

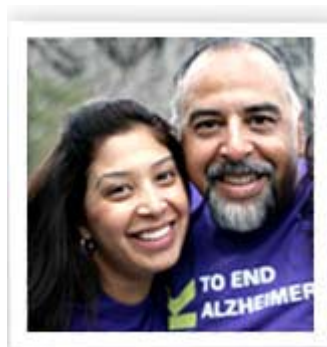


**MOVEment**

A Memory Walk Communication  
Vol. 2, Issue 2  
June 2010

**Get to know your Memory Walk HQ,  
you'll be glad you did!**

Did you know you can use your Memory Walk headquarters (HQ) to recruit team members and reach your fundraising goal? Once you're signed up to participate in Memory Walk, you can send emails to friends and family via your HQ site. It's easier than you think, just log into the Memory Walk website and click on the purple "Email" tab. Here, you can enter email addresses with personalized greetings and select from the templates provided by the Alzheimer's Association. Choose a fundraising email, a recruitment email or even a thank-you template! But don't limit yourself to just the templates -- you can also select the blank template and create your own personal email, asking friends to join your team or donate to the cause. The HQ site is full of useful tips and tools to help jump-start your Memory Walk efforts. Get started today!



**Help us spread the word!**

Memory Walk isn't just about fundraising, it also aims to raise awareness about Alzheimer's disease and we need your help to spread the word! Whether or not you're able to participate in Memory Walk this year, you can still spread the word and help the Alzheimer's Association promote

our signature event by placing posters, brochures and yard signs around your community. Of course you can start by putting a yard sign in your lawn and hanging a poster at work but don't stop there, there are tons of ways to spread the word with these materials! Ask your neighbors or friends in the area to put a yard sign up or stop by a local coffee shop, grocery mart, gym or library to ask permission to post a sign near the entrance/exit. Utilize Memory Walk posters and brochures by asking to display them in a company's break room, at local churches or near the cash register at a local business. With a little time and effort, the opportunities are endless. With YOUR help the whole town will be familiar with Memory Walk and we'll be one step closer to gaining the support we need to end this devastating disease. Stop by your local Alzheimer's Association office or contact your Walk Coordinator to pick up Memory Walk posters, brochures and yard signs.



**CONTEST**  
of the month

**Take the next step!** Recruit at least 3 people to register on your Memory Walk team and you'll be entered in a drawing to win an Alzheimer's Association golf umbrella! Hurry, contest ends June 25th.

Congratulations to **Ashlee Wilson**, the winner of our May contest!

upcoming  
**EVENTS**

**Bank Night**

## How about a wrap-around event?

One of the quickest and easiest ways to meet your fundraising goal is to host a fundraising event. Whether you're a team or an individual walker you can host a fun event to encourage your friends and coworkers to support the cause. People love getting a creative thank you in return for their donation. Think about hosting a backyard BBQ and instead of having guests bring a side ask them to bring a donation. Have a garage sale, bake sale, ice cream social or lawn mowing service and put the proceeds towards your Memory Walk fundraising. Be creative and have fun! Plus, we'll help you publicize your event. Let us know what you've got planned and we will be sure to include it in the next edition of MOVEMENT.

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## Fundraising Tip



Don't be afraid to fundraise at work. First, talk to your Human Resources department to find out about any regulations that may exist. Then start promoting Memory Walk in your office with signs, collection cans and e-mails. Better yet, ask your co-workers to join your team! [Click here](#) for more ideas.

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## Mission Moment: Why I Walk...



"Some of my sisters and I walk in memory of our dearly missed mother who passed away from this dreadful disease in May of 2005. When she was diagnosed some years before we got somewhat involved but are now more involved with raising money, of course with the help of other family members and friends and doing the yearly walk. We want to be a part of stopping this terrible disease so no one else has to see their loved ones go thru this. Having someone so near and dear to your heart look at you and not know who you are is just heart-wrenching. Someday, we want to celebrate the END of this disease."

- **Deb Thome**, Team Captain  
*Kathryn's Angels (Waterloo)*

We'd love to hear your Memory Walk story and feature it in a future MOVEMENT edition. **Tell us why YOU walk** by emailing Jessi at [jessica.kelly@alz.org](mailto:jessica.kelly@alz.org)

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## Alzheimer's Association

**East Central Iowa Chapter**

[www.alz.org/eci](http://www.alz.org/eci)

### Paige Knebel

Cedar Rapids Walk  
[paige.knebel@alz.org](mailto:paige.knebel@alz.org)  
Chapter Office

### Lindsey Driscoll

Coralville Walk  
[lindsey.driscoll@alz.org](mailto:lindsey.driscoll@alz.org)  
Chapter Office

### Chapter Office

1570 42nd St. NE  
Cedar Rapids, IA 52402

### Ashley Shaw

Cedar Valley Walk  
[ashley.shaw@alz.org](mailto:ashley.shaw@alz.org)  
Regional Office

### Jessica Kelly

Northeast Iowa Walk  
[jessica.kelly@alz.org](mailto:jessica.kelly@alz.org)  
Regional Office

### Regional Office

2712 Orchard Dr. Suite B2  
Cedar Falls, IA 50613

## Th. September 16

Drop off your donations and pick up your T-Shirt before Memory Walk by stopping by our Bank Night event in Cedar Rapids or Waterloo. Stay tuned for details!

## Memory Walk

**Sat. September 18**

We don't have to tell you what this is all about...

See you there!

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Cedar Falls Lutheran  
Home  
The Views

p: 319.294.9699  
f: 319.294.0068

p: 319.277.4100  
f: 319.277.4114

24/7 Helpline: 1.800.272.3900

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