Shoe Shine KIT

alzheimer’s association

399 Market Street, Suite 102, Philadelphia, PA 19106
24/7 Helpline 800.272.3900 - alz.org/delval
SHOE GUY ROLES & RESPONSIBILITIES

- You are a host for 300 female guests.
- Greet guests and dazzle with your charm, respectfully.
- Hand out wine glasses and tell the women that their wine glass is a souvenir to take home.
- Sell drawing tickets - one of our great revenue sources.
- Inform guests about auction items and vendor items displayed on your silver platter - change items frequently to keep the interest growing, talking points will be provided by vendors and your Shoe Guy chairpersons.
- Help the guests by checking coats and cumbersome bags. Assist them with their purchases when necessary.
- Spread the mission of Alzheimer's Association - we have many programs and services along with our 24/7 “800” number - we will have cards available for you to hand out.
- Socialize and network appropriately - keep in mind, this is a fundraising event first.
- Be a leader during the live auction and Fund-A-Need, celebrate higher bids, cheer & clap along.
- Enjoy! You have a specific task, but join in the bidding and have fun!
“KING OF SOLE” FUNDRAISING

Shoe Guys play a vital role in the success of Wine Women & Shoes benefiting Alzheimer’s Association Delaware Valley Chapter. With your help, our guests enjoy a memorable afternoon of great wine tastings, gourmet treats, shopping and fashion. You play an important part day-of the event with pampering, assisting and informing, but some of you may want to help in addition to the day-of festivities and that is where the “King of Sole” comes in. This friendly competition combines online, social media and personal outreach fundraising.

GETTING STARTED

1. CROWDRISE is our online fundraising site. Visit this link to set up your Crowdrise page. You may start forwarding the website link to friends, family and associates, as soon as you set up your page.

2. SEND US YOUR AGREEMENT - Please send the following information to Margye Solomon: margyesolomon@gmail.com or complete and return the Shoe Guy Agreement at the back of this packet.

   | Name | Recent Photo - not larger than 3MB | T-Shirt Size | Email | Cell Phone Number | Company

3. SOCIAL MEDIA - Twitter, Instagram or Facebook are all great sources of communicating your goal. Let your network know you’re involved in this wonderful event benefiting this worthy cause. Share the link not only to your personal fundraising page, but to our event page for more information: www.501auctions.com/winewomenandshoesphiladelphia.

4. PERSONAL OUTREACH - Email, phone calls, in-person conversations can include what you are doing and why. Pass on your assigned link with your personal reason why you have become involved in this event. Below are some basic talking points to include if you wish:

   • Alzheimer’s disease is the sixth leading cause of death.
   • More than 5 million Americans are living with Alzheimer’s.
   • 1 in 3 senior dies with Alzheimer’s or another form of dementia.
   • Every 65 seconds someone in the U.S.develops the disease.
   • Alzheimer’s kills more people than breast and prostate cancer combined.
   • With no effective prevention or treatment methods, Alzheimer’s disease has the power to bankrupt families, communities and our health care system.

The Alzheimer’s Association is the world’s leading voluntary health organization in Alzheimer’s care, support and research. Our 24/7 Helpline 800.272.3900 provides free, reliable information and support. The Delaware Valley Chapter offers many programs and services, please visit the website for more information alz.org/delval.
ADDITIONAL 2019 INFORMATION

• Contest begins on January 12th.
• We will be hosting a Shoe Guy / Sole Sister Momentum Party. Stay tuned for more details!
• If you receive cash and/or checks, you may collect the donations up to check-in at the event on April 7th.
• You can add them to your Crowdrise total by following these instructions: Managing Offline Donations. Or please inform Margye Solomon: margyesolomon@gmail.com of your progress so we can report on who is leading his fellow Shoe Guys.
• Checks should be made payable to “Alzheimer’s Association Delaware Valley Chapter”
• Set a goal! If you are willing to participate, imagine the impact if each of you brings a donation to the table.
• Every man raising $1,000 will be entered into a drawing to win a gift certificate worth $100 to various local eateries.
• Totaling of the results will take place the day of the event and the man raising the most funds will be crowned “King of Sole” during our seated program. Winner will receive 2 tickets to a 2019 Phillies game for a mutually agreed upon date and a gift certificate to various local eateries worth $200.

DAY OF THE EVENT INFORMATION

• Date: April 7, 2019
• Location: The Baldwin School
  701 Montgomery Ave.
  Bryn Mawr, PA 19010
• Dress: Black pants, black socks and shoes - no jeans and no sneakers

• Shoe Guys shirts will be handed out upon arrival.
• Arrival Time is 12:00
• 12:30 we will review assignments for the day
• There will be a portrait taken of all our Shoe Guys. Time to be announced as we get closer to the event.
Shoe Guy Agreement

YES! I WOULD LIKE TO PARTICIPATE!

Full Name

Contact Phone

Contact Email

Shirt Size

NAME: As you would like it to appear for recognition:

Company:

Address:

YOUR BIOGRAPHY:

About yourself:

Why are you passionate about the mission?:

Don't forget to email a photo of yourself to margyesolomon@gmail.com.

PLEASE MAIL OR EMAIL THIS FORM TO
Nancy Venner, Senior Director Philanthropy | Alzheimer’s Association Delaware Valley Chapter
620 Freedom Business Drive, Suite 101, King of Prussia, PA 19406
215.806.5931 | nancy.venner@alz.org | alz.org/delval