

WHAT IS MEMORY WALK?

Memory Walk is the nation's largest event to raise awareness and funds for Alzheimer's care, support and research. When you participate in Memory Walk, you and your team join other frontline champions in the growing movement to end Alzheimer's.

Teams are at the heart of what makes Memory Walk so successful. Corporations, families, organizations and school groups build teams to honor those who have been touched by Alzheimer's.

Team members make a difference by asking their colleagues, friends, family and acquaintances to sponsor them with a donation to the cause.

Team captains and co-captains are volunteer leaders who build excitement and help teams meet their fundraising goals. As a Memory Walk team captain, every person you recruit brings us one step closer to ending Alzheimer's.

About the Alzheimer's Association

The Alzheimer's Association is the leading voluntary health organization in Alzheimer care, support and research. Our mission is to eliminate Alzheimer's disease.

For an electronic version of this brochure and to print out individual pages for distribution, visit:

www.alz.org/rochesterny

Being a part of Memory Walk:

- Strengthens bonds among family members and friends.
- Enhances employee morale and builds team spirit.
- Provides a wellness activity to employees. Healthy employees are more effective employees.
- Provides an opportunity to build relationships with customers.
- Provides business-to-business marketing opportunities.

As Team Captain

As team captain, you'll be recruiting co-captains and team members. A recommended team size is 10 members. If you think your Memory Walk team will have more than 10 people, we recommend appointing co-captains – each with a responsibility to recruit and work with 10 people.

Co-captain

Co-captains work closely with the team captain. As a co-captain, you'll help recruit members, help get them registered online and assist in setting goals and providing fundraising tips for your team members.

Team Member

Everyone can be a team member – friends, family and business associates. Team members agree to be a part of the walk and are encouraged to raise at least \$200.

This guide is designed to help captains, co-captains, and team members – in the time leading up to the event – plan the most successful event, raise the most funds and have the most fun possible! See the following pages for planning and fundraising tips.

DEVELOP A STRATEGY

Here is a recommended timeline for planning a successful Memory Walk team:

2-4 months before the walk

Register your team online or submit forms.

Set your team goals.

Begin recruiting team members via e-mail, phone calls and letters.

Find out about your company's matching gift policy.

2-3 months before the walk

Hold a team kick-off party.

Continue recruiting team members.

Let your team know collection turn-in deadlines to receive incentive prizes.

E-mail your team with important Memory Walk updates and information.

Begin collecting donations – it's never too early.

1-2 months before the walk

Host a team fundraiser – cook-off garage sale, etc.

E-mail your team with weekly incentives and updates.

Be sure your team members are registered.

1-2 weeks before the walk

Be sure you have all of the walk details from the Alzheimer's Association.

Let your team know what time and where to meet at the walk.

Collect team pledges and turn them in to the Alzheimer's Association.

Call the Alzheimer's Association and make a Bank Day appointment.

Walk day

Meet your team at the assigned location.

Turn in additional pledges.

Take a team picture.

Enjoy the day and celebrate the difference you are making with your team.

After the walk

Collect and turn in additional pledges.

Congratulate and thank team members for their hard work.

Host a thank you wrap-up party and recognize top team members.

Start planning for next year!



BANKDAYS

The growth and success of Memory Walk has been tremendous! If you have a team of 10 or more OR expect to have more than \$500 in cash or checks for Memory Walk, we suggest making a reservation for Bank Day.

The advantages of coming to Bank Day in your community are many:

- It prevents the anxiety of carrying around large amounts of money on the morning of walk or forgetting it that day
- Teams will know their fundraising total before the event.
- Teams can skip the long registration lines and spend more time having fun at Memory Walk
- Personalized service, which benefits large corporate teams with many members.
- Team captains can pick up incentive prizes prior to the day of the walk.

2009 Bank Day Schedule

- **Rochester, New York – Thursday, September 24 from 4:00 PM – 7:00 PM**
Monroe Community Hospital, 435 East Henrietta Road in Rochester.
- **Elmira, New York – Thursday, September 10 from 4:00 PM – 7:00 PM**
Chemung County Office for the Aging, 425 Pennsylvania Avenue in Elmira.

FORMATEAM

Team captains and co-captains are key to a successful Memory Walk. The Alzheimer's Association is thrilled to welcome you as part of our national effort to end Alzheimer's disease.

To help support you, we have a number of resources online at www.alz.org/rochesterny and have these 10 tips to help you get started.

1. Recruit at least nine friends, family members and business associates to participate as members of your Memory Walk team.
2. Register your team online and take advantage of many of the online fundraising tools! At www.alz.org/rochesterny, you will find tools to start your own team Web site, send personal e-mails to raise funds – you can even track online and offline donations or post your story. Ask of your team members to join your team online.
3. Set your fundraising goals (and encourage your team members to surpass them).
4. Plan a team-building kick-off meeting or event and invite plenty of attendees. Contact your local Alzheimer's Association for help in planning the kick-off and building your team. (Offer food and watch interest soar!)
5. Have your team share their enthusiasm and excitement as you work together to reach your fundraising goals. You can do this with online Web pages and even encourage team members to create their own customizable, personal Web page.
6. Keep your team members informed of team progress toward your goals. Offer fundraising advice and tips. Be sure to provide walk day information for team members too!
7. Create a team t-shirt, banner, hat – or any other reminder – to help build team spirit and give your team the recognition it deserves!
8. Encourage your team members to submit pledges collected offline to you for submission to the Alzheimer's Association. [Please note: offline pledges will not show up in your online total until received and recorded by the Alzheimer's Association.]
9. Ask for help! The Alzheimer's Association is here to help you on your journey! E-mail us at carolyn.lauber@alz.org or call at (585) 760-5400.
10. Have fun!

WHODOYOUKNOW?

You know more people than you think. If you are worried about who will sponsor you or join your team, use our list to jog your memory!

Aerobics / Fitness Instructor	Landscapers
Alumni Association	Lawyers
Aunts and uncles	Neighbors
Baristas	Parent's Friends
Book Club Members	Parents
Business Associates	Personal Trainer
Car Dealer / Mechanic	Professional Association Members
CPA or Tax Preparer	Professor / Advisor
Clients	PTA Members
College Friends	Quilting Club Members
Cousins	Realtor
Co-workers	Relatives
Customers at Your Business	Staff at restaurants, taverns or businesses you frequent regularly
Daughters and sons	Service Organization Members
Dentists	Sibling's Friends
Doctors	Siblings
Dog Groomer	Social Clubs / Groups
Employer	Sorority Sisters
Financial Advisor	Spiritual Advisor
Former Teachers	Sports and Booster Clubs
Fraternity Brothers	Spouse/Boyfriend/Girlfriend
Friends	Suppliers for Your Business
Grandparents	Teachers
Gym Members	Therapist
Hair Stylist	Travel Agent
High School Friends	Veterinarian
Insurance Agents (Car, House and Life)	

