



2023 TEAM CAPTAIN GUIDE

Your guide to building a team and raising funds

Dear Team Captain,

Thank you for leading the way in the fight against Alzheimer's by taking on this important role! The success of the Alzheimer's Association Walk to End Alzheimer's® relies on teams of friends, family, co-workers and neighbors, led by people like you. As a Team Captain, you build excitement and help your team set fundraising goals, and we're here for you every step of the way.

In this kit, you'll find everything you need to get started, including:

- A worksheet to help you set goals and track your team's progress.
- Tips for recruiting co-workers and building your team.
- Fun and easy fundraising ideas to inspire you and motivate your teammates.
- Information on matching gifts.
- Details of our 2023 incentive program.

To ensure your success, numerous helpful tools and resources are available to you through your online Participant Center at alz.org/walk. Log in today to access:

- Additional team member recruitment ideas and tools for successful team building.
- Tools to help you host fundraisers like a Dine and Donate night or a point-of-purchase flower pin-up display.
- Email templates to help you and your team recruit, fundraise and thank your donors.
- Online tools and social media resources to help you spread the word and raise funds.
- And more!

THANK YOU FOR TAKING ON
THIS IMPACTFUL ROLE!

1 BUILD YOUR TEAM.

Invite others to join you in advancing the fight against Alzheimer's disease. The Alzheimer's Association® suggests a team of 12-15 registered participants, but teams of all sizes are welcome.

Tips to recruit team members:



Set up your team webpage. Visit your Participant Center to build a team webpage, including photos and your team's reason to end Alzheimer's.



Set a participant goal. Determine a goal for your team size and brainstorm a list of potential teammates.



Send emails. Log in to your Participant Center to find pre-written recruitment emails to send to co-workers, friends and family.



Host a team rally. Invite existing and potential team members to a party and help build excitement about participating in Walk.



Engage in friendly competition. Challenge another Team Captain to see who can recruit more team members.



Invite virtual participants.

Ask people from across the country to join or support your team, even if they can't make it in person on Walk day.



Socialize. Recruit teammates through social media. Share updates about your efforts on Facebook, Twitter, Instagram and LinkedIn — right from your Participant Center.



Forward to a friend. Encourage your teammates to forward a recruitment email to their contacts.



Recruit everywhere. Ask people at your workplace, church, gym, book club and local coffee shop to join your team.

2 MOTIVATE YOUR TEAM.

As a Team Captain, you have the opportunity to lead your team to success by creating excitement and encouraging involvement.

Tips to inspire and engage your team:

- **Increase communication.** In the weeks leading up to the event, send inspirational quotes, personal stories or photos from previous Walks and share updates on fundraising progress.
- **Commit to success.** Share fundraising tips with your teammates and be prepared to offer help and suggestions to those who have a hard time asking for donations.
- **Plan a team fundraiser.** Organize an event to encourage team bonding and raise funds. See next page for ideas.
- **Promote the Champions Club.** Participants who raise \$500 gain access to the exclusive Champions Club. Those who reach \$1,000 become Grand Champions and individuals who raise \$2,500 or more reach the top of the club as Elite Grand Champions.

3 FUNDRAISE.

As a Team Captain, we encourage you to embrace fundraising ideas that are easy, fun and increase involvement. Brainstorm with your teammates to select activities that will engage others in the cause.



Ideas to guide your fundraising efforts:

Set a goal together. Plan a dinner, coffee break or happy hour to determine your team fundraising goal and what each person will aim to raise. We encourage participants to raise at least \$100.

Explore ideas. Discuss fundraising options with your team to determine which have the most potential.

Make the first donation. Set an example for your team by making a self-donation. It doesn't matter how much — showing your dedication and inspiring others to do the same is what counts. Participants who make a self-donation to start their fundraising typically raise double the amount of those who don't.

Use online tools. All registered team members have access to their online Participant Center, where they can build a personal fundraising webpage and find pre-written email templates to send to friends and family asking for donations. Each team member has access to numerous tools, including the Walk mobile app — an easy way to fundraise on the go.

Aim for one a day. Ask one person per day to donate to your team. Make the “ask” part of your daily schedule so it becomes a habit.

Explore opportunities in your community. Can you raise money at a local fair or event, or by hosting a garage sale? You may also consider asking for donations from community organizations, local corporations and businesses that you frequent. People you support on a regular basis may be happy to return the favor.

Fundraise at work. Ask if you can host a fundraiser at your office or display point-of-purchase flowers in exchange for donations. Your local chapter can provide you with the pin-up flowers and other resources. Learn more about these activities and others in your online Participant Center.

Reach out to local Association volunteers and staff. They have a wealth of knowledge, information and ideas to help you achieve fundraising success. Visit alz.org/findus to find a location near you.

Secure matching gifts. Many workplaces will match a portion of the money their employees raise for charity. To see if your employer has a matching gift policy, visit alz.org/walkmatch or talk with your human resources department.

4 PREPARE FOR WALK DAY.

Your team should arrive on event day energized and ready to show the community the force we represent in the fight against Alzheimer's.



Tips to build excitement:

Plan ahead. The day before Walk, send an email to your teammates with all the event details, including where to meet on Walk day, and ask that they bring any additional donations to the event.

Get organized. Make arrangements for carpooling or other event-day logistical needs. Consider planning a pre-Walk breakfast or post-Walk lunch to celebrate your team's success.

Show your purple. In addition to wearing your Walk T-shirts, your team may want to create buttons or signs to express your reasons to end Alzheimer's.

Capture the moment. Take a formal team photo as well as some candid shots to capture the emotions of the day. You may want to use this in your thank-you to donors or for next year's recruitment efforts.

Get immersed in the Alzheimer's cause. Encourage your team to visit the Association's education and awareness tables at the event to learn about clinical studies, advocacy, programs and services, and more.

Share your experience. Gather at the Walk finish line to recognize your success. Be proud of all you've accomplished in the fight against Alzheimer's and share that pride with your social networks live from the event. Include the hashtags **#Walk2EndAlz** and **#ENDALZ**. You can also use this opportunity to ask for last-minute donations.

Show gratitude. Be sure to thank everyone who joined and supported you for their dedication to the cause. Team members and donors who are shown appreciation are more likely to participate year after year than those who are not.

Come together to celebrate. Plan a post-Walk event for your team and share fundraising totals, recognize top team members and celebrate your team's accomplishments.



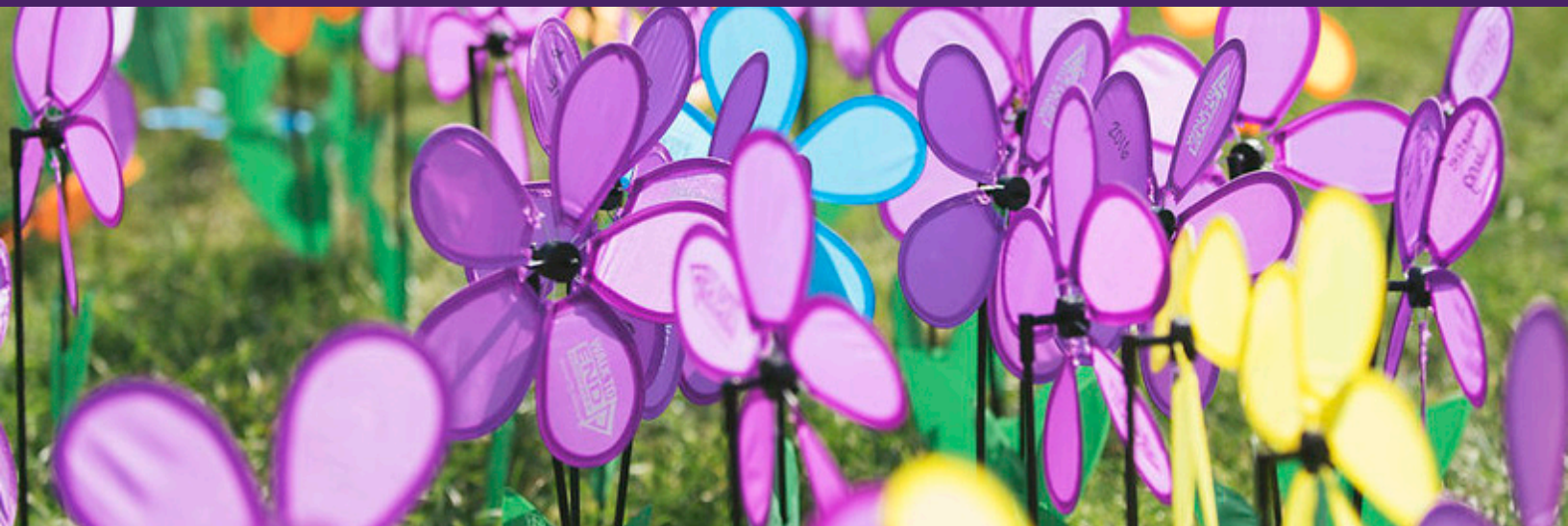
"Alzheimer's impacts so many people in our own communities. And often people feel alone. Being a Team Captain and forming a Walk to End Alzheimer's team brings us all together in the fight and gives us a unified purpose."

-Mary U., Team Captain

**WALK
TO
END
ALZHEIMER'S**
ALZHEIMER'S ASSOCIATION

alz.org/walk

TEAM CAPTAIN GOAL-SETTING WORKSHEET



Walk to End Alzheimer's® Team Captains who set goals for their team are three times more successful in raising awareness and funds to support the Alzheimer's Association® than those who don't. Complete this worksheet to set your goals and track your progress toward success. Returning Team Captains: Include last year's totals for each category to help set your sights for this year!

TEAM _____ GOALS



TEAM CAPTAIN

As a Team Captain, it's important you lead by example. Make a self-donation to start your fundraising and embrace ideas that are easy, fun and increase involvement.

This year _____
Last year _____



TEAM MEMBERS

Recruit at least 12-15 people to join your team and fundraise (be sure they register so all fundraising is tracked appropriately). Check out tips on how to recruit team members in the pages that follow.

This year _____
Last year _____



\$100+ FUNDRAISERS

Every team member who raises at least \$100 will earn the official Walk to End Alzheimer's T-shirt. Encourage your team to check out the Participant Center at alz.org/walk for fundraising ideas and tips.

This year _____
Last year _____



CHAMPIONS

The Champions Club recognizes and rewards participants who reach fundraising milestones of \$500, \$1,000 and \$2,500. Set a goal for how many team members will hit these milestones — be sure to include yourself!

This year _____
Last year _____



FUNDRAISING EVENTS

Fundraising events are a great way to collect donations, inspire others and bond with your team members.

This year _____
Last year _____



TEAM FUNDRAISING

Aim high! The average Walk team raises \$1,100.

This year _____
Last year _____

2023 Incentive Program

You must be a registered participant to earn incentive gifts. Register for a Walk to End Alzheimer's® event in your area at alz.org/walk.



2023 Walk to End Alzheimer's participant T-shirt

\$100



Diner mug, 2024 Walk to End Alzheimer's calendar, or nylon bag with built-in pouch

\$300



Can-shaped glass with lid and straw, mesh-back baseball cap or crossbody/waist bag AND Champion medal

\$500



Fleece sweatshirt, windproof umbrella or wireless charging notebook

\$750



Stainless steel thermal bottle, padded laptop sling bag or quick-charge wireless earbuds AND Grand Champion ringspun T-shirt

\$1,000



Quilted puffy tote, anti-pill fleece jacket* or sherpa blanket

\$1,500



Collapsible cooler chair, trail gift set with insulated bag and drinkware, or duffel backpack AND Elite Grand Champion half-zip pullover

\$2,500



JBL waterproof Bluetooth speaker, or wind- and water-resistant shell jacket*

\$5,000



YETI Hopper® Flip cooler, or Under Armour kit with backpack, duffel bag and water bottle

\$7,500



Osprey Daylite® wheeled duffel, or steel-frame wagon with carrying case

\$10,000

*Available in men's and women's styles.

Individuals who reach the fundraising minimums for the participant T-shirt, Champion medal, Grand Champion T-shirt and Elite Grand Champion pullover will receive these items in addition to their selected incentive prize.

Visit your Participant Center at alz.org/walk for fundraising tools, tips and ideas.

Gifts are not cumulative; only one item is awarded to each fundraiser. Fundraiser may select one item at or below the level achieved. All items subject to availability.

Redemption certificates will be sent via email after the event. Contact your local chapter for the fundraising deadline.

Need help with your certificate or redeeming your prize? Call **855.462.7263** or email ALZ.incentives@halo.com.