

Don't wait! Plan today for a successful team!

2-4 months before the walk

- Register your team online or submit forms
- Set your team goals
- Begin recruiting team members
- Find out about your company's matching gift program
- Begin collecting donations—it's never too early!

2-3 months before the walk

- Hold a team kick-off party
- Continue recruiting team members
- E-mail your team with important Memory Walk updates

1-2 months before the walk

- Host a team fundraiser—cook-off, garage sale, etc.
- E-mail your team with weekly updates
- Be sure your team members are registered

1-2 weeks before the walk

- Be sure you have all the walk details from the Alzheimer's Association
- Let your team know what time and where to meet you at the walk
- Collect team pledges and turn them in to the Alzheimer's Association at Bank Night the Wednesday before the walk.

Walk day

- Meet your team at the assigned location
- Turn in additional pledges
- Take a team picture
- Sign up as an advocate
- 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!

Awards are given for Top Fundraising Team, Team with the Most Walkers, and many more!



All participants who raise at least \$75 will receive a Memory Walk T-shirt!

Incentive prizes are available for the top 5 fundraisers statewide! Last year's prizes included:

- ♦ teeth bleaching sessions
- ♦ rounds of golf
- ♦ ski packages, etc.



Register Online! It's fun and easy to:

- Join or start a team
- create a webpage
- send e-mails to friends and family to rally support
- keep track of your fundraising goals and view your success
- email statistics
- recruit team members



Visit www.alz.org/wv for more details!

**For more information, please contact your
Memory Walk Coordinator,
Gabrielle Corey at gabrielle.corey@alz.org
or by calling 1.800.491.2717**

Take your fundraising letter and Memory Walk information everywhere!

Throw a Party!

Host a fundraising party
and ask attendees to pledge support

Call your local paper and see if they will write a story about you and why you're walking. Be sure to include ways for people in your community to donate!



Fundraising and Food Go Hand-in-Hand!

Try organizing a(n):

- Pancake breakfast
- Pig roast
- Pasta dinner
- Bake sale
- Hot dog sale
- Ice cream social



Dress Down Day at Work!

Specify a casual or jeans day at work where \$5 earns you the right to wear jeans.

OR you can pay \$10 not to dress down!

**Casual
for a
Cause!**

Alzheimer's Association
memory walk
Long Walks for Good

*We can send you these stickers!

Hold a Bachelor Auction!

Have an Executive Car Wash (have your boss wash your or your customers' cars)!
Do a Dance-a-thon!

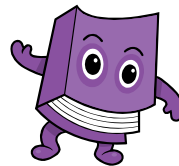
*Partner with a local chain restaurant to host a **Memory Walk Night** where a portion of the proceeds from the day is donated. Be sure to tell your team, friends, family, neighbors and co-workers! **Everyone loves to go out to eat especially when they are supporting you and your fundraising efforts!***

Play a friendly round of poker with all the winnings going to your team!



Ask friends to donate instead of purchasing a gift for your birthday, anniversary or any occasion

Have employees bring a bag lunch and donate the money they would've spent on going out to eat. Invite the Alzheimer's Association to come speak about disease-related issues.



Host a scrapbooking party and get refreshments donated, then charge at the door! If you have a loved one affected by Alzheimer's, incorporate their photos in the scrapbook.

Add a link to your Memory Walk team page to your e-mail signature

Ask a local place of worship if you could speak to the congregation about your commitment to helping those living with Alzheimer's and the research needed to end the disease. Collect donations after the service or ask if a special collection can be taken up for Memory Walk.