



## Alzheimer's Association Memory Walk® Frequently Asked Questions

### What is the Alzheimer's Association Memory Walk?

The Alzheimer's Association Memory Walk® is the nation's largest event to raise awareness and funds for Alzheimer research, care and support – and it calls on people of all ages to take action in the fight against Alzheimer's.

Memory Walk is a community event that joins friends, family and co-workers together as they walk to end Alzheimer's. Participants typically register in teams of 10-12 and raise funds using tools provided by the Alzheimer's Association. Walks vary from one to three miles and are held in nearly 600 locations nationwide. Since 1989, Memory Walk has raised more than \$260 million for Alzheimer care, support and research.

### Where do the funds from Memory Walk go?

Your gift will help the Alzheimer's Association to support essential Alzheimer programs, research and services within your community.

Alzheimer's Association is a nonprofit 501(c)(3) organization. All donations are tax-deductible.

### How do I donate?

There are several easy ways to donate:

- Donate online by going to <http://easternwashingtonmemorywalk.kintera.org>
- Make checks payable to The Alzheimer's Association and mail to: Alzheimer's Association Inland Northwest Chapter, 910 W. 5<sup>th</sup> Avenue Suite 256, Spokane, WA 99204. Bring cash donations directly to the chapter office, designated Bank Day in your area (TBD), or the day of the event.

### How do I register?

To register online, go to [www.alz.org](http://www.alz.org) and search by state, chapter or zip code to find your event. If you don't want to register online, contact Kathryn Epler, Event Coordinator, at (509) 473-3390 or via email at [Kathryn.epler@alz.org](mailto:Kathryn.epler@alz.org).

You can also register on the day of the walk at our on-site registration table.

### How much is registration?

Memory Walk is a "friends asking friends" event with no registration fee. Participants are asked to raise funds in the spirit of the mission of the Alzheimer's Association. Participants who raise a minimum of \$100 will receive an official Memory Walk T-shirt.

### **Do I need to register my children for the walk?**

Children who are under 18 should register and have a waiver signed by a parent/guardian in order to participate.

### **Is Memory Walk a competitive event?**

No. Memory Walk is not a race. It's an all-ages, all-ability, family-friendly walk event to raise awareness and funds for Alzheimer care, support and research.

## **Teams**

### **What is a Memory Walk Team?**

Teams are the heart of Memory Walk - people working together to support the millions affected by Alzheimer's. Team up to have fun, make new friends and support a great cause. Teams are made up of family, friends and coworkers all on the MOVE to end Alzheimer's.

### **How do I start my own team?**

Starting a team is easy. Invite three people, and they'll invite three people - before you know it, you'll have a team.

### **How many people do we need to form a team?**

We recommend that a team consists of 10-12 people who raise an average of \$200 per person.

### **How can my company participate?**

Companies can participate by organizing teams of employees to raise funds and walk in the event and/or be a corporate sponsor. National or large regional companies interested in participating in more than 10 locations may be eligible to participate in our National Team Program. For more information, please contact [memorywalk@alz.org](mailto:memorywalk@alz.org)

### **Is it difficult to organize a company team?**

Not at all! Once you appoint a team captain, he or she will act as a liaison between your local Alzheimer's Association and your company. The Alzheimer's Association will provide tools and coaching so your team is sure to succeed!

### **Is participation on a company team limited to employees of the company?**

No. Team participation is encouraged among families, friends and neighbors of employees.

### **Does having a team require some kind of corporate donation?**

Corporate donations are encouraged but not required. The majority of contributions will be generated by your individual team members. However, corporate matching gifts can enhance employee fundraising efforts.

### **What can senior management do to facilitate a company Memory Walk team?**

Management can encourage team participation in a variety of ways:

- Sign up for the team.
- Draft and distribute a company-wide memo or e-mail endorsing Memory Walk.
- Authorize/host company-wide recruitment, informational meetings and an internal kickoff.
- Purchase incentives to encourage their company's commitment to the event.

## Other ways to get involved

If you're unable to participate in the actual walk, there are still plenty of ways you can get involved to move the cause forward.

[Contact us at kathryn.epler@alz.org](mailto:kathryn.epler@alz.org) and (509) 473-3390 to learn how to help.

**Local event committee:** Enjoy details? There many event-related responsibilities that require the assistance of dedicated volunteers all year round. Help your local Alzheimer's Association plan activities before or after the event.

**Event day:** On the day of the event, we need volunteers to help set up, clean up, sign walkers in, run activities, serve food and more!

**Team captains:** You don't have to walk to be a team captain! As a captain, your big job is rallying walkers and motivating them to raise funds and awareness for our cause.

**Team builders:** Join staff and other volunteers as we help teams raise money! You can help us recruit new teams, motivate walkers and provide assistance for those who need some help with fundraising.

**Administrative support:** Help make team packets, enter registrants into the database and support the office staff in various administrative tasks.

### **What if I want to raise funds but I can't participate in the actual walk? Will I still have access to fundraising tools?**

The 2009 virtual Memory Walk is a great way to show your support if you can't attend the event or if there is not a Walk in your area. You will have the same level of access to fundraising tools as other participants, and all of the dollars you raise will go toward the support, care and research efforts of the Alzheimer's Association.

Contact us at [kathryn.epler@alz.org](mailto:kathryn.epler@alz.org) or (509) 473-3390 to learn how to join the virtual walk.

## Eastern Washington Memory/Doggie Walk 2009

### **When and where is the Eastern Washington Memory Walk?**

**Where do I park?** There is free parking available at Center Place.

**Is there public transportation to the walk site?** Yes! Spokane Transit Bus Lines #97 and #32.

**How long is the walk?** 3 miles

**Can I register the day of the event?** Yes, but we encourage all to register prior online or through contacting our office to avoid the long registration line and gain support from family, friends, and colleagues in the days, weeks, and months leading up to walk day.

**Can I turn in donations the day of the event?** Yes, but again we encourage funds collected offline in the form of a check be mailed to our chapter office prior. Do not send cash. Drop any cash off at the chapter office or at the Bank Day designation in your area (TBD).

**How do I get a T-shirt?** All participants who raise a minimum of \$100 will receive an official Memory Walk T-shirt.

**Can I bring my dog?** Yes, you may bring a dog. A waiver must be signed by the owner (18 years of age or older). Each dog must earn \$25+ to receive a special goodie bag and be eligible for various doggie awards.

**Are strollers, wheelchairs, bicycles and inline skaters allowed to participate?**

Strollers and wheelchairs are welcome. All walk routes are handicap accessible. However, for everyone's safety, bicycles, inline skates, wheelie footwear, skateboards and scooters are not recommended.

**What happens if it rains?**

Memory Walk is held rain or shine.

## Online tools

**I forgot my Username and Password.**

Go to alz.org, find your walk (search by state, chapter or zip code) and click the log in button. Below the entry blanks for your username and password, click "[Forgot Username and/or Password?](#)"

If you still have questions, please contact Kathryn Epler, Event Coordinator, at [kathryn.epler@alz.org](mailto:kathryn.epler@alz.org) and she will e-mail you the information we have on file.

**How do I unsubscribe from e-mail?**

You can opt out by following the link at the bottom of most e-mails that you receive. You can also contact us at [kathryn.epler@alz.org](mailto:kathryn.epler@alz.org) we will take you off of the Memory Walk e-mail list.

## Personal Web page

**What is a personal page?**

A personal page is a Web page provided by the Alzheimer's Association as an online fundraising tool for Memory Walk participants. Your personal page is where friends and family should go when they want to sponsor you in a Memory Walk event. They can donate online or print out a customized donation form to mail in with their check. Your personal page is automatically created for you when you register online. Personalize your page with personal photos, stories and a color scheme – it will be much more interesting for your visitors!

**How do I email current/potential donors from my personal page?**

You can compose e-mails in your E-mail Center (look for the E-mail tab in your HQ) and send them to potential donors. Manually enter your recipients or click "Address Book Import" to upload your Outlook, Yahoo or Netscape address book or CSV file. Create your own e-mail message or select one of the templates we've started for you. Potential donors will receive an e-mail from you that leads them directly to the donation tool on your personal page.

**I would rather send an e-mail directly from my e-mail account. How can I lead donors to my personal Memory Walk page?**

When you set up your personal page, you are asked to create a "friendly URL." This URL should be a combination of words or numbers that is easy to remember. Make sure to include

this URL in your e-mail so recipients can easily visit your personal Memory Walk page and donate. Find your friendly URL in your HQ page under “Your personal page link.”

### **How do I change my personal fundraising goal?**

Log in to your HQ and find “Fundraising Statistics.” Underneath “Fundraising Statistics” click on the link that reads: My Fundraising Goal “Change My Goal.”

### **How can I see who has donated to me?**

Log in to your HQ. Click on the Reports tab to see your donors.

### **How do I thank my donors?**

Log in to your HQ. Click on the E-mail tab. Click on Address Book. View By: Recent Donors. Check off the name of the donors you want to thank via e-mail. Click “Send E-mail to Selected Contact.” Choose a greeting field (ex. Dear Friend, Dear \*insert first name\*) and save. Go to the Template drop down box and chose the “Thank you for your donation” e-mail template or create your own. Preview the e-mail and proof. Once it is finalized, hit send!

## **Donations**

### **How do I turn in donations?**

Funds raised offline can be mailed or turned in directly to the chapter office anytime to: Alzheimer’s Association’s Inland Northwest Chapter, 910 W. 5<sup>th</sup> Avenue, Spokane, WA 99204. PLEASE DO NOT MAIL CASH!

Bank Days will be held in September and/or October, where you will be able to not only turn in any funds raised, but also pick up T-shirts earned and corporate sponsor goodie bags.

Donations can also be turned in the day of the walk.

Make sure all donors are clearly listed and that you are marked as the participant who should be credited with these donations.

### **What if my donors need a receipt?**

When a donor gives online, they will receive an automatic thank you letter that can be used as a receipt. Donor receipts are also provided with a team packet and should be copied and used when a donor request one for tax purposes.

### **I mailed a donation to the Memory Walk but it’s not listed on my honor scroll.**

Please allow 10-15 business days for processing. If the donation does not appear after 15 business days, please contact us at (509) 473-3390 or via email at [kathryn.epler@alz.org](mailto:kathryn.epler@alz.org).

### **What can I do to make sure my donations are credited to my account?**

Make sure your donors know that they need to credit your account when donating online. If they are unable to donate online, please print out the donation form located on your Web page (the link for this form is found underneath your thermometer) and include it with their donation. This form contains information that will ensure that you receive the proper credit for all donations.

If someone donates to your campaign and you weren’t credited for the donation, please contact the office at (509) 473-3390 or via email at [kathryn.epler@alz.org](mailto:kathryn.epler@alz.org) and she’ll make sure that the donation is properly attributed.

### **Can I send in donations for more than one participant in one envelope?**

Yes, but please be very specific as to how the donations should be credited. The more information you provide the faster we can process your donations.

**What happens to the donations if I can no longer participate in the event?**

Refunds are made available upon donor request, but all donations go to support the Alzheimer's Association's mission whether the walker participates or not.

**Are donations tax deductible?**

All donations are tax deductible in the same calendar year your donation was processed to the extent allowed by law. Please work with your tax professional to determine what deductions you are eligible for.