



Team Captain Guide

Walk • Donate • Make a Difference

Walk to end Alzheimer's

Memory Walk® is the nation's largest event to raise funds for Alzheimer research, care and support. At Memory Walk, you and your team join other frontline champions in the growing movement to end Alzheimer's.

Teams are the heart of what makes Memory Walk so successful. Corporations, families, organizations and school groups build teams to honor loved ones who have been touched by Alzheimer's. Team members make a difference by asking their colleagues, friends, family and acquaintances to sponsor them with a donation to the cause.

Team Captains are the volunteer leaders who help us be successful by organizing teams. The following pages will teach you everything you need to know to be a successful Team Captain.

About the Alzheimer's Association

The Alzheimer's Association, is the leading donor-supported, voluntary health organization dedicated to Alzheimer research, care and support. Our mission is to eliminate Alzheimer's disease.

Teams share an incredible experience and take pride in their efforts to make a difference in the lives of families facing Alzheimer's disease.

What are the benefits of forming a Memory Walk team?

- Enhances employee morale and builds team spirit.
- Provides a wellness activity to employees. Healthy employees are more effective employees.
- Provides opportunity to build relationships with customers.
- Provides business-to-business marketing opportunities.
- Enhances commitment to local community.

The Role of Team Captain

Team Captains help make the difference in the fight against Alzheimer's.

The Alzheimer's Association is thrilled to welcome you as a Team Captain and is committed to helping you every step of the way.

Primary Responsibilities

- Recruit at least nine friends, family members and business associates to participate as members of your Memory Walk team.
- Register online and take advantage of easy-to-use online fund-raising tools. Go to www.alz.org/memorywalk. You can create your own team Web site, send personal e-mails to fund raise online, track online and off line donations and share your story. Ask each of your team members to join your team online.
- Encourage team members to set and surpass their fund-raising goals. Every Memory Walk participant is encouraged to set a minimum \$200 goal. Memory Walk offers prizes for successful fund-raising.
- Plan a team-building kickoff and invite attendees. Contact your local Alzheimer's Association to help you plan the kickoff and build your team. Offer food and watch interest soar!
- Share your enthusiasm and excitement with your team as you strive together to reach your fund-raising goal. Be sure your team members are well prepared to reach their goal. Memory Walk not only provides every team with a Web page, but also provides each participant with his or her own Memory Walk HQ, which includes a customizable personal Web page, sample e-mails and letters, as well as helpful fund-raising tips.
- Share Memory Walk fund-raising advice, team progress and walk day information with your team members.
- Have fun and build team spirit. Create a team T-shirt, banner or hat to help identify and encourage your team.
- Encourage team members to submit pledges collected offline to you for submission to the Alzheimer's Association. *Note: Offline pledges will not show in your online total until received and recorded by the Alzheimer's Association.*
- Ask for help! The Alzheimer's Association is here to help you through your journey as a Memory Walk Team Captain!

Help your team members raise \$200

Memory Walk is a fun and inspiring event that helps the Alzheimer's Association fulfill its mission. It is also a wonderful chance to pay tribute to those who have been touched by Alzheimer's. Most importantly, it is an opportunity to be part of the solution and to help ensure that no one faces Alzheimer's disease alone.

Team Captains encourage team members to each raise \$200 or more. In the time leading up to the event, the Alzheimer's Association will provide Team Captains with fund raising tips to share with team members.

It's easy to raise \$200

Here are a few ideas:

- Give something up – a movie, manicure or dinner at an expensive restaurant – and contribute what you would have spent to Memory Walk.
- Host a fund-raising party and ask attendees to pledge their support.
- Create a buddy system. Ask someone who cannot walk to help you collect donations.
- Take your fund-raising letter and Memory Walk information everywhere you go.
- Ask one person a day to sponsor you in Memory Walk.
- Ask your friends to contribute to Memory Walk instead of purchasing a gift for your birthday, anniversary or any occasion.

Who to ask?

This is the time to ask everyone you have supported to now support you. Here is a list of ideas for asking others to support you.

- Send an e-mail or a letter to everyone in your address book
- Friends
- Family
- Co-workers
- Favorite local restaurant owner
- Any favorite local shop that you frequent often
- Your doctor, dentist or lawyer
- Your teammates or gym buddies
- Your hairdresser or barber
- People at your place of worship

Register your team

Team registration is available online or via mail.

Online

Visit www.alz.org/memorywalk to register your team online for the Memory Walk in your area and take advantage of easy-to-use online fund raising tools. As a team leader you can create your own team Web page, send personalized e-mails to recruit and motivate team members, and track your team fund raising progress.

Once the team captain has created the team Web page. Team members can register to join the team, create their own personal Web page and send out e-mails to invite friends, family members and business associates to sign up or donate on their behalf.

The team and individual Web pages allow team leaders and members to track their fund raising success and team recruitment efforts online. Team leaders even receive e-mail notification when a new team member has registered. Team members receive e-mail notifications when donations are made on their behalf.

Mail

Team members can also register for the Memory Walk by completing and mailing or faxing in a registration form. Contact your local Alzheimer's Association for registration forms.

Build your team

Once registered, get the word out and build your team. Invite a company executive or department head to send an e-mail encouraging employee participation in Memory Walk and listing the Team Co-Captains to contact for more information. Invite friends, family members, neighbors and business associates to walk with you.

Talk about the event and your team with everyone you meet. Use the e-mail and letter templates, or place an ad in local newspapers or newsletters to recruit community members. Be sure to include contact information and the Alzheimer's Association Web site at www.alz.org. Continue to ask your team members to invite their friends, family members, neighbors and business associates to walk with you until you reach your recruitment goal.

By creating a little friendly rivalry or offering incentives, Team Captains can really build team momentum.

Incentive ideas include: a day off from work, skipping chores for a week, raffles, casual day at work, and a month-long reserved parking space. Incentives don't have to be expensive to work!

Conduct a team kickoff. Let the Alzheimer's Association help! Call your local Alzheimer's Association to schedule your kickoff event. Go to find your chapter to find the contact information.

Timeline

8-12 weeks

- Register team online or submit forms.
- Build a team and personal web page at www.insertwebaddress.org.
- Set your team goals.
- Begin recruiting team members via e-mail, phone calls and letters.
- Find your company's matching gift policy.

4-8 weeks

- Hold a team kickoff party.
- Continue recruiting team members.
- Let your team know money turn-in deadlines to receive incentive prizes.
- E-mail your team with important Memory Walk updates and information.
- Begin collecting donations – it's never too early.

2-4 weeks

- Host a team fund-raiser – cook-off, garage sale, etc.
- E-mail your team with weekly incentives and updates.
- Be sure your team members are registered.

1 week

- Be sure you have all of the walk details from the Alzheimer's Association.
- Let your team know what time and where to meet at the walk.
- Collect team pledges and turn them in to the Alzheimer's Association.

Walk Day

- Meet your team at the assigned location.
- Turn in additional pledges.
- Take a team picture.
- Enjoy the day and celebrate the difference you are making with your team.

After the Walk

- Collect and turn in additional pledges.
- Congratulate and thank team members for their hard work.
- Host a thank you wrap-up party and recognize top team members.
- Start planning for next year!