

Setting Team Goals

A Team Captain's first responsibility is to set the goals for the team. There are three simple steps:

1. Set a participant goal

How you go about determining your participant goal depends on what kind of team you have formed.

For Corporate Teams: You should always aspire to recruit as many participants as possible, but setting a concrete goal will help you work toward success.

Determine the percentage of involvement you want. On average, a company should strive to involve 20 percent to 30 percent of its employee base. It is important to note that a team not only consists of employees, but also employees' friends, family members and business associates. Use this worksheet to help guide your goal setting.

# of Employees at Your Company	Percentage of Involvement	Total Memory Walk Suggested Goal	Your Goal for Participation
250	20% (x .20)		
250	30% (x .30)		
250	40% (x .40)		

Example:

# of Employees at Your Company	Percentage of Involvement	Total Memory Walk Suggested Goal	Your Goal for Participation
250	20% (x .20)	50	
250	30% (x .30)	75	
250	40% (x .40)	100	100

For Family Teams: A family team can include anyone you know (and even those you don't) – friends, neighbors, colleagues, classmates, relatives, etc. For this kind of team, we recommend setting a pyramid-type goal. Rather than establishing a total goal for the team, set a goal for each team member.

For example, your goal may be for each team member to recruit two additional team members. This spreads out the work of team-building among the entire team, rather than putting the whole task on your shoulders.

The overall size of your team will multiply, depending on how much time you have until the event, and how quickly your team members achieve their individual goals. If each team member recruits their two team members within one week, here is what your total team size could look like:

Weeks until the event	Team Members
6	3
5	7
4	15
3	31
2	64
1	127

2. Determine a team fund-raising goal

Now that you have set a team member goal, figuring out your fund-raising goal is a snap! The goal of Memory Walk is for each participant to raise \$200. Simply take your participant goal and multiply it by \$200.

Formula: Take participation goal and multiply it by \$200 to set your team fund-raising goal

Participant Goal = _____ x \$200 = _____

3. Set a Team Co-Captain recruitment goal to help the plan succeed

You don't have to do it alone! Some of our most successful teams recruit one Team Co-Captain to represent each group of 10 participants. We know that may sound like an extra step but it is well worth it, particularly if you are the captain of a corporate team.

The more Team Co-Captains, the better your team's chance of reaching its goal! The Alzheimer's Association recommends identifying Team Co-Captains to represent different divisions of your company, school or club, each with the goal of recruiting nine Memory Walk participants.

Example:

Company X has 250 employees

Company X has participation goal = 100

Company X Team Co-Captain recruitment goal = 10

Formula: Divide participation goal by 10 to set your Team Co-Captain recruitment goal

Participant Goal = _____ /10 = _____

The Alzheimer's Association is happy to assist in your goal-setting process. To arrange a team strategy meeting, call your local Alzheimer's Association chapter.