



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

# 2024 TEAM CAPTAIN GUIDE

## Hello, Team Captain!

Welcome to the Alzheimer's Association Walk to End Alzheimer's®! This disease affects our families, friends, co-workers and communities. But because you walk, the end of Alzheimer's is closer than ever. And with treatment advances that offer people facing the disease hope for more time with loved ones, your leadership has never been more important.

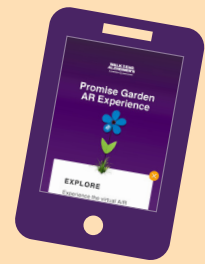
Teams of friends, family, co-workers and neighbors are the heart of Walk to End Alzheimer's. As a Team Captain, **YOU** will build excitement, lead your team, and set and achieve goals to move **our mission** forward.



*The Alzheimer's Association® leads the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support.*

### Our promise to you: We're here for you every step of the way!

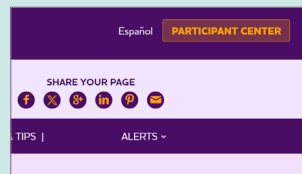
This guide is meant to help you build your dream team, then set and reach your goals. We've got plenty of tips and tools, and your Association staff or volunteer partner is available to support you. Visit [alz.org/findus](http://alz.org/findus) to locate your nearest Alzheimer's Association office and connect with your staff or volunteer partner.



Download the free, easy-to-use Walk mobile app, which allows you to:

- » Update your personal page.
- » Send fundraising messages and track your progress.
- » Deposit checks.
- » And more!

Visit [alz.org/walk](http://alz.org/walk), log in to your account and go to your online



**Participant Center** (click on the link found in the top right-hand corner), a hub of resources on fundraising, recruitment and more!

**Thank you for making a difference for people facing Alzheimer's — we are grateful for you!**



# BUILD YOUR TEAM

People in your community will be excited to join you in the fight against Alzheimer’s — they just need to be asked! Invite your network to join you in advancing the fight against Alzheimer’s disease. We suggest a team of 12-15 registered participants, but teams of all sizes are welcome.

## FOLLOW THESE 3 EASY STEPS:

- 
**1** **Set up your team webpage.** Go to your online Participant Center to build a team webpage, including photos and your team’s reason to end Alzheimer’s.
- 
**2** **Ask and follow up.** Use your “sphere of influence” to think of people you can ask to join or donate to your team. Your Participant Center has pre-written recruitment emails that you can personalize with your connection to the cause.
- 
**3** **Build excitement.** Get your team energized for Walk with an in-person or virtual kickoff. You could host a party, gather on Zoom, or meet up for coffee or ice cream.


**Log in to your Participant Center or Walk mobile app to start recruiting today!**





# GROW YOUR FUNDRAISING



Every dollar you and your team raise helps advance the care, support and research efforts of the Alzheimer's Association. Here are tips to set an ambitious goal and reach it!

 **Set goals — and aim high!** Team Captains who set goals for their team raise three times more than those who don't. The average Walk team raises \$2,000. Schedule time to meet with your staff or volunteer partner to strategize — they are here to help you succeed!

 **Get organized. Get creative!** Make a list of fundraising possibilities that are easy, fun and get everyone involved. You could invite co-workers to "Wear It for ALZ" to have fun with their wardrobe while making a difference. Host a purple party (with attire, decor and snacks in the Association's signature color) and ask for donations. Or ask friends and local businesses to contribute items for a silent auction. Your Participant Center is full of more great ideas and practical tips.

 **Lead by example.** Kick off your personal fundraising by setting a big goal and making a self-donation! No matter the amount, it shows your dedication and will motivate your team members to do the same.

## Become a Champion.

There are special recognitions for individual participants who reach certain fundraising levels. As a Champion, you'll receive perks, acknowledgment on your local Walk website, an exclusive Champions area on Walk day and more. There are additional rewards and incentives at each level:

- » **Champions** raise at least \$500.
- » **Grand Champions** raise at least \$1,000.
- » **Elite Grand Champions** raise at least \$2,500.

Check out the enclosed incentive flyer to learn more and share with your team.

## DOUBLE YOUR IMPACT!

Many employers offer programs to match charitable contributions made by their employees. Ask your team and donors to visit [alz.org/walkmatch](http://alz.org/walkmatch) and search for their company.

# FUNDRAISING FACTS

## Take it on the go:



Walk mobile app users bring in an average of almost \$600 — those who don't use the app raise about \$140.

## Connect your network:



Participants who create a Facebook Fundraiser through their Participant Center raise over \$500 more than those who do not.

## Start early:



Individuals who register for Walk to End Alzheimer's® more than six weeks prior to their event bring in over twice the amount as those who start later.

How Can I Help?



## Share your story:



Those who add their personal story to their fundraising webpage raise nearly four times as much as people who leave their page as is.



## Diversify your efforts:



People who fundraise through both online (e.g., social media) and offline activities (e.g., a purple party) raise eight times more than single-channel fundraisers.

## Recruit others to join you:



On average, teams raise over five times as much as individual participants.

## Shift your focus:



Focus on the number of gifts instead of the dollar amount. On average, our Champions secure seven gifts each.



## Tips to prepare your team for Walk day:

**Plan ahead.** Check out your Walk's website to ensure you know the address and parking details.

**Show your purple!** In addition to your Walk T-shirts, have fun with head-to-toe purple outfits or costumes, make team buttons, meaningful signs and more.

**Share your experience.** Share with your social networks live from the event. Include the hashtags #Walk2EndAlz and #ENDALZ.

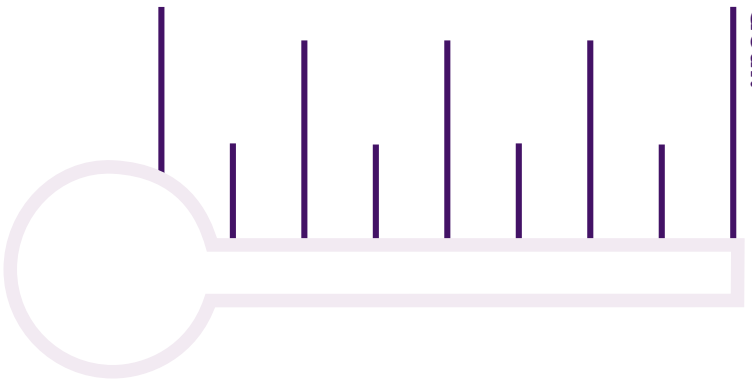
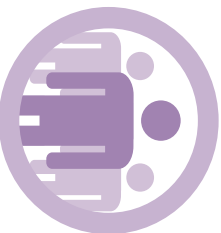
**For 24/7 Alzheimer's care and support, call 800.272.3900.**

# BECAUSE WE WALK, THERE IS HOPE.



TEAM NAME: \_\_\_\_\_

**TEAM MEMBERS  
RECRUITED**



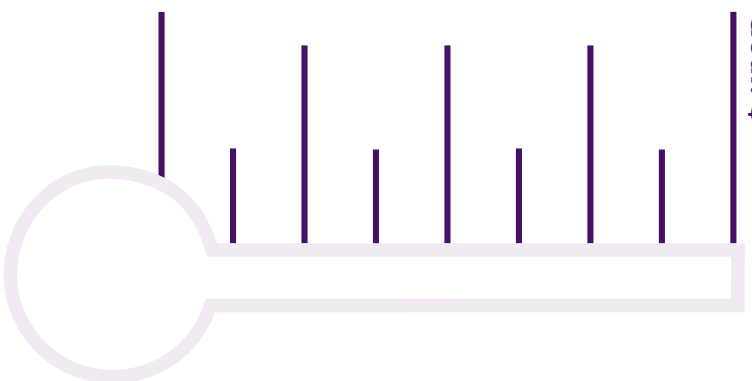
**\$100\* FUNDRAISERS**



**CHAMPIONS CLUB  
MEMBERS**



**FUNDS RAISED**



# FUNDRAISING IDEAS



**Auction** – Hold a live or silent auction at work or during a party. Auction off donations from local businesses, handmade gifts or tickets to local events.



**Cook-Off** – Who makes the tastiest chili in your office? Who bakes the best cupcakes? Tasting judges are charged for each voting ballot. Whoever gets the most votes is crowned the winner.



**Ice Cream Social** – Organize a fun office get-together by selling packaged ice cream or access to a sundae bar. Be sure to pack the purple sprinkles!



**Lemonade Stand** – It's classic and effective. Make the lemonade with a twist by adding fresh fruit or serve as a slushy. Let the kids help!



**Lunch with the CEO or Celebrity** – Auction off a special lunch with your company's CEO or a local celebrity.



**Matching Gifts** – Many companies already have a matching gift program. Visit [alz.org/walkmatch](http://alz.org/walkmatch) to find out if your workplace matches charitable gifts. This is an easy way to double your funds!



**Movie Night** – Host a movie night at a local park, civic center, school auditorium, library or team member's house. Sell popcorn, homemade treats, drinks and candy.



**Ornament Sale** – Create or buy holiday ornaments with your team and sell them.



**Pancake Breakfast** – This is a perfect event to host before work or a worship service. Pair coffee and juice with the pancakes and charge \$10 a plate.



**Purple Party** – Host a purple-themed party (with attire, decor and snacks in the Association's signature color) and request donations to your Walk team.



**Services** – Team members offer services for a fee and donate all proceeds. Ideas include salon treatments, photography, babysitting, golf lessons, landscaping and other odd jobs. These services could also be used as prizes for another fundraiser.



**Social Media** – Post on your favorite social media platforms to let your friends and family across the country know about your fundraising efforts. Share your goal and periodic progress updates. Link to your Walk fundraising page and include the hashtags [#ENDALZ](https://twitter.com/ENDALZ) and [#Walk2EndAlz](https://twitter.com/Walk2EndAlz).



**Unwanted Gifts Sale** – Get your co-workers, friends and family to donate their unwanted holiday or birthday gifts. Set up a bazaar and sell them off.



**Wine-Tasting Party** – Host and charge admission for a wine-tasting party with donated wine, cheese and chocolate.

Be sure to check your local laws before implementing fundraisers to ensure your event does not violate any state gambling laws.

Visit [alz.org/walk](http://alz.org/walk) and log in to your Participant Center for more fundraising tips and tools.

# USE SOCIAL MEDIA TO BOOST YOUR FUNDRAISING.



**Raise five times more with a Facebook Fundraiser.** Get started by logging in to your Participant Center at [alz.org/walk](https://alz.org/walk) and clicking “Connect to Facebook” to create a Facebook Fundraiser that will stay linked with your personal fundraising page.



**Show and tell.** Use Instagram to tell your story — your reason to end Alzheimer’s — with a photo, along with the hashtags [#ENDALZ](https://www.instagram.com/hashtag/ENDALZ) and [#Walk2EndAlz](https://www.instagram.com/hashtag/Walk2EndAlz). Edit your profile and include a link in your bio to your fundraising webpage.



**Tap into your professional network.** Share your reason for participating in Walk to End Alzheimer’s® on LinkedIn. Ask contacts and colleagues to join or support your team.



**Post for support.** Share your fundraising webpage URL and ask others to “Donate now,” “Join my team” or “Please RT this!” Make sure to include the hashtags [#ENDALZ](https://www.x.com/hashtag/ENDALZ) and [#Walk2EndAlz](https://www.x.com/hashtag/Walk2EndAlz).



**Use our tools for success.** Your Participant Center contains social graphics, cover photos, goal thermometers and more — making it easy for you to spread the word.



**Thank your supporters.** Thank your donors within your Facebook Fundraiser or in a social post. Include a link to your Walk fundraising page in your message so others can donate.



**Follow us.** Follow Walk to End Alzheimer’s on Facebook ([facebook.com/alzwalk](https://facebook.com/alzwalk)) and the Alzheimer’s Association® on X (formerly Twitter) and Instagram ([@alzassociation](https://www.instagram.com/alzassociation)) to get the latest event news and read about fellow participants.



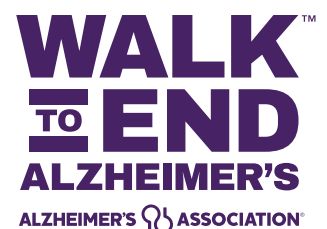
**Share your Walk-day experience.** Use social media to post photos or videos and inspire last-minute donations.

Find us on Facebook: [facebook.com/alzwalk](https://facebook.com/alzwalk)

Find us on X (formerly Twitter): [twitter.com/alzassociation](https://twitter.com/alzassociation)

Find us on Instagram: [instagram.com/alzassociation](https://www.instagram.com/alzassociation)

Handle: [@alzassociation](https://www.instagram.com/alzassociation)



# RAISE FUNDS AND HOPE. Earn your 2024 T-shirt.



**Participants who raise \$100\* will earn the official 2024 Walk to End Alzheimer's® T-shirt.**

## Quick ways to raise your first \$100:



Email five friends and ask each for a \$20 donation.



Cook meals at home for a couple of weeks instead of going out or getting takeout — and put the money you would have spent aside for a self-donation.



Hold a garage sale to sell clothes and other household items you no longer use. Put your earnings toward your fundraising efforts.



Invite people at your office, gym or place of worship to **"Wear It for ALZ"** and have fun with their wardrobe while supporting the cause with a donation.



Host a Facebook Fundraiser or send messages on your favorite social networks. Share your story and your fundraising goal, and ask others to support your efforts by making a donation.

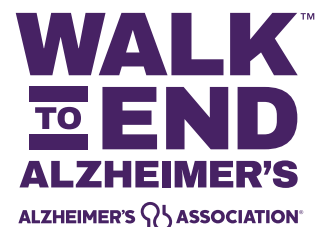


Visit [alz.org/walkmatch](https://alz.org/walkmatch) to find out if your workplace matches charitable gifts.



Complete the fundraising square game on the reverse side of this flyer.

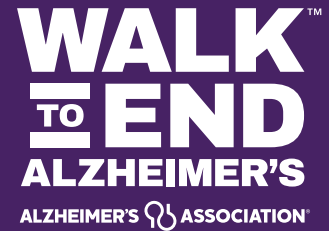
*\*Every registered participant will receive a T-shirt after achieving the fundraising minimum established for their Walk. In most instances, this is \$100.*





# Every dollar moves us closer to the end of Alzheimer's.

Please support my Walk to End Alzheimer's fundraising efforts. Every dollar helps to advance the care, support and research efforts of the Alzheimer's Association®.



My fundraising goal: \_\_\_\_\_

**\$5**

to help end Alzheimer's.

Thanks to: \_\_\_\_\_

**\$11**

in honor of the more than 11 million caregivers across the country.

Thanks to: \_\_\_\_\_

**\$5**

because Alzheimer's isn't stopping and neither are we.

Thanks to: \_\_\_\_\_

**\$10**

to support treatment advances that offer people hope.

Thanks to: \_\_\_\_\_

**\$100**

because we are 100% committed to the cause.

Thanks to: \_\_\_\_\_

**\$20**

to help advance Alzheimer's care, support and research.

Thanks to: \_\_\_\_\_

**\$3**

because 1 in 3 seniors dies with Alzheimer's or another dementia.

Thanks to: \_\_\_\_\_

**\$25**

as a self-donation to kick off my fundraising.

**\$10**

because Alzheimer's is affecting our families, our finances and our future.

Thanks to: \_\_\_\_\_

**\$1**

because every dollar makes a difference.

Thanks to: \_\_\_\_\_

**\$15**

to help fight one of the most costly conditions to society.

Thanks to: \_\_\_\_\_

**\$50**

for the nearly 50% of nursing home residents living with dementia.

Thanks to: \_\_\_\_\_

**\$9**

because 1 in 9 people age 65 and older has Alzheimer's.

Thanks to: \_\_\_\_\_

**\$3**

because the brain weighs only three pounds, but is our most powerful organ.

Thanks to: \_\_\_\_\_

**\$6**

in honor of the more than 6 million Americans living with Alzheimer's.

Thanks to: \_\_\_\_\_



# JOIN THE CHAMPIONS CLUB.

The Walk to End Alzheimer's® Champions Club recognizes and rewards participants who reach and exceed special fundraising milestones. These individuals are leading the way to a future without Alzheimer's and all other dementia — and you can, too! With new treatment advances that offer people facing the disease hope for more time with loved ones, there's never been a better time to become a Champion. Every dollar advances the critical care, support and research efforts of the Alzheimer's Association®.

## All Champions Club members receive:

- Official event T-shirt.
- Fundraising badge on your personal fundraising webpage.
- Personalized thank-you certificate.
- Acknowledgment on local Walk website.

*Grand Champions and Elite Grand Champions receive additional rewards and recognition.*



## CHAMPIONS

Become a Champion by raising at least **\$500** and you'll receive a commemorative medal for your accomplishment. But this is just the beginning: Channel your momentum to reach new ranks within the club.

## GRAND CHAMPIONS

When you raise at least **\$1,000**, you'll earn the title of Grand Champion and the exclusive fundraising status that comes along with it. You'll also receive a performance long-sleeved T-shirt to wear proudly.

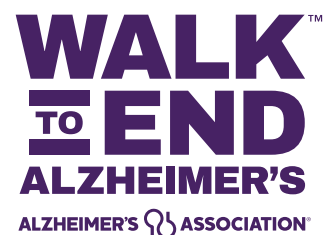
## ELITE GRAND CHAMPIONS

Once you've raised **\$2,500**, you'll be in the company of greatness as an Elite Grand Champion. As part of this esteemed group of fundraisers, you'll earn a one-of-a-kind performance crewneck sweatshirt and the glory of being one of the best.



Have questions? Learn more at [alz.org/championsclub](https://alz.org/championsclub).

All Champions Club rewards will be sent directly to participants by mail. Please log in to your Participant Center ([alz.org/walk](https://alz.org/walk)) to ensure your correct mailing address is on file.



# 2024 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](http://alz.org/walk).



2024 Walk to End Alzheimer's participant T-shirt

**\$100**



Crossbody sling backpack or shatter-resistant flip-top sports bottle

**\$300**



Fleece travel blanket (48" x 53") or polycanvas tote bag AND Champion medal

**\$500\***



Insulated cooler backpack or The North Face® fleece-lined beanie

**\$750**



Folding captain's chair or mophie® Power Boost 10,000 mAh Power Bank AND Grand Champion Team 365 Zone performance long-sleeved T-shirt

**\$1,000\***



Laptop backpack, toiletry bag and tech organizer or belt bag and 40-oz stainless steel tumbler

**\$1,500**



Samsonite® wheeled duffel bag or Cuisinart® bamboo 13-piece grill set AND Elite Grand Champion Clique Lift Eco Performance unisex crewneck sweatshirt

**\$2,500\***



mophie® 4-in-1 universal wireless charging mat or nutribullet® blender combo

**\$5,000**



Patagonia® Nano Puff jacket\*\* or YETI® 12-oz Hotshot Bottle, BBTEK Lightshow waterproof speaker and The North Face® connector backpack

**\$7,500**



Sonos® One SL speaker or 13-quart Corkcicle® Chillpod

**\$10,000**

\*Denotes the Champion levels.

\*\*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 sweatshirt will receive these items in addition to their selected incentive prize.

Visit your Participant Center at [alz.org/walk](http://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](mailto:ALZ.incentives@halo.com).