



alzheimer's  association®

Minnesota-North Dakota Chapter

MEMBER RESPONSIBILITIES

MISSION: *Young Champions is a diverse group of emerging leaders who are dedicated to changing the face of Alzheimer's and related dementias by engaging our peers and raising awareness across generations.*

VISION: *A world without Alzheimer's.*

Responsibilities of Young Champions Members

- Be committed to the mission, vision, and objectives of the Alzheimer's Association Young Champions
- Actively represent and promote the Young Champions and the Alzheimer's Association within the community
- Be a member in good standing and represent the Young Champions at hosted events well
- Assist in identifying and soliciting new Young Champions members from within personal and professional networks
- Make a commitment to participate as a member in one of three ways:
 - 1) Commit to be an active participant of a variety of Young Champions' activities, projects and/or events. (ongoing)
 - 2) Commit to serve as committee member for the entire year.
 - 3) Commit to helping a committee with a specific role or task as defined by committee chair (length of time to be determined by specific role or task).

FY20 COMMITTEES **(July 1, 2019 – June 30, 2020)**

- Advocacy
 - Education & Volunteer
 - Fundraising
 - Membership & Marketing
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Who We Are

Young Champions is a diverse group of emerging leaders who are dedicated to changing the face of Alzheimer's and related dementias by engaging our peers and raising awareness across generations.

How This Got Started

In the summer and fall of 2010, several professionals in their 20's and 30's who had personal experience with Alzheimer's saw a need for a group specific to younger people who had been impacted by the disease. The initial meetings coalesced into the initiative's first executive committee meeting in December 2010. The Young Champions have been growing ever since.

Since Then

The Young Champions has grown into an organization of over 100 active members, 600 email subscribers, and 1,200 Facebook followers. Its mission of changing the face of Alzheimer's has expanded into committees working in specific work realms that are important to the members:

Advocacy

The Advocacy committee works on Alzheimer's issues in the public policy realm by demonstrating commitment to an issue by a growing number of its members, and by engaging on issues that affect people impacted by Alzheimer's.

Education & Volunteer

Young Champions members are in a unique position to educate people on what has been considered a disease that affects the elderly. The Education committee creates opportunities to disseminate knowledge of Alzheimer's to the Young Champions membership, and the larger community.

Fundraising

The Fundraising committee is dedicated to raising funds that bring help and hope to people impacted by Alzheimer's, often through signature events designed to appeal to younger adults. The fundraising committee has had great success with a Young Champions' Walk to End Alzheimer's team, ALZ Bean Bagz for Brainz fundraiser, Memory Mixer, and RivALZ powder-puff football game.

Membership & Marketing

The Membership & Marketing committee is the public face of the Young Champions and is charged with growing the Young Champions base, and creating an enjoyable membership experience for those who join us. The committee informs the Young Champions membership and the larger community through traditional and social media. The committee hosts frequent social and recruiting events throughout the year.

The Future of the Young Champions

The membership of the Young Champions continues to expand, as does the sphere and effectiveness of the group's work. The face of the Alzheimer's epidemic is changing as more and more of the younger people impacted by this disease join our efforts.

COMMITTEE DESCRIPTIONS & FY20 GOALS

Advocacy

- Educate Young Champions and young professional non-members about the Advocacy process and current legislation
 - Act as a liaison between the Minnesota-North Dakota chapter of the Alzheimer's Association and Young Champions to ensure efforts ladder back to the organization's mission
 - Provide bi-monthly (at a minimum) Advocacy updates at standing meetings as well as on Young Champion Social Media
 - Create educational material and/or bring in a guest speaker for Member 101s
- Recruit Young Champions to serve as Advocates and/or serve on Congressional Teams within their respective districts
 - Organize for FY21 involvement required at each level and simple steps forward (i.e. Social Media point of contact for a Congressional team)
 - Partner with the Alzheimer's Association to provide attendees & materials for a community Advocacy education session
 - Develop materials to share at meetings/events to get people involved
- Increase participation in Minnesota's Rally Day and the Washington DC National Forum
 - Create a communication plan to encourage Young Champions to set aside the dates for events well in advance
 - Conduct an advocacy training session at the Alzheimer's Association's Rally at the Capitol in order to improve effectiveness of the Rally's meetings with elected officials

Education & Volunteer

- Continue increasing the general Alzheimer's knowledge of Young Champions members through a combination of special "Think & a Drink" events with different topics, special training events (i.e. "The Basics") hosted by the Alzheimer's Association, and guest speakers at Young Champions' general membership meetings.
 - Six out of twelve months we will have an ALZ staff member attend meetings to discuss their roles and opportunities to collaborate with Young Champs.
 - Host at least two Think and a Drink events per calendar year.
 - Establish a schedule at the beginning of each fiscal year for each monthly meeting to assign (volunteer sign-up) one person to bring a current event for discussion to the agenda item: Current Events. Topics can include something personal, advocacy, local news, research, etc.
 - Delegate roles amongst committee members so that each person can take the lead or co-lead one event each year.
- Identify and pursue volunteer and education opportunities for Young Champions members, including events such as the annual ALZ walk and recurring volunteer duties at least once a quarter, such as activities with local senior centers and memory care units or special projects (i.e. building memory care baskets at a brewery).
- Delegate roles amongst committee members so that each person can take the lead or co-lead one event each year. Meet on an ongoing basis with Education and Volunteer committee at least one time per quarter (preferably every other month) to review events, ideas, and progress toward goals.

COMMITTEE DESCRIPTIONS & FY20 GOALS

Fundraising

- Commit to having a group of Young Champions volunteer at the Twin Cities Walk to End Alzheimer's.
- Commit to sending Young Champions to the Purple Gala via fundraising efforts.
 - ALZ Bean Bagz for Brainz, Flip ALZ, and 12 Bars of Charity
- Continue to participate in and actively seek out other fundraising events as able.
- Collaborate with Marketing & Recruitment committee on potential fundraising opportunities through their quarterly membership events.
- Work towards a combined revenue goal of \$25,000.

Marketing & Membership

- Generate a stronger social media presence and promote #EndAlz
- Promote Young Champions events as needed via marketing and social media.
- Support new member on boarding process including the buddy system.
- Maintain a calendar of upcoming meeting dates and events.
- Grow Facebook followers on Young Champions page from 1,288 to 1,417.
- Create a bi-annual member 101 seminar for new members
- Recruit new Young Champions and aim for retention of active members.
 - Host quarterly membership recruitment and retention events.
 - Reach out to young professional orgs/companies for them to help market Young Champions.
- Post fliers in strategic places (i.e. bars, memory care units, etc.).
- Send out quarterly Young Champions newsletter