



Team Timeline

8-12 weeks

- Register team online or submit forms
- Build a team and personal web page at www.alz.org/sewi/in_my_community_walk.asp
- Set your fundraising goal
- Begin recruiting team members via e-mail, phone calls and letters
- Find your company's matching gift policy

4-8 weeks

- Hold a team kickoff party
- Continue recruiting team members
- Let your team know money 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!

2-4 weeks

- Host a team fundraiser – cook-off, garage sale, etc.
- Be sure your team members are registered by the deadline.
- E-mail your team with weekly incentives and updates

1 week

- 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

Walk Day

- Meet your team at the assigned location
- Turn in additional pledges
- Have your team picture taken
- 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!