

Help Your Team Members Raise \$200

Memory Walk is a fun and inspiring event that helps the Alzheimer's Association fulfill its mission. It is also a wonderful chance to pay tribute to those who have been touched by Alzheimer's. Most importantly, it is an opportunity to be part of the solution and to help ensure that no one faces Alzheimer's disease alone.

Team captains encourage team members to raise \$200 or more. The first \$50 qualifies your team member for an official Memory Walk T-shirt!

In the time leading up to walk day, the Alzheimer's Association will provide Team Captains with fundraising tips to share with team members.

It's Easy to Raise \$200

- **Give something up** – a movie, manicure or restaurant dinner – then contribute what you would have spent to Memory Walk.
- **Create a buddy system.** Ask someone who cannot be at the walk to help you collect donations.
- **Take a fundraising letter and Memory Walk information everywhere you go.**
- Ask your friends to **contribute to Memory Walk instead of purchasing a gift** for your birthday, anniversary or other occasion.

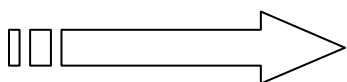
Who To Ask

This is the time to ask everyone you have supported to help you. Here is a list of ideas for asking others to support you.

- Send an e-mail or letter to everyone in your address book
- Friends
- Family
- Co-workers
- Favorite local shop you frequent
- Your doctor, dentist and/or lawyer
- Neighbors
- Your hairdresser or barber
- People at your place of worship
- Teammates or workout buddies

Your Next Step

Ask for your first donation today. The sooner you get started, the easier the fundraising process will be. If your first ask doesn't result in a donation, consider making your own donation. That way you are "walking your talk" and setting the stage for a successful fundraising effort.



RAISE \$200 (or more) IN LESS THAN 7 DAYS!

Day 1	Sponsor yourself for \$25	\$25
Day 2	Ask 2 family members for a \$25 donation	\$75
Day 3	Ask 3 neighbors to donate \$10	\$105
Day 4	Ask 4 friends to donate \$10	\$145
Day 5	Ask 5 coworkers to donate \$10	\$195
Day 6	Ask 6 people from a group or club to donate \$10	\$255
Day 7	Ask your boss for a \$75 (or more!) company contribution	\$330