



The Hospital Hill Run
Saturday, June 6, 2009

Alz Stars Team Information Kit

The Alzheimer's Association – Heart of America Chapter thanks you for joining the 2009 Alz Stars Team and for your commitment to *MOVING* the Alzheimer cause forward in our community and ultimately throughout the nation. The following pages will provide you with the information you need to meet your fundraising goals and to have an amazing experience.

Your Alz Stars Team Contacts

- Shawna Sorenson at shawna.sorenson@alz.org
- Trisha McClanahan at 913.831.3888, 800-272-3900 or trisha.mcclanahan@alz.org

Fundraising Requirements for Alz Stars Team Members

The distance you choose to run will determine your required minimum fundraising amount. Remember, these goals are just a starting place. As you challenge yourself in your training, we encourage you to also challenge yourself (and your supporters) to exceed this fundraising goal.

- \$250 – UMKC School of Medicine 5K
- \$350 – 10K
- \$500 – Half Marathon

Amenities for Alz Stars Team Members

- Complimentary race entry fee
- Free personal fundraising webpage
- Fundraising resource packet and email updates
- Specific training plans for all run distances
- Invitation to Alz Stars Team Socials
- Exclusive Alz Stars Team racing shirt
- Top Alz Stars Fundraiser receives a special race bib
- Race day VIP amenities including access to the Alzheimer's Association tent in Charity Village, gear check, cheer teams, team photo, etc.
- Opportunity to run in memory or in honor of a loved one touched by Alzheimer's
- Chance to win raffle prizes for top fundraisers

Be on the Lookout for...

- Ongoing informational emails providing you with race updates, fundraising ideas, Alzheimer's facts, etc.
- Invitations to Alz Stars Team socials
- Ways you can win prizes by fundraising, recruiting other runners and more

The Hospital Hill Run Highlights



Location

Trinity Hill is back for 2009! All three events will have the same start line! All courses will begin right in front of Crown Center on Grand Boulevard.

Packet Pickup

Will take place at the Crown Center Shops on:

- Thursday, June 4 from 4:00pm to 7:00pm
- Friday, June 5 from 11:00am to 8:00pm
- RACE DAY - Saturday, June 6 from 5:00am to 6:30am

Start Times on June 6

- 7:00 a.m. – Half Marathon
- 7:15 a.m. – 10K
- 7:30 a.m. – UMKC School of Medicine 5K

Alzheimer's Association – Alz Stars Team Tent

We will be hosting a tent in Charity Village with team activities going on all morning. Some activities include gear check, team photo, awards for top fundraisers, raffle drawings, a free celebration breakfast and more! Team members and their families are invited to join us!

Start Your Journey to End Alzheimer's Today!

Register

You have two options, but the preferred (and easiest) option is to register online at www.alzstars-hospitalhill.kintera.org. Simple step-by-step directions are given on pages 5-6. The second option is to complete, SIGN and return the enclosed entry form to the Chapter office no later than May 20, 2009.

Start Your Fundraising

Follow these steps to fundraise like a pro:

- Create a plan. Strategize and be inventive. Check out the fun ideas on pages 3-4
- Start early - do not procrastinate
- Educate your donors – about Alzheimer's, about the Chapter, about your personal quest to complete this race and to raise funds to fight Alzheimer's
- Follow through - send reminders to potential donors
- Recruit volunteers to help you raise funds. Friends, family members, co-workers and significant others can be a great help in soliciting donations and spreading the word about events you plan to host.
- Give back to donors. Wear their logo, bake them cookies, throw a victory party in their honor, send a personalized thank you letter with a picture of you finishing the race
- Ask BIG before going small.
- Stay positive - Keep a good attitude - Remember the reason. Fundraising comes with a lot of "No's." Forget those and keep going for the "Yes's."
- Just ASK, ASK, ASK!! Print off the donation form from your Personal HQ & take it with you everywhere.

Fundraising

It's simple - it's fun – it's necessary!

Email/Send Letters. This is the simplest and least time-consuming way to reach everyone you know in and out of town. There are several templates available for you to use once you register online.

Forget-Me-Nots. These are available to you for free and can be sold for \$1-\$5. Anyone can sell these to family, co-workers, friends, visitors, etc. Also, if you know a manager of a store/bank, ask her if she will sell and display them in the store.



Jeans/Casual Day. Ask your boss if those who donate \$2-\$5 to your fundraising efforts can dress casual on a designated day. Or, have them donate \$10 to dress casual for the entire week. We even have free 'Casual for a Cause' stickers available so you can recognize those who are supporting your efforts.

Tribute Flags. Sell the Alzheimer's Association tribute flags (\$10 each) in your office, neighborhood, faith community, etc. The purchaser writes in the name of the person she wants to honor. Create awareness by then hanging them in your office, front porch, etc. Then bring them to the Alzheimer's Association office by Wednesday, June 3 so we can hang them up on the Alz Stars Team tent the morning of the Run. See http://www.alz.org/kansascity/in_my_community_memorywalk_news.asp for details.



Pennies for a Purpose. Request one of these free cans to place at your desk or at the receptionist's desk to collect donations. Send an email to everyone letting them know where it's at. Maybe even attach a sign with a picture of whom you're running in honor of. Or, leave the can at home and ask everyone to put in their spare change until the week of the run.

Email Signature. Just think of how many emails you send! Example, *"Five million people are now living with Alzheimer's. It's time for me to make a difference. I've joined the Alz Stars Team in the Hospital Hill Run and am fundraising \$____. I'm asking my friends, family and colleagues to help me reach my fundraising goal. Please logon today to www.alzstars-hospitalhill.kintera.org to make a secure, tax-deductible, online donation"*

\$10 for 10 Days. Ask 1 person for \$10 each day for 10 days. This is a great way to get a jump start on your fundraising efforts.

"Sell" your body and/or shirt parts. For a certain donation amount (maybe \$25 - \$50), you will run in honor/memory of someone's loved one and will "wear" that loved one's name on your body or shirt. People will be "reading" you all day.

Brown Bag Days. Have employees bring a bag lunch and donate the cost of what they would have spent going out. Invite someone from the Alzheimer's Association to speak about disease-related issues.

Cards Anyone? Hold it at your home or work with your faith community, school, civic organization, etc. and host a card night. The attendees pay an "entrance fee" to play cards (or any game) for the evening with the proceeds going to your fundraising goal.

Fundraising Tips

Ask everyone you know!

1 out of 3 people know someone with Alzheimer's so don't leave anyone off your list. Give them the chance to help the cause.

It's for the cause.

You're asking for donations to help in the fight against Alzheimer's, not for yourself. Be proud of what you're doing.

Get the word out.

Email signature, sign in your office, newsletter articles, faith community bulletins, etc.

Start Early, Follow Up and Always Thank Your Donors!!



Get Grounded in the Fight Against Alzheimer's. Plan a one-day coffee break activity designed to promote Alzheimer's awareness and to motivate coworkers to support your fundraising efforts. You can even reserve this 6-foot inflatable coffee mug to use at your event – it's free! Reserve the mug on the National Alzheimer's Association website at http://www.alz.org/join_the_cause_coffee_break.asp.

Theme Party. It's always fun to have friends and family over for a cookout or any sort of party. Charge each attendee an "entrance fee" or simply say it's a fundraising party and ask for donations. Or, host a basketball tournament party as you watch your favorite college teams play this March!

Tricycle Race – If you work with a fun crew, this one is for you. You can elect several staff 'contestants' or maybe have a manager's contest. Either way, the staff votes for the person who they believe will win the race. On the day of the race, the person with the most money wins a prize and the person who actually wins the race wins a prize. You can rent 'bigger' tricycles from party supply places such as Fun Services or it may be more fun to see adults on the small tricycles.

Candy Sale. Who doesn't need a little sugar from time to time? Rather than paying the vending machine, have money go to your fundraising. Remember: Candy can be purchased inexpensively in bulk.

Babysitting Adventure. Get your kids involved. Host a babysitting night for your friends, neighborhood, etc. with the proceeds going to your fundraising efforts.

Garage Sale at Home or on Ebay. Ask family, friends and/or staff to donate items for the sale. Be sure to post a sign that all (or a % of the) proceeds will be donated to the Alzheimer's Association – people's willingness to buy will increase!

Tag You're It! This is a great one for the office or neighborhood. Make a sign stating (as an example), *"Tag, You're It. It's now your turn to MOVE the Cause Forward and help those with Alzheimer's disease. Support the Alzheimer's Association by donating to (your name)."* Tell them how to donate to you and ask them to pass the sign along to someone else or give it back to you to pass on.

Be Sneaky. Kidnap items from your co-workers (or the co-worker him/herself) and hold them for ransom. Send letters, take pictures, etc. This can bring in lots of money and be tons of fun!

Cook-off Challenge. Do you have a specialty dish? Challenge your neighbors, co-workers, etc. to a cook-off. Each entry pays a small fee. The judges (everyone else who's not in the cook-off) pay a small fee to place their vote (maybe include additional food so the judges get a complete meal). Make sure you have a fun prize for the winner! OR, if you have lots of to-die-for recipes that all your friends and family would love to have, make a small cookbook and sell it to everyone.

Increase Your Fundraising Total!

- Ask all those you do business with – dentist, doctor, realtor, insurance agent, vet, hair stylist.
- Be sure to include a return envelope with your donation request.
- Follow up. People get busy and need reminders.
- Expand your network by asking your supporters to forward your email to their address book.
- Ask your supporters if their employers match their gifts. This is an easy way to double your money. Contact our office if you need assistance.
- Ask your boss if the company will match whatever amount you fundraise.

Online Registration

****Online registration closes at midnight on Friday, May 29****

Register today and start making a difference. Upon registering you will automatically be given your own customizable personal web page and easy-to-use online tools to help you meet your fundraising goals! The Kintera/Blackbaud system automatically makes a personal webpage for each online registrant. You are not required to “use” this web page and no one will see the page unless you specifically direct someone to it. If you have any questions about the Alz Stars Team site, please contact Shawna Sorenson at shawna.sorenson@alz.org or Trisha McClanahan 913-831-3888.

www.alzstars-hospitalhill.kintera.org

1 — Register

- Click on Register Here in the left menu. Read and agree to the waiver.
- If you have registered online for another Alzheimer's Association event, at the top of the page you can ‘click here’, enter your username and password from your previous registration and then most of the runner registration form will be automatically filled in.

2 — Customize Your Personal Webpage

When you register, you will be directed to your personal headquarters, My HQ. Every time you log in with your username and password, you will be directed to this page where you will find everything you need to do online.

- In your My HQ, click on [Build/Edit My Webpage](#) in the to-do list or the [My Webpage](#) tab at the top.
- [Webpage Image](#): Personalize your page by using photos from the image library provided or upload your own photo of who you’re running in honor of.
- [Edit the Text](#): Use the text provided or add your own story by directly editing the text in the box.
- [Preview Webpage](#): Click preview to get a glimpse of what your live webpage will look like. Once you are satisfied, be sure to click Submit to save your changes.

Click on the [TOOLS](#) Tab to:

- [Print a Personalized Donation Form](#) – take these with you wherever you go and give to people who do not want to donate online.
- [Pledge Entry \(Cash/Check Donations\)](#) – see directions on the next page under #5.
- [Edit Your Profile](#) – update your contact and login information, personal fundraising goal and email notifications.

Website Features

3 — Fundraising and Recruiting with Emails

Now that you have personalized your donation page, you are ready to email your supporters to ask them to donate – or ask them to run with you in the race.

- Within My HQ, click on the Email Tab at the top.
- Choose Recipients: If you chose option #1 or #2 (from the options to the right) for adding emails, you now need to choose which people you're going to send this email to. Click in the box to the left of each contact you want to include. Then click Send Email to Selected Contacts.
- Compose Email Message. Choose from one of the email templates available or create your own.
 - View the templates available by clicking on the arrow in the box next to Template and a list will drop down. Click on the one you want and then personalize it for yourself. **SAVE your edited email by clicking on Save As... , name it and click Submit.**
 - Compose your own message by choosing Blank from the dropdown menu and type the text in the Body. **Again, SAVE your email.**
- You can Preview the email message at any time. When you are ready, click Send Email. Your supporters will receive an email that includes a direct link to your personal donation page where they can easily (and securely) donate to you.
- At the top of the Email Center page you will see Email History Log — this is a fun report that tells you who you have sent emails to, which of those people went to your site and the date and amount of their donation.

Adding Emails is Easy!

You have 3 options:

1. At the top of the page, click Address Book Import. Follow the instructions given to import your address book from Microsoft Outlook, Yahoo, etc.
2. Click on the Address Book (under sender email). Click on Add New in the right-hand corner and enter your contacts.
3. On the screen shown, simply enter a greeting and the e-mail address of each contact you want to send an email to now. **NOTE:** These addresses will NOT be saved.

4 — Reports

In your HQ, click on the Reports tab. This is your area to view your donor list, your fundraising total and how close you are to meeting your goal.

5 — Pledge Entry – cash/check donations are called offline donations

When you receive cash or check donations, you may use this process to enter them into your site. This keeps your webpage total current and also will highlight these 'offline donors' in your scroll box.

- Click on the Tools tab & click Enter Pledge. Complete the donor information and click Submit.
- If you have more donations, click Enter New Pledge. Repeat these steps until you're finished with all entries.
- Once you are finished with your pledge entry session, you have two options:
 - If you plan to mail in your donations right away, click Print Report. Print and then click Finish.
 - If you plan to wait to see if other donations come in and will not mailing in the donations right away, click Finish. When additional donations come in, enter them accordingly. **FYI** – this will make a separate report from your first set of entries. That's fine! When you decide to mail in the donations, simply print *all* pledge reports along with the matching donations.
- In order for your donations to post on your webpage, **you must send ALL PLEDGE REPORTS ALONG** with your checks/cash to the Alzheimer's Association, Attn: Alz Stars, 3846 West 75th Street, Prairie Village, KS 66208.

Chapter Services

A \$25, \$50 or \$100 donation may not seem like a large sum of money, but it all adds up to provide the support and services our community depends upon. Here are just a few services for Alzheimer's individuals, families and professionals that your donation supports.

Individuals, Families and Professionals

Mollie Tivol Alzheimer's Resource Center

The Resource Center is located in the main office to provide books, brochures, videos and other resources on Alzheimer's for loan or purchase. All regional offices also offer a variety of informative material at their location.

Family Connections Program

Families have many questions and concerns about Alzheimer's disease and often need assistance finding and utilizing community resources. The Connections Program offers individual and family care planning.

Information, Assistance and Referral

A toll free number, 800-272-3900, is answered by staff 24 hours a day.

Memories in the Making©

This innovative art program provides persons with Alzheimer's disease with a means of creative expression. Experienced volunteer artists work weekly with groups in assisted living facilities, nursing homes and adult day programs.

Safe Return Program

This nationwide program that assists in the identification and safe, timely return of individuals with Alzheimer's disease and related dementias who wander away and become lost.

Support Groups/Breakfast & Cappuccino Clubs

More than 60 groups meet regularly throughout the area for individuals with the disease and family members to get together for peer support and to exchange information.

Memory Room

The Heart of America Chapter partners with volunteer area artists, high school artists and nursing home facilities to create wall murals for late-stage dementia patients who spend the majority of time in their rooms.

Education and Training

The Heart of America Chapter offers various classes designed to provide needed information to individuals with the disease, family members and professionals in the industry. Topics include the disease process, coping strategies, legal and financial issues, and information to facilitate caregiving in areas such as communication, nutrition, activities, dental care, and behavior management.

Information and Public Awareness

Quarterly Newsletter – Memory Matters

Includes articles on caregiving strategies, research, public advocacy and a calendar of Chapter events.

Speakers Bureau

The Heart of America Chapter provides a representative to speak on behalf of the Alzheimer's Association to companies, civic organizations, faith communities and other venues including those associated with Community Health Charities and corporate campaigns of the United Way.

Website – www.alz.org/kansascity

The Chapter website features information in English and Spanish and allows immediate access to general Alzheimer's information, Chapter programs, support groups, a calendar of events and office contact info.

Advocacy and Public Policy

The Chapter works to educate society about the reality and devastation of Alzheimer's disease. Our efforts in public policy have extended the voices of persons with Alzheimer's disease and their families into legislative awareness throughout Kansas and Missouri and into the offices of every U.S. Senator and Representative

