

# Easy Online Fundraising!

Take the rewards that come with doing good in your community, the joy of bringing friends and family together and add the fun - and power - of the Internet and you have pure magic online!

Register today and start making a difference. Online fundraising makes it fun and easy to reach out to friends and family. Upon registering, you automatically get your own customizable personal webpage and easy to use online tools to help you solicit.

## Your Own Personal Webpage

If you know how to use a mouse and keyboard, you'll find it easy to build your own webpage that tells your friends about your goals and how they can help. Customize it with "point and click" artwork and, if you're inspired, get your kids to help you insert your own photos.

## Get Everyone Excited About Your Goal

Your personal webpage automatically honors those who donate through your email campaign and tallies your total fundraising in real time. The fun really gets going when your friends compete to become leading donors, or as a Team, try to out-do other teams.

## Make It A Family Activity

Online fundraising is so easy, everyone can take part in doing something good. What a fun way to teach kids the rewards of giving!

## Get Back In Touch With Old Friends

What a perfect opportunity to get in touch with old friends. And so convenient! Send an email and invite them to visit your webpage.

**REGISTER &  
FUNDRAISE AT**  
[www.alz.org/maine/](http://www.alz.org/maine/)  
**or call the Development staff of  
the Maine Chapter at 772-01 15**

# Important Reminders....

To register and fundraise easily,  
visit [www.alz.org/maine/](http://www.alz.org/maine/)

or call the Development staff of the  
Maine Chapter at (207) 772-0115

Donations in check form can be mailed in  
advance to this address or turned in on walk day:

**Alzheimer's Association, Maine Chapter**  
170 US Route One, Suite 250  
Falmouth, ME 04105

Need Help?

Have Questions?

Contact the Development  
staff of the Maine Chapter  
at **(207) 772-0115**

**alzheimer's association**

walk end  
to  
Alzheimer's

alzheimer's association  
**memory walk**  
Taking Steps to End Alzheimer's  
Nationally presented by  
Genworth Financial

# Walking Your Team To Success!



**alzheimer's association**

[www.alz.org/maine/](http://www.alz.org/maine/)

# Thank You For Being A Team Captain!

As a Team Captain, your commitment to recruit fellow walkers, coordinate your team, and raise funds yourself is an *essential* ingredient in making this year's Memory Walk a great success.



**Thank you!**

Our mission is to eliminate Alzheimer's disease through the advancement of research, and to enhance care and support for individuals, families, and caregivers affected by Alzheimer's today.

There is an increasing demand for our programs and services across the state. Our goal is to address statewide needs effectively within the scope of our resources. Our ongoing ability to provide programs and services at little or no charge relies largely on private contributions.

Memory Walk is our single largest source of funding. Its revenues remain in Maine to help the approximately 30,000 individuals with Alzheimer's disease in the state, and their families and caregivers.

## We're on the Move to End Alzheimer's!

# Easy Strategies For Team Captains

1. **Go to [www.mainealz.org](http://www.mainealz.org)** to register your team and create your team's homepage. FMI: contact the Development staff of the Maine Chapter at (207) 772-0115.

2. **Set ambitious goals for your team!** Determine how many team members you want, and set a fundraising goal of \$200 or more per member.

3. **Recruit team members.** Start an email/letter-writing campaign to your family, friends, and co-workers asking them to join your team. Use the sample e-mail (available to registered Team Captains at [www.mainealz.org](http://www.mainealz.org)).

4. **Educate your team about online fundraising** - it is an easy and effective key to success (see the "Easy Online Fundraising" section of this brochure for details).

5. **Host a kickoff meeting.** Whether your team originates at work, at home, or in the community, gather everyone together to inform and inspire them about Memory Walk. Ask people to pledge their support and join your team!

6. **Keep your team up to date.** Email, call or visit with team members, sharing fundraising ideas and success stories.

7. **Make it fun!** Encourage friendly competition between team members and with other teams. It is all for a good cause!

8. **Don't forget the thank you gifts!** Walkers earn thank you gifts based upon their fundraising success. Remind them of the gifts and associated fundraising levels (see back panel for details).

# Quick Tips For Team Members

1. **Go to [www.mainealz.org](http://www.mainealz.org) and register as a member of the team.** Create your own webpage and send emails from the site asking friends to support you & your team via an online donation. You can also call the Development staff of the Maine Chapter at (207) 772-0115.

2. **Ask, ask and ask again.** If you limit who you ask, you limit the amount that you can raise!

3. **Start a email/letter-writing campaign.** Email/mail a request to your family, friends, and co-workers...include your own goal in the request.

4. **Be optimistic!** Have a positive attitude and you will accomplish great things.

5. **Host a fundraising party** and ask people to pledge their support at the party.

6. **Create a buddy system.** Ask a person who cannot participate in the walk to help you collect donations.

7. **Bring your pledge sheet** with you wherever you go. Ask one new person a day to donate.

8. **Host a bake-sale, a raffle...**a car wash and donate the proceeds to Memory Walk.

9. **Give something up.** Whether it is a movie or a dinner at your favorite restaurant, contribute what you would have spent to Memory Walk.

10. **Ask people to contribute to Memory Walk instead of** buying you a gift for your birthday, your anniversary or holiday.

11. **Find out if your company has a matching gift program.** Matching gifts can double your money!