**Chapter homepage highlights**  
*Drafted Oct. 23, 2017*

Below are recommended initiatives to highlight at the top of your chapter homepage throughout the year. The ‘evergreen’ topics can be shared at any time, but below are some suggested time frames to promote in addition to more timely initiatives during a given month.

**January**

* State Advocacy Day (date varies by chapter)
* Volunteer opportunities (evergreen)

**February**

* State Advocacy Day (date varies by chapter)
* Community Resource Finder (evergreen)

**March**

* Facts and Figures release (March 2018)
* Local education and support (evergreen)

**April**

* Advocacy Forum (event takes place April 29 - May 1, 2018)
* The Longest Day recruitment (event takes place June 21, 2018)

**May**

* The Longest Day recruitment (event takes place June 21, 2018)
* Care Training Resources (evergreen)

**June**

* The Longest Day recruitment (event takes place June 21, 2018)
* Alzheimer’s & Brain Awareness Month (June 2018)

**July**

* Walk to End Alzheimer’s recruitment (dates vary)
* TrialMatch (evergreen)

**August**

* Walk to End Alzheimer’s recruitment (dates vary)
* Volunteer opportunities (evergreen)

**September**

* Walk to End Alzheimer’s recruitment (dates vary)
* AlzConnected (evergreen)

**October**

* Know the 10 Signs (evergreen)
* AlzNavigator (evergreen)

**November**

* NADAM (November 2018)
* Giving Tuesday (Nov. 27, 2018)

**December**

* Year-end giving (December 2018)
* Helpline (evergreen)