

# 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



### TEAM CAPTAIN

As 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](http://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 "A-Z Fundraising Ideas" 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 \_\_\_\_\_



# 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 reminders 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.



# 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!

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



## JANUARY

**IDEA:** Host a chili cook-off and charge by the bowl. Ask attendees to vote (\$1 = one vote) for the best one.

**OUR PLAN:**



## FEBRUARY

**IDEA:** Host and charge admission for a wine-tasting party with donated wine, cheese and chocolate.

**OUR PLAN:**



## MARCH

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

**OUR PLAN:**



## APRIL

**IDEA:** Raise funds by asking co-workers to pay \$5 to wear jeans or other casual wear to work for a day — or \$20 for a weekly pass.

**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 cornhole tournament. Charge admission for all players.

**OUR PLAN:**



## JULY

**IDEA:** Get friends and family together for a Dine and Donate event at a local restaurant.

**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.

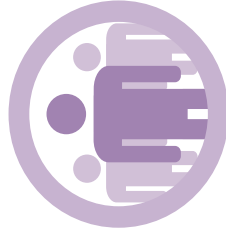
**OUR PLAN:**

# ALZHEIMER'S DISEASE IS RELENTLESS. SO ARE WE.

[TEAM NAME]



**TEAM MEMBERS RECRUITED**



**Goal:**

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**\$100\* FUNDRAISERS**



**Goal:**

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**CHAMPIONS CLUB MEMBERS**



**Goal:**

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**FUNDS RAISED**



**Goal: \$**

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\*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.