



## Team Recruitment Talking Points

As a Walk team captain, you'll want to reach out to friends, family and co-workers to increase the size of your team. Here are some talking points to use when you contact potential teammates.

- You may have heard I'm forming a team for the Alzheimer's Association Walk to End Alzheimer's™ on (date) at (location).
- I'm calling because I wanted to ask you to join my team, (team name). I'm trying to get about nine of my friends, family and coworkers together – I'm inviting (name friends, family members, or co-workers) and think you would make a great addition to this team!
- I can't tell you how much I would appreciate your support. This cause is so important to me, since (share a story about a loved one with the disease, reason you're walking, etc.)
- More than 5 million people are living with Alzheimer's and that number is expected to grow to as many as 16 million by 2050. We have to do something now!
- You can sign up online at [www.alz.org/sewi/in\\_my\\_community\\_walk.asp](http://www.alz.org/sewi/in_my_community_walk.asp). It takes under 5 minutes. Just look for the [City] walk, then our team name, (name of team), and make sure you join us. Or I can drop off a (brochure/sign up form) that you can fill out, but online registration is the best and easiest way to go.
- The Walk itself is for all ages, all abilities – and it's really fun.
- We fundraise as part of Walk since this is such an urgent cause. The Alzheimer's Association makes it easy with their donation tools. You can use a collection envelope to ask for donations at work, school, the gym – wherever you are, you'll find someone with a connection to the disease who will want to help. Or, you can personalize your Walk Web page and use e-mails that are already written for you to ask for support.