

Team Recruitment Tips from Top Walk to End Alzheimer's Team Captains



“The sharing of Facebook posts, constant tweets and re-tweets will boost visibility and get people interested. Post pictures with them at all possible. People are more likely to read the post with a picture than just a plain boring text.”

Jennifer, Walk to Remember Team

“We offer incentive prizes and drawings for those who join the team by a certain date.”

Ruth, Team National - Dialing for Dollars Team

“I recruited my team with my company’s marketing department help. They announced the walk by featuring an announcement in our web pages, emails, posting posters in all 8 buildings we have in the area, and in various other ways.”

Irene, Wood Group Mustang Walkers Team

“I have grown my team by re-signing walkers from the previous year as well as recruiting new walkers—often the day they are hired at my company. I have encouraged all walkers to invite their family members as walkers also.”

Jo, Home Instead Senior Care/586 Team



“We have grown our team by opening it up to my Girl Scout troop to participate.”

Jackie, Home Instead Senior Care San Antonio Team

“When we talk to people at different functions, we attend as Alzheimer’s team members – we wear our shirts and talk about Alzheimer’s. When they have questions, they are able to ask anyone on our team. We volunteer at nursing homes in our community as well, getting the word out to family of Alzheimer’s patients.”

Norvita, The Real Deal Team



“I recruited people to join my team by sending out an email explaining to people what their team membership would mean and why I have chosen to walk and to be a team captain.”

Rachel, Cap'n Rachel and the Pirates of the Cure-ibbean Team

“Just be enthusiastic and passionate, and make it fun! Just be sure folks know the reasons why they're doing it, which is why having the Alzheimer’s Association come in and speak each year helps hit it home.”

Janene, Bankers Conseco Team

“If you can when hosting fundraisers, set up an Alzheimer’s Association table.

Get a cheap purple tablecloth, ask your local chapter for some brochures and giveaways, and use the table to advertise your future fundraisers or even as team recruitment! I've attended fundraisers for other organizations where there was no table or signage, and it didn't really feel like a fundraiser.”

Carolyn, The B.C. Crew Team

“I am a teacher and I recruited parents of students that were in my class as well as my family, friends, neighbors, co-workers. My husband is a college wrestling coach and he recruited his athletes. We also had friends recruiting their family and friends that I had never even met. Last year, one of my husband’s wrestlers surprised us with his fundraising efforts and a mom from my class raised \$2,000 for our team.”

Katie, Mind Walkers Team

