



TEAM CAPTAIN GUIDE



My wife Judy was diagnosed at age 56 with Alzheimer's; that is now 7 years ago. We immediately became involved in the local Alzheimer's Association Walk to raise our voices and bring attention to a disease that seems to be largely ignored by the public and politicians. While our mission is to raise awareness, our goal is to raise money.

— Team Captain Alan Johnston

THE END OF ALZHEIMER'S DISEASE STARTS WITH YOU.

It's time to reclaim the future for millions — and we want you to lead the way. Thank you for joining the Alzheimer's Association Walk to End Alzheimer's™ as a Team Captain. Together, we can raise awareness and funds to enhance Alzheimer's care and support and advance critical research.

Since 1989, we've been walking to make a difference in the fight against Alzheimer's, the nation's sixth-leading cause of death. The success of Walk relies on teams like yours — made up of friends, family, co-workers and neighbors, all united to end this devastating disease.

Team Captains are the leaders who build excitement and help their teams set and meet fundraising goals. As a Walk Team Captain, every person you recruit brings us closer to a world without Alzheimer's.

ABOUT THE ALZHEIMER'S ASSOCIATION

The Alzheimer's Association is the world's leading voluntary health organization in Alzheimer's care, support and research. Our mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

— OUR **VISION IS A WORLD WITHOUT ALZHEIMER'S DISEASE** —

A donor-supported organization, the Alzheimer's Association allocates its funds in an ethical and responsible manner that exceeds the rigorous standards of America's most experienced charity evaluator, the Better Business Bureau. In Fiscal Year 2010, 70 percent of funds raised went toward mission activities; the remaining 30 percent support general management, fundraising efforts and administration.

THIS GUIDE

The WALK TO END ALZHEIMER'S TEAM CAPTAIN GUIDE will provide you with information on your role as a Team Captain: recruitment, fundraising and engagement, up to and on event day. We'll also refer you to tools and tips to help you along the way.



I am involved with Walk because Alzheimer's has directly affected my family. I have been blessed to participate in the Walk for more than 12 years and have enjoyed every garage sale, lunchbox delivery and any moment that is an opportunity to educate someone about this disease. The Alzheimer's Association Walk has done so much to raise awareness in my community.

—Team Captain Kim Howell

BUILDING YOUR TEAM

Maybe you are caring for someone with Alzheimer's disease or you have a friend or family member living with the disease. Maybe you have a co-worker who is facing the disease as a caregiver. Maybe you are living with Alzheimer's yourself. Or maybe you have become aware of the severity and prevalence of this devastating, fatal disease.

Regardless of your reason, organizing a Walk to End Alzheimer's team is a great way to take action in the fight against this heartbreaking disease. The Alzheimer's Association suggests a team of 8-10 team members, but all are welcome.

You can start with one email. One phone call. One letter asking friends and family to join you. Your efforts will equal more awareness and funds for Alzheimer's research, care and support.



ONCE YOU START ASKING, YOU'LL FIND IT'S EASY TO GET PEOPLE TO JOIN YOUR TEAM.

RECRUITMENT

SOME TIPS TO HELP YOU GET FRIENDS, FAMILY AND CO-WORKERS ON BOARD FOR THE CAUSE:

- 1** Visit your Walk Headquarters online by logging in at www.alz.org/walk. Build a Walk team page, complete with photos from a past event or of a loved one with the disease. Include a story about why you are walking.
- 2** Send emails. Your Walk Headquarters makes it easy — we have template recruitment emails and you can upload an address book from another email client. If you're at work, make sure to ask permission from your Human Resources department before sending an email to co-workers.
- 3** Get social. Are you active on social media networks like Facebook and Twitter? These are great tools to get the word out about your team. Tweet or update your status with a message about Walk and provide a link to your team page.
- 4** Tap into tools. Visit www.alz.org/walk and visit the "Tools" tab to access recruitment tools we've selected just for Team Captains. From sign-up sheets, talking points, a call script and more, we've got the information you need to make your team really take off! We also have tools specific to the workplace, with eye-catching signs you can hang in a break room or around the office.
- 5** Forward to a friend. Many of your teammates may know someone else who is affected by Alzheimer's. Suggest that they forward a recruitment email to their friends and family. Through word of mouth, your team can grow beyond your original circle.
- 6** A sign-up sheet goes where you go. Take a Walk sign-up sheet (available at www.alz.org/walk) with you to church, gym class, your book club, local coffee shop — anywhere you might run into a friend or neighbor interested in participating.

We invite family, friends and co-workers each year to walk with us. Anyone is welcome to join us in our common goal to raise money to end Alzheimer's disease and support families navigating through this disease. That's why we named our team "Footprints for Fran and Friends." We started out walking in honor of our mom, Fran, and then added our aunts, along with other friends and loved ones we wanted to recognize.

—Team Captain Kris Shields

FUNDRAISING

When you raise funds as a team, you'll be able to explore creative concepts outside of email asks and bake sales. Put your heads together to think about what you can do as a team to further your fundraising power. As a Team Captain, here are a few ideas to help inspire your group:

1 Set a goal together — and brainstorm how to reach it. Decide on a team fundraising goal and what you expect each team member to contribute toward that goal. When your teammates help to decide on the goal, they'll feel more pride in the outcome. An average Walk to End Alzheimer's team of 10 raises more than \$1,000. Then, via email or in person, discuss fundraising ideas. You'll be able to build off each other's ideas to find the concepts with the most potential.

2 Make a donation to yourself. Did you know that walkers who start their fundraising with a self-donation typically raise double the amount of those who don't? Set a great example for your team by making a contribution toward your personal fundraising goal. It doesn't matter how much — showing that you are dedicated to the cause is what counts!

3 Use our online tools. Each team member has access to Walk Headquarters, where he or she can build a personal fundraising Web page and send emails (already written) to friends and family asking for donations. Upon registration, each team member will also have access to the Boundless Fundraising application for Facebook, an easy way to ask for donations using social networking tools.

4 Reach out to your community. Can you raise money at a local fair or event? By hosting a garage sale? A block party? Visit www.alz.org/walk to access tools and tips to help raise money in your neighborhood.

5 Reach out to your workplace. Ask your Human Resources department if you can host a "Casual for a Cause" day at your office. In exchange for a donation, your co-workers can dress down for a day. Learn more and register at www.alz.org/casualforacause.

6 Reach out to your local Alzheimer's Association chapter. The staff there has a wealth of information, tools and ideas to help you get on your way to fundraising success. Call them to share fundraising tactics that have worked for you or to ask their opinion about how to best reach your goal.

7 Matching gifts. Many workplaces will match a portion of the money their employees raise for charity. To see if your office has a matching gifts policy, visit www.matchinggifts.com/walk.

We have exceeded our fundraising goal every year; each of us has our own method of asking for donations. Judy likes to ask face-to-face, without taking no for an answer; I like to send a personal letter to my family and friends asking for donations and include a self-addressed stamped envelope for them to send their donation back to me.

—Team Captain Kathleen Nimmo

I love online fundraising because it is fast and easy. It always surprises me who contributes because they know someone with Alzheimer's. I remind people that even the smallest contribution makes a difference. I am genuine about that because I believe it. I always sincerely thank everyone who donates.

—Team Captain Jana Baker

Our team draws from our high school classmates, many of whom have remained friends for more than 45 years and have been personally affected by Alzheimer's disease. We participate to honor a classmate who died from Alzheimer's, in a positive way, while raising awareness and funds to find a cure. Participating in Walk keeps us connected so that we not only "Remember Julie," but so that we also celebrate our bond with each other.

—Team Co-Captains Carol Parker & Sharon Hermel



GET READY FOR EVENT DAY.

We want all of our teams to arrive on Walk day ready to celebrate our collective success — and to show the community what we can do together to end Alzheimer's. It's important to walk together so that we bring a greater awareness to this critical cause.

HELP BUILD EXCITEMENT FOR WALK DAY AMONG YOUR TEAM:

- 1** Stay in regular communication. As event day approaches, email your team with inspirational quotes, a story about how your life has been affected by Alzheimer's, or stories and photos from past events. The day before Walk, send an email reminding your teammates of event details and giving any necessary weather updates.
- 2** Plan ahead. Check with your local chapter to see if there is a bank night or other options for your team to turn in funds before Walk day. You'll be able to receive your wristbands, T-shirts and any other event materials!
- 3** Get organized. Will you carpool to Walk? Meet at the event site? Eat breakfast together somewhere before or after?
- 4** Dress with pride. In addition to your Walk T-shirt, available to all participants raising \$100 or more, your team may want to create buttons or signs to express your reason for walking.
- 5** Take time for a photo. You've made great strides together — capture the moment before the event starts.
- 6** Expand your involvement in the Alzheimer's cause. In the midst of enjoying each other's company and participating in pre-event activities, encourage your team to visit some of the informational tables at the event, including clinical trials, advocacy and programs.
- 7** Celebrate! After walking, meet at the finish line to recognize your success. You should be proud of all that you've accomplished in the fight against Alzheimer's.

TEAM CAPTAIN CHECKLIST

RECRUITMENT

- ❑ Brainstorm a list of potential teammates. Think about the people you see every day. You may be surprised at how many of them have been affected by Alzheimer's and will want to walk.
- ❑ Invite friends and family to register by sending an email through your Walk Headquarters. Tweet about your team or update your Facebook status with a link to registration. Or, reach out via a handwritten letter. Make your request personal by sharing why you are walking.
- ❑ Recruit co-workers. Visit www.alz.org/walk and click on the "Tools" tab to see some of the ideas we have for you to use in the workplace.
- ❑ Ensure all team members are registered and have personalized their fundraising page.

RAISE FUNDS

- ❑ Make a personal donation. Be the first to show your commitment to the cause! We've found that those who make a personal donation raise more on average than those who do not.
- ❑ Organize a dinner, coffee break or happy hour to discuss your fundraising goals. Brainstorm different ways to reach them using your team's collective creativity.
- ❑ Ask for donations from community organizations, local corporations and businesses that you frequent, such as your dry cleaner, hair salon or sandwich shop. There are a variety of people you support on a daily basis and they will be happy to return the favor.
- ❑ Many corporations offer a matching gift policy to employees who raise money for charity. Ask your Human Resources department!

MOTIVATION

- ❑ Ask your chapter about Team Captain meetings — a great way to brainstorm and network with other Walk teams. If your chapter does not host Team Captain meetings, ask them to help you organize one.
- ❑ Stay in touch with your team in the weeks leading up to Walk with regular emails and updates on fundraising progress. Be ready to offer help and solutions to team members who have a hard time asking for donations.
- ❑ Take a vow to make your team a fundraising success. Work with every member to ensure that they make a contribution to the cause. In 2010, Walk raised an average of \$8.45 per person diagnosed and living with Alzheimer's disease. This is not enough! We need your help as a Team Captain to ensure that all participants raise the funds that are critical to helping us achieve our mission.

STAY INVOLVED YEAR-ROUND.

AS A LEADER IN THE FIGHT AGAINST ALZHEIMER'S, WE KNOW YOU ARE INTERESTED IN STAYING ENGAGED WITH THE CAUSE YEAR-ROUND. HERE ARE A FEW WAYS:

- **Raise funds.** You can begin your Walk to End Alzheimer's fundraising early. Event websites are usually ready for registration in January.
- **Volunteer.** Reach out to your local chapter to volunteer as part of the Walk Planning Committee or to volunteer at other fundraising events or local Association activities.
- **Advocate.** The Alzheimer's Association invites you to share your voice as an advocate on both national and local levels. We speak up for the needs and rights of all those affected by Alzheimer's disease. Learn more at www.alz.org/advocacy.
- **Champion the cause.** We're asking 5 million individuals to sign up as Champions to represent each person living with Alzheimer's disease in the United States. Champions are the first to know about the latest Alzheimer's news and activities. Sign up at www.alz.org/act.
- **Spread the word.** You can advance the cause year-round by telling others about the prevalence of Alzheimer's disease and introducing the Alzheimer's Association as a resource for those who need help and hope. Refer a friend or family member to our toll-free 24/7 Helpline at 800.272.3900 or our website at www.alz.org.

The face of Alzheimer's is changing. No longer is it just a disease of the elderly. It is the able-bodied 58-year-old woman. It is my mother. This is why I walk. We must END this disease!

—Team Captain Laurie M. Martin

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