

Recruitment Strategies

Why Recruit?

Brings people together. Family, friends, co-workers, neighbors - whomever you choose! Take this opportunity to spread the feeling of hope with as many people as possible.

Helps spread the word! Even if the person you ask isn't able to join, that's one more person who is now aware that the Alzheimer's Association exists. Please ask everyone you know and help us get the word out that we are here to provide support.

Makes it easier to meet your fundraising goal. The more people on your team, the easier it will be to meet (and exceed) your goal and the better chance you have to be the winning team.

Recruitment Ideas

Include your Entire Team in the Recruitment Process. Make sure you include all your team members in the recruitment process. They joined your team to make a difference so let them help by getting others involved. Can you imagine how many people you can reach if everyone just sent one email to their entire address book or asked 5 people to join your team? *Amazing!*

Make it Obvious & Easy. Make a recruitment flyer and put it every place you can - company newsletter, break room, bathrooms, faith community bulletin, neighborhood or social group newsletter, time clock, HR office. ***Make sure you include your name, team name and contact information.* I also have posters that I can give you for you to hang up.

Use the Sample Letter Provided in your Team Captain Kit. This recruitment letter can be mailed or emailed. Just add your personal information and it's ready to go. It's easy and very effective! Mail it everyone you know and/or email it to your entire address book. Make sure you also share it with your team members and ask them to do the same!

Lunch and Learn. Set up a table in the cafeteria or break room. Have information available regarding Alzheimer's disease as well as the Walk. The Chapter can provide you with these fact sheets as well as a Chapter representative to be present to answer questions. To schedule, contact Jan Horn at 913.831.3888 or jan.horn@alz.org.

Incentives! Entice people to join your team by offering incentives. Examples: If they register by a certain date they receive a prize. Each team member who recruits one new person receives a prize. Make the prizes simple and fun – candy, basket of cookies, wash car, donuts, babysit, etc.

Phantom Walker Option. Use this option to "beef up" your team. Even if someone can't attend the event they still may want to help and this is a great way for them to get involved and still have the chance to win incentive prizes. This means you can include out-of-town people as well!! It's easy!

Get Your Kid's/Grandkid's Friends Involved. Encourage the kid's on your team to invite 1 or 2 friends to join. Add to the fun and suggest that the kids do their own fundraiser together.