



10 Tips for Recruiting Family Members & Friends

1. Share your **enthusiasm**. Your energy and motivation will set an example for your team members.
2. Reason to walk. If your family is impacted by Alzheimer's remind them of the battle that your loved one has faced and that it takes the entire family to take action. Be sure to share this story with your friends so they know why you're so passionate and are taking action.
3. Make it a family reunion or a social event. What better way to host a get together? Get everyone together for a great cause. Use the activities available at the walk for entertainment and create contests amongst your team members. Which side of the family can raise the most money? Who traveled the furthest to walk? Which side of the street can raise the most?
4. Walk to End Alzheimer's is for participants of all ages. What better way to teach children about giving back to their community? The Walk teaches kids about the importance of fundraising for a cause.
5. Be active! Walk to End Alzheimer's is a great way to begin a healthy lifestyle. Use the event as a milestone to improve your family and friend's overall health while raising money for a great cause.
6. No experience required! Walk to End Alzheimer's is not a race, but an event to build awareness and take action. Walk, stroll or even hop your way through the course. Remember the importance of raising money and step outside of your comfort zone. The number one reason why people don't give? Because they are never asked.
7. Setting a goal is the key. Everyone likes when there are goals to achieve and your family and friends are no exception. Be realistic but don't be afraid to make it a stretch. Use tools that are available to help motivate your team members to achieve their goals!
8. Recruit and connect. Don't just recruit them and see them on Walk day. Host gatherings to reconnect, share success stories and bond. Use these moments to connect with your family, friends and neighbors on a level you have never done before.
9. Participate beyond the date! Although it can be a great opportunity for everyone to get together, the Walk is more than just a one-day event. It's the culmination of months of work, sweat and tears! If a friend or family member can't physically attend the event, they can still participate by fundraising.
10. Sincere gratitude goes a long way. Even though your team members are your friends and family, they want to be thanked and appreciated. Don't forget to thank **all** of your team members! Not only will this reinforce the work they have done, it can also act as a friendly reminder to continue their efforts post-walk.