



## 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. Challenge yourself to meet at least one new person and share an idea or past success.

### Primary Responsibilities

- Recruit at least nine friends, family members and business associates to participate as members of your Walk team.
- Register online and take advantage of easy-to-use online fund raising tools. Go to [www.alz.org/hudsonvalley](http://www.alz.org/hudsonvalley). 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 Walk participant is encouraged to set a goal. 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. Walk not only provides every team with a Web page, but also provides each participant with his or her own Walk HQ which includes a customizable personal Web page, sample e-mails and letters, as well as help fund raising tips.
- Share 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 Walk Team Captain!