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# Team Captain Guide

Walk • Donate • Make a Difference



## What is Memory Walk?

The Alzheimer's Association Memory Walk® is the signature event to raise awareness and funds for Alzheimer research, care and support. At Memory Walk, you and your team will join other frontline champions in the growing movement to end Alzheimer's. We are on the move 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 those 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.

## Becoming a Team Captain is easy

- Recruit friends, family, and business associates to join your Memory Walk team (and ask them to ask their friends and family).
- Register your team online and find sample fundraising letters, e-mails, and ideas for extra fundraising events (also known as wrap-around events) at [www.alz.org/memorywalk](http://www.alz.org/memorywalk). Team members can also register for Memory Walk by mailing or faxing a completed registration form. Contact your local Alzheimer's Association for registration forms.
- Set your fundraising goal and shoot for the stars. The worksheet on the next page was designed to help you brainstorm.
- Ask for help. Your local Alzheimer's Association Memory Walk coordinator is excited to help you along the way. Find your local coordinator at [www.alz.org/findchapter](http://www.alz.org/findchapter).

## Helpful hints

- Create a friendly rivalry or offer incentives. Team Captains can really build team momentum!
- Incentive ideas may include: a day off from work, skipping chores for a week, raffles, a 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 [www.alz.org/findchapter](http://www.alz.org/findchapter) to find the contact information.

## Help your team members raise \$200

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 fundraising tips to share with team members.

## It's easy to raise \$200

Here is a simple plan to raise \$200 in three weeks:

Week 1: Pledge to donate \$1 a day to your fund-raising effort. \$20

At every local business you patronize this week (coffee shop, dry cleaner, grocery store), tell them about Memory Walk and ask for a donation. +\$30

Week 2: Hold a "sack lunch club" at work, and ask your coworkers to donate the money they save by not eating out this week. +\$50

Offer to wear a hat or T-shirt from a local business at the event in exchange for a donation. +\$50

Week 3: Write an e-mail explaining your participation in Memory Walk and send it to every address in your book. Ask your potential donors to forward your e-mail to one friend. +\$50

Total \$200

Bonus Round: Matching Gifts. Matching gifts can double or triple your original donation. For more information about matching gifts, download our Matching Gifts tips at [www.alz.org/memorywalk](http://www.alz.org/memorywalk).

## Who to ask?

Make a list of everyone you know. Everyone. Relatives, friends, neighbors, co-workers, classmates. Ask your doctor, dry cleaner, babysitter, auto mechanic, boss, dentist, personal trainer, members of your book club, vendors, clients, financial advisor, realtor, PTA members, insurance agents, lawyer, accountant-the list goes on and on!

# Setting Goals for Memory Walk Success



Team name: \_\_\_\_\_

Team captain: \_\_\_\_\_

Potential team members: \_\_\_\_\_

Family/friends/co-workers/neighbors)

- |          |           |
|----------|-----------|
| 1. _____ | 6. _____  |
| 2. _____ | 7. _____  |
| 3. _____ | 8. _____  |
| 4. _____ | 9. _____  |
| 5. _____ | 10. _____ |

Setting goals:

1. The average Memory Walk Team raises more then \$2,000 and has 10 walkers. Encourage each of your walkers to raise \$200. (Don't worry we'll share ideas to help your Team Members raise that money!)

# of Walkers \_\_\_\_\_ X \$200.00 = \_\_\_\_\_

2. Think about how many wrap-around events you want to have and how much money you would like them to raise. (Again, we'll give you ideas, but, if this is new to you start small with one wrap-around event.)

1. Wrap-around event #1: \_\_\_\_\_

2. Wrap-around event #2: \_\_\_\_\_

3. Does your company have a matching gift program?  
 (Most companies do. If you are not sure, ask your human resources department.)  
 Est. employee donation \$ \_\_\_\_\_ X \_\_\_\_\_ % matched by employer = \$ \_\_\_\_\_

4. Add the totals from #1-3 to get to your team goal.

Team goal: \$ \_\_\_\_\_

## Team Captain suggested timeline

### 8-12 weeks

- Register team online or submit forms.
- Set goals.
- Begin recruiting team members.

### 4-8 weeks

- Hold a team kickoff party.
- Continue recruiting team members.
- E-mail your team with important Memory Walk updates and information.

### 2-4 weeks

- Host a team fundraiser – cook-off, garage sale, etc.
- Begin collecting money.
- Be sure your team members are registered.

### 1-2 weeks

- Get all 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 and take a team photo.
- Enjoy the day and celebrate!

### After the Walk

- Collect and turn in any final pledges.
- Congratulate and thank team members for their hard work.
- Host a thank-you wrap up party and recognize top team members.



Thank you for stepping up to make a difference in the lives of people living with Alzheimer's disease. The Alzheimer's Association, is the leading voluntary health organization in Alzheimer research, care and support. Every step taken and each dollar raised at Memory Walk is contributing to our mission of a world without Alzheimer's. For more information about Alzheimer's disease and support services, please visit [www.alz.org](http://www.alz.org).