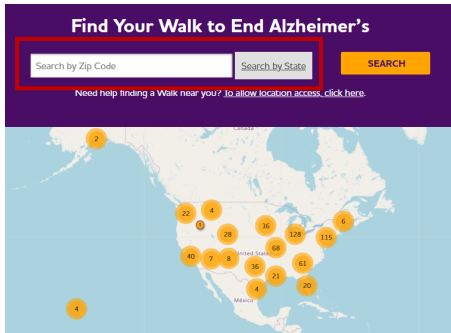


Sign up. Set up. Share.

Ready to join the fight against Alzheimer's disease? Follow the step-by-step instructions below to register for the Alzheimer's Association Walk to End Alzheimer's® and set up your fundraising web page.

1 Find your Walk to get started.

- Visit alz.org/genesis for your local Walk.
- Allow your device to access your location.
- Search for your local Walk by state or ZIP code, or using the interactive map.

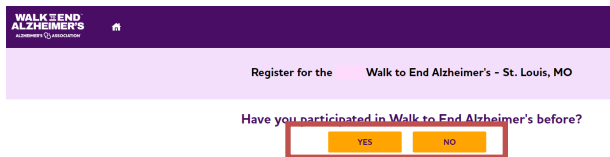


2 On your local Walk page, click "Register".



3 Select whether you've participated in Walk before.

- If you have, click "Yes" and log in with your username and password.
- If you're new, choose "No" and continue with the registration process.

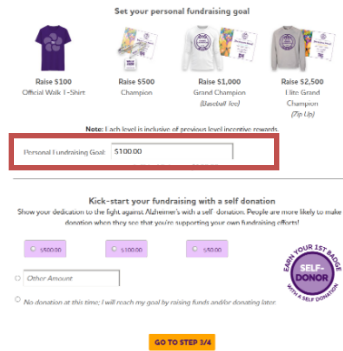


4 Choose how you want to participate.

Select if you want to start a team, join a team or walk as an individual. If you've participated before, you can restart your team.



5 Set your fundraising goal.



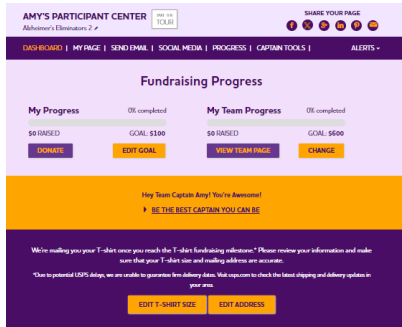
6 Complete your registration form.



7

Visit your Participant Center.

Closing the confirmation message will take you to your Participant Center dashboard, where you can check your fundraising progress, modify and edit your goals, find tools and resources, and edit your registration and profile information.



8

Set up your fundraising page.

From the dashboard, click "My Page" to create a unique link for your webpage, share your page on social media and select a cover photo. You can also add your own photo or YouTube video and edit the message that appears on your page.

Team Captains can edit their team's page by clicking the "My Team's Page" tab.



9

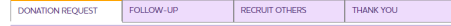
Send an email.

Once your page is ready, share it via the "Send Email" tab. Read through the message templates and pick which one you want to send. Each includes a link to your fundraising page. Copy and paste the text into a new email in your personal email account and send!



Send email using your personal account

To share your page using your personal email account (Gmail, Outlook, Yahoo, etc.), write your message, paste in a link to your personal page and send to your contacts. Not sure what to write? Copy and paste one of the message templates provided below.



Click to send email through your Participant Center

10

Widen your reach with social media.

Check out the "Social Media" section of your Participant Center, to find tips and tools for fundraising on social media, including how to create a Facebook Fundraiser. Not on Facebook? Check out the social scheduling tools to schedule tweets and LinkedIn posts. You'll also find links to install the ALZ Fundraising app, which you can use to send fundraising and recruiting texts and deposit check donations.

