



# Alzheimer's Association Walk to End Alzheimer's™

## Frequently Asked Questions

### **What is the Alzheimer's Association Walk to End Alzheimer's?**

The Alzheimer's Association Walk to End Alzheimer's™ is the nation's largest event to raise awareness and funds for Alzheimer research, care and support – and it calls on people of all ages to take action in the fight against Alzheimer's.

The Walk is a community event that joins friends, family and co-workers together as they walk to end Alzheimer's. Participants typically register in teams of 10-12 and raise funds using tools provided by the Alzheimer's Association. Walks vary from one to three miles and are held in nearly 600 locations nationwide. Since 1989, the Walk has raised more than \$260 million for Alzheimer care, support and research.

### **Where do the funds from the Walk to End Alzheimer's go?**

Your gift will help the Alzheimer's Association support essential Alzheimer programs, research and services within your community.

Alzheimer's Association is a nonprofit 501(c)(3) organization. All donations are tax-deductible.

### **How do I register?**

To register online, go to <http://www.alz.org/sewi/> and go to the Walk to End Alzheimer's page. Scroll down and click on your walk location. Once the Walk site is displayed, click on SIGN UP and you will be walked through the registration process. If you don't want to register online, contact us 414.479.8800 and a registration form will be mailed to you.

You can also register on the day of the walk at our on-site registration table.

### **How much is registration?**

The Walk to End Alzheimer's is a "friends asking friends" event with no registration fee. Participants are asked to raise funds in the spirit of the mission of the Alzheimer's Association. Participants who raise a minimum of \$100 will receive an official Walk to End Alzheimer's T-shirt.

### **Do I need to register my children for the walk?**

Children who are under 18 should register and have a waiver signed by a parent/guardian in order to participate.

### **Is the Walk to End Alzheimer's a competitive event?**

No. The Walk is not a race. It's an all-ages, all-ability, family-friendly walk event to raise awareness and funds for Alzheimer care, support and research.

## Teams

### **What is a Walk to End Alzheimer's Team?**

Teams are the heart of the Walk - people working together to support the millions affected by Alzheimer's. Team up to have fun, make new friends and support a great cause. Teams are made up of family, friends and coworkers all on the MOVE to end Alzheimer's.

### **How do I start my own team?**

Starting a team is easy. Invite three people, and they'll invite three people - before you know it, you'll have a team.

### **How many people do we need to form a team?**

We recommend that a team consists of 10-12 people who raise an average of \$225 per person.

### **How can my company participate?**

Companies can participate by organizing teams of employees to raise funds and walk in the event and/or be a corporate sponsor. National or large regional companies interested in participating in more than 10 locations may be eligible to participate in our National Team Program. For more information, please contact [corporateinitiatives@alz.org](mailto:corporateinitiatives@alz.org).

### **Is it difficult to organize a company team?**

Not at all! Once you appoint a team captain, he or she will act as a liaison between your local Alzheimer's Association and your company. The Alzheimer's Association will provide tools and coaching so your team is sure to succeed!

### **Is participation on a company team limited to employees of the company?**

No. Team participation is encouraged among families, friends and neighbors of employees.

### **Does having a team require some kind of corporate donation?**

Corporate donations are encouraged but not required. The majority of contributions will be generated by your individual team members. However, corporate matching gifts can enhance employee fundraising efforts.

### **What can senior management do to facilitate a company Walk to End Alzheimer's team?**

Management can encourage team participation in a variety of ways:

- Sign up for the team.
- Draft and distribute a company-wide memo or e-mail endorsing the Walk to End Alzheimer's..
- Authorize/host company-wide recruitment, informational meetings and an internal kickoff.
- Purchase incentives to encourage their company's commitment to the event.

## Other ways to get involved

If you're unable to participate in the actual walk, there are still plenty of ways you can get involved to move the cause forward.

For general walk information or questions, email [walkinfo@alz.org](mailto:walkinfo@alz.org) or call 414.479.8800.

**Local event committee:** Enjoy details? There many event-related responsibilities that require the assistance of dedicated volunteers all year round. Help your local Alzheimer's Association plan activities before or after the event.

**Event day:** On the day of the event, we need volunteers to help set up, clean up, sign walkers in, run activities, serve food and more! If you are interested in volunteering, please contact Christina Taddy at [christina.taddy@alz.org](mailto:christina.taddy@alz.org) or 479.8800.

**Team captains:** You don't have to walk to be a team captain! As a captain, your big job is rallying walkers and motivating them to raise funds and awareness for our cause.

**Team builders:** Join staff and other volunteers as we help teams raise money! You can help us recruit new teams, motivate walkers and provide assistance for those who need some help with fundraising.

**Administrative support:** Help make team packets, enter registrants into the database and support the office staff in various administrative tasks.

**Sponsor the event:** Community support plays a large part in our overall success. To learn what sponsorship opportunities are available, contact Sara Graves at [sara.graves@alz.org](mailto:sara.graves@alz.org) or 414.479.8800.

### **What if I want to raise funds but I can't participate in the actual walk? Will I still have access to fundraising tools?**

The 2012 virtual Walk to End Alzheimer's is a great way to show your support if you can't attend the event or if there is not a Walk in your area. You will have the same level of access to fundraising tools as other participants, and all of the dollars you raise will go toward the support, care and research efforts of the Alzheimer's Association.

## **Online tools**

### **I forgot my Username and Password.**

Go to [www.alz.org/sewi](http://www.alz.org/sewi) and locate the Walk to End Alzheimer's page – or go directly to [www.alz.org/sewi/in\\_my\\_community\\_walk](http://www.alz.org/sewi/in_my_community_walk). Select your walk location and click on the Forgot your password? Click here. link located in the upper right corner of your screen. You will be walked through how to get your login information. If you still experience difficulties email [walkinfo@alz.org](mailto:walkinfo@alz.org).

### **How do I unsubscribe from e-mail?**

You can opt out by following the link at the bottom of most e-mails that you receive. You can also email us at [walkinfo@alz.org](mailto:walkinfo@alz.org) and we will take you off of the Walk to End Alzheimer's e-mail list.

## **Personal Web page**

### **What is a personal page?**

A personal page is a Web page provided by the Alzheimer's Association as an online fundraising tool for Walk to End Alzheimer's participants. Your personal page is where friends and family should go when they want to sponsor you in a Walk to End Alzheimer's event. They can donate online or print out a customized donation form to mail in with their check.

Your personal page is automatically created for you when you register online. Personalize your page with personal photos, stories and a color scheme – it will be much more interesting for your visitors!

There are easy step by step instructions on how to set up your personal page on [www.alz.org/sewi](http://www.alz.org/sewi). Choose Walk to End Alzheimer's Fundraising Tools and click on the Participant Center User's Guide. The same instructions are also available to you when you are logged into your Participant Center.

### **How do I email current/potential donors from my personal page?**

You can compose e-mails in your Participant Center. Once you are logged into you Participant Center you will have all the tools & step by step instructions you need on how to import email addresses from various sources. You will be able to create your own e-mail message or select one of the many templates available. Potential donors will receive an e-mail from you that leads them directly to the donation tool on your personal page. Instructions can also be found in the Participant Center User's Guide located on the Walk to End Alzheimer's Fundraising Tools web page.

### **I would rather send an e-mail directly from my e-mail account. How can I lead donors to my personal Walk page?**

When you are logged into your Participant Center, click on Update Your Personal Page. You will see a link in blue that says [URL Settings](#). Click on that link and in the box after the text: Personal Page URL: <http://act.alz.org/goto> Enter in what you want your personal link to be. Examples of a "friendly link" are your name, your team name, your family name, etc. Make sure to include this URL in your e-mail so recipients can easily visit your personal Walk page and donate.

### **How do I change my personal fundraising goal?**

Log in to your Participant Center and where your goal is displayed, click [change](#), enter the new goal and click Submit.

### **How can I see who has donated to me?**

Log in to your Participation Center and click on View Your Progress. From that page click on [view all personal donations](#).

### **How do I thank my donors?**

You can email thank yous to your donors from the Send Fundraising Email tab in your Participant Center. Here you can use the Thank You template or create your own.

## **Donations**

### **How do I turn in donations?**

There are several ways to turn in donations.

Donate online by going to [www.alz.org/sewi](http://www.alz.org/sewi), click on Walk to End Alzheimer's, scroll down the page and select your walk site. Once your site is displayed locate the DONATE section. Here you can search for a walker or team. Once you choose the walker or team you can either donate on line by clicking on Support Me or print out the form and mail it in. A printable donation form can also be found on the Walk to End Alzheimer's Fundraising Tools page.

Make checks payable to The Alzheimer's Association and mail to:

Alzheimer's Association  
Walk to End Alzheimer's – (enter Walk Location)  
620 S. 76<sup>th</sup> Street #160  
Milwaukee, WI 53214

Be sure to include which walk you are participating in and include donor name and walker name so we can properly credit the donation.

Each walk will host at least one Bank Day or Bank Night where donations collected to date can be turned in. The dates of these events will be emailed to registered walkers.

Donations can be turned in the day of the walk. Make sure all donors are clearly listed and that you are marked as the participant who should be credited with these donations.

Donations made online or mailed in before the Walk date will be recorded to each Walker's fundraising total. Any donations brought in the day of the walk will be added to that total. Walkers will receive raffle tickets based on their "day of walk" fundraising grand total.

**What if my donors need a receipt?**

When a donor gives online, they will receive an automatic thank you letter that can be used as a receipt. We will also mail a thank you letter with the donor's donation total after all the walks are complete. That letter will go out mid November. If you have questions regarding a thank you letter, please contact us at 414.479.8800.

**I mailed a donation to the Walk to End Alzheimer's but it's not listed on my honor scroll.**

If the donation does not appear after 15 business days, please contact us at [kelly.conway@alz.org](mailto:kelly.conway@alz.org).

**What can I do to make sure my donations are credited to my account?**

Make sure your donors know that they need to credit your account when donating online. If they are unable to donate online, please print out the donation form from the Donate - Support Me - web page and include it with their donation. This form contains information that will ensure that you receive the proper credit for all donations.

If someone donates to your campaign and you weren't credited for the donation, please contact the office at 414.479.8800 or [kelly.conway@alz.org](mailto:kelly.conway@alz.org) and we'll make sure that the donation is properly attributed.

**Can I send in donations for more than one participant in one envelope?**

Yes, but please be very specific as to how the donations should be credited. The more information you provide the faster we can process your donations.

**What happens to the donations if I can no longer participate in the event?**

Refunds are made available upon donor request, but all donations go to support the Alzheimer's Association's mission whether the walker participates or not.

**Are donations tax deductible?**

All donations are tax deductible in the same calendar year your donation was processed to the extent allowed by law. Please work with your tax professional to determine what deductions you are eligible for.