wayfair LLC
Williams-Sonoma
Yum Brands

For more information about matching gifts, contact **corporateinitiatives@alz.org**.

2021 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**.

2021 Walk to End Alzheimer's participant T-shirt

$100

Campfire mug, collapsible silicone pet bowl or tank top*

$300

Canvas tote bag, vegan leather dopp kit or baseball tee AND Champion medal and yard sign**

$500

Oversized velour beach towel, garden flag or apron with pockets

$750

Mobile power bank, stainless steel water bottle or Bluetooth finder and key chain AND Grand Champion striped-sleeve T-shirt

$1,000

Igloo cooler, full-zip hoodie or Pandora bracelet

$1,500

Cozy fleece jacket*, yoga mat or anti-theft design laptop backpack AND Elite Grand Champion crew sweatshirt

$2,500

Fuji Instax camera bundle or North Face jacket*

$5,000

YETI Hopper cooler or PowerXL air fryer with pot holder

$7,500

GoPro bundle with dry bag or three suitcase set with luggage tags

$10,000

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

**Yard sign design may vary.

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

Visit your Participant Center at **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.

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 **855.462.7263** or email **ALZ.incentives@halo.com**.