

Breakthrough **BENEFIT**

INVEST IN A WORLD
WITHOUT ALZHEIMER'S

2019

Breakthrough **COMMITTEE ROLE**

RECRUIT + ENGAGE

- Serve as a connector to your individual networks to encourage participation in the event.
 - i. Talk to friends, family, and colleagues about the event – make phone calls and send emails to your networks – people come to the event because their friends ask them.
 - ii. Introduce the work of the Alzheimer's Association to your network and communicate and demonstrate your passion for the cause.
- Brainstorm ways to engage current and prospective donors and sponsors.
- Meet with friends, family, and colleagues, to talk about the Alzheimer's Association and spread the word about the work of the Alzheimer's Association.
- Connect with key stakeholders in the community to start building bridges for future collaboration. We want everyone to attend the event!

ATTRACT CORPORATE SPONSORS

- Connect the Alzheimer's Association to potential sponsors.
- Determine companies who can help to underwrite the expenses for the event in exchange for marketing and brand awareness benefits.

YES! I would like to be a part of the 2019 Breakthrough Committee

FIRST NAME

LAST NAME

EMAIL

PHONE

STREET ADDRESS

CITY, ST and ZIP

SIGNATURE

DATE

For more information contact Matt Levering: mlevering@alz.org or 614-442-2011

