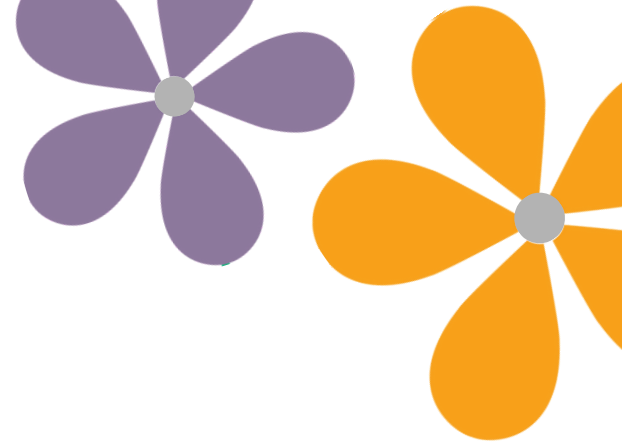


START A WALK TEAM!



1. Useful Resources

- Login to your Participant Center - alz.org/OcalaWalk
 - Share your story by updating Your Page and Your Teams' Page.
 - Customize your Walk Page and Team Link - ex: <http://act.alz.org/goto/Customize>
 - Send Emails - copy and paste templates
 - Get Social!
 - Create a [Facebook Fundraiser](#)
 - Download the [Mobile App](#)
 - Update your Facebook Cover, Twitter Background and share an Instagram Game

2. Build and Motivate Your Team

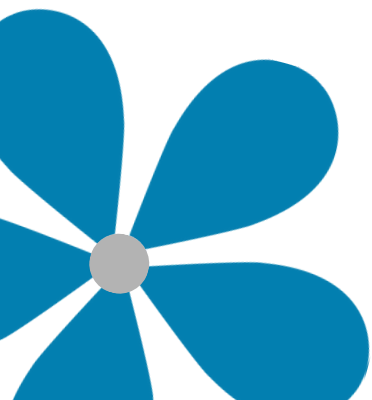
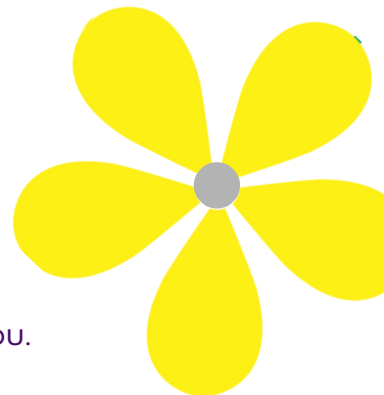
- Set Your Goals - Challenge each of your team members to raise \$100.
- [Recruit Everywhere](#) - Ask people from your work, gym, school, church, and community to join.
 - Create Excitement and Encourage Involvement from your team members!
 - Increase Communication - send inspirational quotes, personal stories or share photos.
 - Commit to Success - share fundraising tips
 - Plan a Team Fundraiser - Organize an event to encourage team bonding and raise funds.
 - Promote the [Champions Club](#) - Encourage members to raise \$500+.

3. Fundraise

- Raise funds to earn your Walk day t-shirt!
- Email five friends asking for \$20.
- Lead the Way - kick-off your fundraising with a self-donation.
- Double your impact with a [Matching Gift](#)

4. Celebrate Your Successes!

- Join us on Walk Day or Walk From Home!
- Show your purple - wear your Walk t-shirt, create team signs.
- Share your experience - use [#Walk2EndAlz](#) and [#ENDALZ](#)
- Show Gratitude - be sure to thank everyone who joined and supported you.



WALK[™]
TO END
ALZHEIMER'S
ALZHEIMER'S  ASSOCIATION[®]

