

alzheimer's association

memory walk'07®

Taking steps to end Alzheimer's

Nationally presented by

Genworth Financial 



Team Captain Kit

**Team Up Against Alzheimer's
Greater Indiana Memory Walks**

Welcome to the Memory Walk!

Congratulations and thank you! You, as a Team Captain, are the most powerful force we have in our mission to eliminate Alzheimer's disease. We are delighted that you have chosen to become a Team Captain. The pages of this kit are filled with tools that will help you over the next few months.

The most crucial responsibility you have is to motivate others to join you in this effort and help raise funds to end Alzheimer's disease. Team Captains are the vital link between the Alzheimer's Association and the hundreds of walkers who support our largest fundraiser. Please review this Team Captain Kit for helpful tips in recruitment and fundraising.

Let's Get Started!

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2007 Memory Walk Information

Fort Wayne:

Saturday, September 8, 2007
Foster Park Pavilion #1 & 2
Registration at 11:00 a.m.
Contact: Melissa Barile
260.420.5547 or melissa.barile@alz.org

Terre Haute:

Saturday, September 15, 2007
Rose Hulman
Registration at 11:00 a.m.
Contact: Pam Palmer
812.298.9426 or pam.palmer@alz.org

Merrillville:

Saturday, September 22, 2007
Hidden Lake Park
Registration at 11:00 a.m.
Contact: Sarah Floyd
219.464.9600 or sarah.floyd@alz.org

Kokomo:

Saturday, September 29, 2007
Jackson Morrow Park
Registration at 8:00 a.m.
Contact: Charity Bishop
765.282.2591 or charity.bishop@alz.org

Bloomington:

Sunday, October 7, 2007
Bryan Park
Registration at Noon
Contact: Mark Laker
812.372.3755 or mark.laker@alz.org

Indianapolis

Sunday, October 14, 2007
Indiana State Fairgrounds
Registration at 12:30 p.m.
Contact: Cathy Boyer
317.575.9620 or cathy.boyer@alz.org

Columbus:

Saturday, September 8, 2007
Donner Park
Registration at 10:00 a.m.
Contact: Mark Laker
812.372.3755 or mark.laker@alz.org

Richmond:

Saturday, September 22, 2007
McBride Stadium
Registration at 8:00 a.m.
Contact: Charity Bishop
765.282.2591 or charity.bishop@alz.org

Muncie:

Sunday, September 23, 2007
Delaware County Fairgrounds
Registration at Noon
Contact: Charity Bishop
765.282.2591 or charity.bishop@alz.org

Lafayette:

Sunday, October 7, 2007
Cumberland Park
Registration at Noon
Contact: Cathy Boyer
1.888.575.9624 or cathy.boyer@alz.org

Goshen

Sunday, October 7, 2007
Shanklin Park
Registration TBD
Contact: Melissa Barile
260.420.5547 or melissa.barile@alz.org

About the Alzheimer's Association

The Alzheimer's Association is the world leader in Alzheimer research and support. Through a national network of advocates and chapters, the Association advances research, improves services and care, creates awareness of Alzheimer's disease, and mobilizes support.

Memory Walk, the signature event of the Association, is the only national fundraising event for Alzheimer's disease. Since 1989, Memory Walk has raised more than \$200 million for Alzheimer programs and services for those affected by Alzheimer's disease.

Teams are our leading fundraisers. By signing up for Memory Walk, your Team will join thousands of others across the country increasing the amount of funds available to fight Alzheimer's disease.

The Greater Indiana Chapter serves a 73-county region of Indiana with an estimated 100,000 people with Alzheimer's disease. We offer information and referral, support groups and a comprehensive portfolio of professional education programs throughout the state.

This year we are committed to raising \$950,000 to support our work in Indiana. Without you, the Team Captain, the Alzheimer's Association wouldn't be able to support those in need. We thank you for your dedication of time and energy.

Alzheimer's disease

Alzheimer's disease is a complex, progressive disease that destroys cells in the brain. Common symptoms include gradual memory loss, difficulty performing familiar tasks, problems with language, disorientation to place and time, poor or decreased judgment, problems with abstract thinking, misplacing things, changes in mood or behavior, changes in personality and loss of initiative. People with Alzheimer's disease also experience changes in their personalities and behavior, such as agitation, anxiety, delusions and hallucinations.

Today, more than 5 million Americans are living with Alzheimer's disease. As our population ages, that number will grow exponentially. Now is the time for us to do something about it!

With your support, we will continue walking to give everyone a reason to hope!

Responsibilities of a Team Captain

Step 1 – Set a Personal and Team Fundraising Goal – Aim high!

Raise the bar for fundraising excellence. Begin by setting a goal for the number of team members that will participate, noting that **the ideal team size is 10 team members each raising \$250 each**. If you participated last year, we challenge you to increase your goal by 25%. If this is your first year participating, you can calculate your goal by multiplying the number of team members by \$250.

Just think...what an amazing impact you would be making on so many lives!

Step 2 – Register online at www.alzindiana.org

Begin at www.alzindiana.org and click on Memory Walk in the upper right-hand corner. On the left-hand side click on the walk you will be attending. This takes you directly to the registration page. Click 'Register Here,' read and agree to the waiver, and begin your Memory Walk experience today! ****Remember – teams that register online tend to raise more than those that do not.**

Step 3 – Recruit Your Team Members!

It only takes a single person to start a team. Once you have made the commitment, share why you are supporting the cause and start asking others to join you! Invite your newly recruited team members to ask a friend, co-worker or loved one to join your team. Remember, the ideal team size is 10 with each member raising \$250 each!

Your primary role once you have recruited your team members is to keep them motivated and informed. You can start an email list or a phone tree to keep each member up-to-date!

Step 4 – FUNdraise and Motivate!

Now, your team is set and the fundraising begins. In this kit you will find FUNdraising theme ideas and example letter and email solicitations. These are just ideas; do not limit yourself to them, but feel free to make them your own. **Use the Internet! It is a powerful fundraising tool! You can have your own website and track who is walking, as well as your total donations!**

Step 5 – Enjoy the Walk and Celebrate Your Team's Success!! You have made a difference in the fight against Alzheimer's disease!

Easy Steps for Registering Online!

Step 1: Go to www.alzindiana.org

Step 2: Click on Memory Walk

Step 3: Choose your walk

Step 4: Click 'Register Here'

Step 5: Read the waiver and click 'I agree' to proceed

Step 6: Team Captains will want to choose 'Start a Team' (notice that you can register as an individual or as part of a team)

Step 7: Create a team name

Step 8: Fill in contact information

Name, address, and email will be required

Create a user name and password

Make your initial donation

Step 10: Confirmation of registration

Step 11: Your Headquarters

Step 12: RECRUIT YOUR TEAM!!!

Getting Started...Recruiting and Fundraising

Building Your Team!

Below are some great ideas to begin building your team:

- Ask your boss to support your team building efforts by sending out an email notifying staff of the opportunity to join you in the fight against Alzheimer's by becoming a team member or donating to your team.
- Make an announcement at your place of worship. Make yourself available at the conclusion of the service to answer questions and have a sign-up sheet available. You could bring team members along to add support!
- Gather your closest friends and family members and ask them to recruit fundraising walkers from their place of work, worship/fellowship, various clubs and family. Your team will grow oh so fast! *Remember – the ideal team size is 10. If you receive an overwhelming interest in joining your team encourage someone else who has shown interest to serve as a team captain and encourage a friendly fundraising challenge.*

Fundamentals of Fundraising!

- Ask, ask and ask again! Once you limit *whom* you will ask, you limit the *amount* you could potentially raise! Remember, you are asking for the Alzheimer's Association, not for yourself!
- Give something up. Instead of going out to lunch, playing a round of golf, getting a manicure or going to a movie...GIVE to Memory Walk!
- Ask those who are unable to walk with you to raise money for you!
- Set an individual goal of \$250 for your team members to work towards. The first one to reach the dollar amount will win a free lunch! Encourage the friendly competition among team members and between teams!
- Bring Memory Walk materials with you EVERYWHERE you go! Make certain you are asking one person a day to sponsor you! Don't forget to wear your "Ask Me About Memory Walk" button.
- Check your company's matching gifts policy, remind your team members to do the same!

A Timeline You Can Use

Five Months to Four Weeks!

Begin your Memory Walk experience today! Just think, the earlier you start, the more time you will have to recruit walkers and raise money!

- The first step is to register online at www.alzindiana.org and click on Memory Walk. If you don't have access to a computer send in your Team Captain Commitment Form, completely filled out, to the Alzheimer's Association.
- Step two, go on-line to the Memory Walk website to build your homepage and email a link to everyone in your address book asking them to support you as a team member.
- Begin recruiting team members by talking to everyone you know about Memory Walk.
- Distribute brochures and hang posters throughout your community!
- Host your very own Kick-Off Party for the members of your team. This is an ideal time to set goals, remind them about how easy it is to fundraise on-line and most importantly, **GET EXCITED about Memory Walk!**

Four Weeks Before the Walk!

- Check in with your team members to see how their fundraising efforts are going, encourage them to meet or exceed their goal!
- Check your company's matching gifts policy, remind your team members to do the same!
- Create your own Team t-shirts or hats which will show your team spirit at the walk. Or, create a banner for your team to proudly carry during the Walk!

One to Two Weeks Before the Walk!

- **Hold a Team Meeting to collect all monies and establish a plan for the day of the walk! Make sure everyone knows where to meet!**
- Confirm dates and times of "Pre-Registration" – you need to turn in all pledge and sponsorship money at this time to be eligible for Team Awards. (You will be given notification about the time and location of "Pre-Registration" in your area).
- Contact all of your team members to share any last minute information with them. Update them on how close they are to their fundraising goal! You still have a few weeks to fundraise!

It is Time...Memory Walk is Here!

- Turn in any last minute money at the registration booth.
- Make sure to thank all those who walked and donated to your team.
- Purchase a Tribute Flag to be displayed at the walk of your choice to honor or in memory of a loved one who battled Alzheimer's disease.
- **Enjoy the Day! Celebrate the difference you have made in the fight against Alzheimer's!**

How to Raise \$500 (or more) in 10 Days

- Day 1** Sponsor yourself for \$25
- Day 2** Ask 2 family members to donate \$25 each
- Day 3** Ask 5 friends to contribute \$20
- Day 4** Ask 5 co-workers to contribute \$10
- Day 5** Ask 5 neighbors to contribute \$10
- Day 6** Ask 5 people from your place of worship to contribute \$10
- Day 7** Ask your boss for a company contribution of \$50 (better yet, find out if your company will match all of what you raise!)
- Day 8** Ask 2 businesses or companies that you deal with through work to sponsor you for \$25
- Day 9** Ask businesses you frequent to personally contribute \$15 (hair salon, dry cleaner, favorite restaurant, etc.)
- Day 10** Hold a team fundraiser (bake sale, car wash, raffle, etc.)

Themed Fundraising Ideas

Below are some more specific fundraising ideas that could be used in your workplace, with family and friends, at your place of worship or within a club or service group. They are paired with a week, beginning with the end of May. Please share these with your team members. Encourage them to take these ideas and **use them!**

E-mail/Letter Writing Campaign

Use one of the examples included in this kit or create your own! Whichever you prefer, write the letter informing everyone that you are raising money for the Alzheimer's Association. You can include information from the Alzheimer's Association 101 – giving them facts, history and information on research and funding.

Forget-Me-Not Flowers – *available through the Alzheimer's Association*

The Alzheimer's Association has Forget-Me-Not flowers available that are sold for a suggested donation. The individual purchasing a Forget-Me-Not can write his or her name on the paper flower and it will hang on a wall or window of the location where it was sold such as a local store, healthcare facility, or school. The flowers include a UPC Code on the back for easy scanning at the checkout of stores and restaurants to help promote in your local community!

Casual for a Cause – *available through the Alzheimer's Association*

Ask your supervisor if your company can participate in Casual for a Cause to raise money for your Memory Walk team. The idea is to sell the stickers provided by the Alzheimer's Association to your co-workers in exchange for dressing down for a day and all the money goes toward your Memory Walk team.

New Tribute Flags – *available through the Alzheimer's Association*

Purchasing a tribute flag is your opportunity to honor a loved one at the Memory Walk of your choice. To purchase a flag, please visit our website at www.alzindiana.org or call Cathy Boyer at 1.888.575.9624.

Host a Theme Party

Make it Movie Night! Rent a new release and invite your friends over to join you for the movie and popcorn! Charge \$5 admission for all those attending – enjoy the evening and raise money!

Game Night

Organize a game night! You can make it poker or make it euchre, just set-up some tables and charge admission! Sell drinks and snacks for a small price and make sure to let everyone know they can make donations – it all goes to a great cause!

Wine Tasting Event

Talk to a local winery or just head to the store! You can get a wide variety of types from different regions across the world. You could invite a local wine connoisseur to give your guests a short lesson on the types of wine you are providing. Charge per taste and make sure to include some cheese and crackers to snack on between tastes!

Fourth of July Party

Host a barbeque or cookout and incorporate the Alzheimer's Association! You could have a cash bar or charge to attend the dinner. Ask your guests to make a donation to watch the fireworks display, and don't forget – have a great time!

Bake Sale

It is time to put on the apron and start baking those cookies! Ask 5 people to make two-dozen cookies each, and then sell them – 3 cookies for \$2. You can do this almost anywhere! On Wednesday, you could host one at work; then over the weekend, you could host one at your place of worship!

Yard Sale

With your spring-cleaning complete...have a yard sale! This could take place at work or as part of a neighborhood project. You could place an ad in your local newspaper or newsletter informing people that the sale has great items, and it benefits Memory Walk!

Ask Your Hairstylist/Manicurist/Pedicurist

Think of all the people salons come in contact with throughout one day! Ask him or her to pick a day, and instead of charging for a cut, pedicure, or manicure ask his or her clients to make a donation to the Alzheimer's Association!

Car Wash

I know it may seem a bit old fashion, but everyone loves having a clean car in August! Make sure to give your potential customers advance notice of the event! Scrub, Scrub, Scrub!!!

Luncheon at Work

Prepare homemade chicken or pork barbeque and bring it to work for sandwiches. You can sell them for just a few dollars – it will be convenient alternative to going out to lunch for all your co-workers! If you do not work, ask a friend or your spouse if you can visit his or her place of employment and provide lunch!

Sample Letters

Dear Friend:

Do you know that Alzheimer's disease is the third leading cause of death? Do you know that the average lifetime cost to care for one Alzheimer patient is \$170,000? Do you know that if a cure or prevention is not found by the year 2050, between 11.3 and 16 million Americans will have Alzheimer's disease? **Do you know that this fall you can take steps to end Alzheimer's by raising money and walking in Memory Walk 2007?**

The time to make a difference is right now and it starts with each one of us! I encourage you to make Memory Walk a priority by fundraising on behalf of the Alzheimer's Association. I promise, you will not regret it! The mission of the Alzheimer's Association is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health. Each one of us can help carry out that mission today by making the decision to support the Alzheimer's Association.

I have committed to raising \$_____ and cannot do it without the help of people like you! I hope you will consider supporting the Alzheimer's Association. Please know your generosity is greatly appreciated

Checks should be made payable to the Alzheimer's Association. All donations are, of course, tax deductible. I have enclosed a self-addressed, stamped envelope for your convenience.

With your support, we will continue walking to give everyone a reason to hope!

Best regards,

Team Member

Letter for All Participants to Raise Funds

Sample Letter to Personal Contacts

Send to family members and friends to involve their support of your team

Date

Name

Company

Address

City, State Zip

Dear (Name):

On (Enter Walk Date) approximately (goal for team participation) (Company) employees and family members will be participating together as a team, "(Team Name)" in the Alzheimer's Association Memory Walk®. I have joined the "(Team Name)" team, and will be joining my colleagues and friends on (Enter event date and location). My personal fund raising goal is to raise \$_____, and I invite you to join us by doing any of the following:

- Join the (Team Name) team, which includes, (Company Name) employees, family members and friends who are collecting pledges and joining us on (enter walk date).
- Make a tax-deductible contribution of any amount to Alzheimer's Association. It can be made online, or mailed in (details below).

In a Gallup poll commissioned by the Alzheimer's Association, 1 in 10 Americans said that they had a family member with Alzheimer's and 1 in 3 knew someone with the disease. The number of Americans with Alzheimer's disease will continue to grow. By 2050 the number of individuals with Alzheimer's could total 16 million people.

Please help join the fight against Alzheimer's disease by joining my team or sponsoring my participation in Memory Walk - any amount is welcome. Please visit my team online at (Enter Kintera Team Web Page), to learn more and to make a donation directly online, or mail in a donation using the enclosed pledge form. Please note that checks should be made payable to the Alzheimer's Association, and are tax deductible.

Thank you for considering this request. If you have any questions about Memory Walk, or the work of the Alzheimer's Association, please do not hesitate to call me.

Sincerely,

(Your Name)

Title

Sample Email Solicitation★

★Once signed up online, you have access to many different email templates!

Hello Friends, Colleagues and Family!

I am writing to ask for your support as I raise money for the 2007 Memory Walk! This event is very critical to the Alzheimer's Association's mission of eliminating Alzheimer's disease through advancement in research and enhancing the care and support for individuals, their families and caregivers.

Today, more than 5 million Americans are living with Alzheimer's disease. This number is expected to grow to between 11.3 and 16 million in the next few decades. For many, the process that will destroy their memories, their savings and eventually their lives, has already begun. The annual cost of the disease in the United States will climb to at least \$375 billion, overwhelming our health care systems and potentially bankrupting Medicare and Medicaid.

These are just a few of the reasons your support is so crucial to this year's Memory Walk! It is my goal to fundraise \$_____. You can help me make this goal a reality by clicking on the link included in this email and making a donation on-line! If you are interested in walking and fundraising you can also register to be a team member on-line.

With your support, we will continue walking to give everyone a reason to hope!

Your generosity is greatly appreciated!