

# TEAM TIDBITS:

June 2009

## Memory Walk season is in full-swing: *Help us meet our \$120,000 goal!*

### SEND EMAILS

Use our templates to start a personalized email to friends and family. Sign into your HQ on our Memory Walk website to get started. Just click on the "Email" tab! You can even import your address book (confidentially)!

### UPLOAD A PERSONAL PIC ONLINE

Log into your HQ on our Memory Walk website and upload your own picture on your personal fundraising page. Just click on the "My Webpage" link!

### SEND DONATIONS TO OUR OFFICE

Don't want to keep all that cash in-hand? Send your walk donations to our office at the address below. (We don't recommend sending cash in the mail, so call our office to schedule a time to drop off cash donations!) Be sure to include your Team Name!

Alzheimer's Association  
378 CenterPointe Circle  
Suite 1280  
Altamonte Springs, FL 32701  
407.951.7992



### Team Captains Speak Out!

I remember when my mother and I would visit my grandmother and she just seemed to have this blank look to her. The doctors said that it was just part of the aging process. Last year my mother was diagnosed with Alzheimer's disease, the same disease my grandmother died from 20 years ago.

I first contacted the local chapter two years ago when I saw signs of mental deterioration in my mother. They were extremely thorough in assisting me with information and resources to find the help we needed. Currently, my mother is doing wonderful at an assisted living facility in Pensacola. A couple of weeks ago, I received a post card in the mail about the Memory Walk. I went online, formed a team and started raising money that day!

I've found that it isn't that difficult to raise money, you just need to get the word out and make people aware of what's going on. Email is a wonderful tool, kind of like a chain of messengers! I also posted a link on my facebook page for the walk. I also plan on asking businesses to donate items to raffle off. As a veterinarian, I have a lot of contact with people everyday so just by wearing the bracelet and pins to work I have already sold several items. Remember, every little bit helps!

Good luck! Denise Young, DVM

### Six Steps in Sending Emails:

- 1-Login to your HQ and click the "Email" tab.
- 2-Enter a greeting, for example: Julie, Dear Julie, Mr. and Mrs. Jones, Hello Julie.
- 3- Enter an email address in the "Recipient Email" field or click "address book" to select an email address from your records.
- 4- Select an email template from the "Template" drop down box. There are several template choices and a blank e-mail that you may customize and save for future use.
- 5- Preview email.
- 6- Send email out!

**\*Remember:** a link to your personal Web page will automatically be included at the bottom of all your e-mail messages.

### Forget-Me-Not Days Program

To raise additional awareness and funds, we're asking teams to display donation canisters and sell Forget-Me-Not paper flowers at your place at work, church, social club... anywhere!

We suggest asking for a \$1 or \$5 donation in exchange for a flower. They can either take it with them or you can display them on a wall or reception area. Make sure they sign their flower!

We'll send you the materials free of charge. Any proceeds you collect will go directly towards your Memory Walk team goal! And any leftover supplies can be returned to our office prior to walk day.

[http://alz.org/cnfl/in\\_my\\_community\\_13761.asp](http://alz.org/cnfl/in_my_community_13761.asp)  
Visit for more information and to download a registration form! This program will be available through Memory Walk season.

### MEET SOME STAFF:



Sharon Melton  
Director of Programs  
& Services



Rachel Johnson  
Director of Events &  
Community Relations

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## Raising Money at the Office...

### MATCHING GIFTS

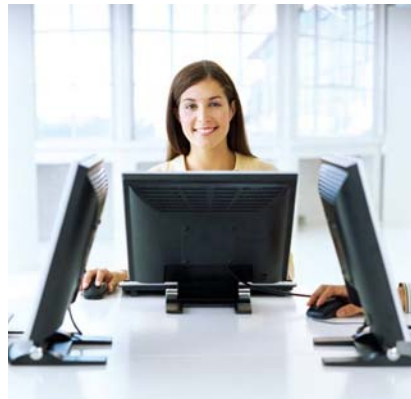
Don't forget to ask your donors if their employer offers matching gifts. Go to [www.matchinggifts.com/memorywalk](http://www.matchinggifts.com/memorywalk) to find out if a company will match gifts to the Alzheimer's Association, and download a matching gift form.

### VISIT OUR NEW OFFICE!

We packed our bags and moved to Altamonte Springs! Our staff's loving the new digs and we want you to love it too! Stop by anytime and check out our new home. (But we apologize if all our boxes aren't unpacked yet!) See this newsletter's first page for our physical address. See you soon!

### EDUCATIONAL SYMPOSIUM

Our first-ever Educational Symposium is coming to the Hilton Ocala on Thursday, November 12, 2009. This full-day event will feature Alzheimer's experts and CEUs are available. Contact Stacy at 352.372.6266 for more information or sponsorship opportunities.



- Sell candy, chips, popcorn, soda, bagels or donuts at the office. You may be able to get the goods donated so everything goes to your fundraising.
- Ask HR if you can go "Casual for a Cause." If your office has business professional dress, co-workers may make a donation to your team in exchange for a chance to wear jeans for the day.
- Send a newsletter, postcard, flyer or e-mail to update potential donors on your progress. Let people know how you are doing in reaching your fundraising goals and tell them something about Alzheimer's. It will serve as a reminder for those who haven't donated yet!
- Ask your boss to donate a free day off. The winner is the person who raised the most by walk or everybody's entered into a drawing for the day off when they raise a certain amount!
- Most e-mail programs give you the ability to create your own signature at the bottom of each message. This is a great way to let both personal and business contacts know that you are walking. Add a link to your Memory Walk page and you may be surprised at the number of people who end up donating.

## Sample Team Recruitment Letter

Dear \_\_\_\_\_,

I am writing to tell you about an important event in which I am participating. This fall I will be walking in the Alzheimer's Association Memory Walk to help raise money for the fight against Alzheimer's disease, and I have decided to form a team.

Will you join me? I know it will be a lot of fun, and together we can make a difference.

Here are the details:

**When:** Saturday, October 3, 2009

**Where:** Lake Eola Park, Orlando, 8am registration, 9am walk

**How:** Let me know if you are interested and I will send you all of the information you need to start fundraising today. My goal is for each team member to raise \$200!

Everyone is welcome, so please invite a friend or two. Proceeds from Memory Walk are used to support Alzheimer care, support and research. For more information, visit the Memory Walk site at [www.alz.org/memorywalk](http://www.alz.org/memorywalk) or contact me directly.

Thank you for joining my team!

### SERVICES AVAILABLE

"Lunch n' Learn" presentations  
Support Groups  
24-Hour Helpline  
Professional training programs  
Safe Return (wander identification)  
Speakers Bureau  
E.A.S.E. series  
Resources at [www.alz.org](http://www.alz.org)  
Community educational programs  
Public Policy  
Research  
Educational Conferences & Seminars  
Local resource library  
and more!

alzheimer's association  
**memory walk**  
Taking steps to end Alzheimer's

Nationally presented by  
Genworth Financial