

The key to being an effective Memory Walk Team Captain is to always be SWEET!

S

Share your story! Tell people why you are involved in Memory Walk. Why did you choose to be a team captain? Have you been personally touched by Alzheimer's disease? Share with them Alzheimer's Association mission and tell them what they can expect from Memory Walk.

W

Welcome your team members on board and get them started as soon as possible. When you recruit a new team member, make sure they sign up online and get them to start sending emails within the first few days.

E

Educate and empower your team. Make sure that your team members know exactly what they are working for. Tell them that there are more than 5 million Americans facing Alzheimer's disease. Weekly emails to your team could include new factoids and statistics regarding Alzheimer's disease. This will allow your team members to be more knowledgeable "Fun-raisers" and fundraisers

E

Encourage your team everyday. Recognize team members and their accomplishments on a continual basis. Praise team members who have raised lots of money or recruited new team members. Share individual success stories with the other members of your team. You are the team captain and the head cheerleader.

T

Thank You! Thank You! Thank You! Always say Thank You to your team members and your donors. People like to know when they are appreciated. Nothing says it better than a hand written thank you note. A personal telephone call or email works too.

