

Join the walk that millions will never forget.



alzheimer's  association  
**memory walk'06**<sup>®</sup>  
Taking steps to end Alzheimer's

Nationally presented by  
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# Team Captain Guide

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## **Join the walk that millions will never forget.**

Memory Walk® is the national signature event of the Alzheimer's Association and is the nation's No. 1 fund raising event for Alzheimer education, care and support services.

The Alzheimer's Association, the world leader in Alzheimer research and support, is the first and largest voluntary health organization dedicated to finding prevention methods, treatments and an eventual cure for Alzheimer's.

Teams are the heart of what makes Memory Walk so successful. Corporations, families, organizations and school groups build teams to honor loved ones who have been touched by Alzheimer's. Team members make a difference by asking their colleagues, friends, family and acquaintances to sponsor them with a donation to the cause.

Team Captains are the volunteer leaders who help us be successful by organizing teams. The following pages will teach you everything you need to know to be a successful Team Captain.

Teams share an incredible experience and take pride in their efforts to make a difference in the lives of families facing Alzheimer's disease.

### **What are the benefits of forming a Memory Walk team?**

Enhances member morale and builds team spirit.

Provides a wellness activity for members.

Provides opportunity to build relationships within the community.

Enhances commitment to local community.

## The Role of Team Captain

Team Captains help make the difference in the fight against Alzheimer's.

The Alzheimer's Association is thrilled to welcome you as a Team Captain and is committed to helping you every step of the way.

### Primary Responsibilities

- Recruit at least nine sisters, friends, family members and coworkers to participate as members of your Memory Walk team.
- Register online and take advantage of easy-to-use online fund raising tools. Go to [www.alz.org/memorywalk](http://www.alz.org/memorywalk). You can create your own team Web site, send personal e-mails to fund raise online, track online and off-line donations and share your story. Ask each of your team members to join your team online. Be sure to select **Sigma Kappa** as the Group when you start a team.
- Encourage team members to set and surpass their fund raising goals. Every Memory Walk participant is encouraged to set a minimum \$200 goal. Memory Walk offers prizes for successful fund raising.
- Plan a team-building kickoff and invite attendees. Contact your local Alzheimer's Association to help you plan the kickoff and build your team. Offer food and watch interest soar!
- Share your enthusiasm and excitement with your team as you strive together to reach your fund raising goal. Be sure your team members are well prepared to reach their goal. Memory Walk not only provides every team with a Web page, but also provides each participant with his or her own Memory Walk HQ which includes a customizable personal Web page, sample e-mails and letters, as well as help fund raising tips.
- Share Memory Walk fund raising advice, team progress and walk day information with your team members.
- Have fun and build team spirit. Create a team T-shirt, banner or hat to help identify and encourage your team.
- Encourage team members to submit pledges collected offline to you for submission to the Alzheimer's Association. *Note: Offline pledges will not show in your online total until received and recorded by the Alzheimer's Association.*
- Ask for help! The Alzheimer's Association is here to help you through your journey as a Memory Walk Team Captain!

## Goal Setting

Set your goal. It is as easy as 1, 2, 3.

### 1. Set a participant goal:

On average, companies and organizations will involve 20 percent to 30 percent of their employees or members. It is important to note that a team not only consists of members, but also additional friends, family members and coworkers.

Set your team member recruitment goal first and determine the percentage of involvement. A goal of 20 percent is a great place to start, but 30 percent can be more challenging. Aspire to recruit as many participants as possible, and use this worksheet as a guide.

Number of Members	Percentage of Involvement	Total <i>Memory Walk</i> <i>Suggested Goal</i>	Your Goal for Participation
75	20% (x .20)		
75	30% (x .30)		
75	40% (x .40)		

### Example

Number of Members	Percentage of Involvement	Total <i>Memory Walk</i> <i>Suggested Goal</i>	Your Goal for Participation
75	20% (x .20)	15	
75	30% (x .30)	23	
75	40% (x .40)	30	

### 2. Determine a team fund raising goal

Now that you have set a team member goal, figuring out your fund raising goal is a snap! The goal of Memory Walk is for each participant to raise \$200. Simply take your participant goal and multiply it by \$200.

**Formula: Take participation goal and multiply it by \$200 to set your team fund raising goal.**

Participant Goal = \_\_\_\_\_ x \$200 = \_\_\_\_\_

### Example

75 members at 20% participation = 15 participants

15 participants x \$200 goal for each = \$3,000 team fundraising goal

### 3. Determine Team Co-Captain recruitment goal.

Don't worry; you don't have to do it alone. Some of our most successful teams recruit one Team Co-Captain to represent each group of 10 participants. We know that may sound like an extra step but it is

well worth it. The more Team Co-Captains, the better your team's chance of reaching its goal. The Alzheimer's Association recommends identifying Team Co-Captains to represent different areas of your chapter or alumni group - each with the goal of recruiting at least nine Memory Walk participants.

*Make it Fun! Have Freshman, Sophomore, Junior, and Senior Teams; or divide teams by house/dorm areas.*

**Formula: Divide participation goal by 10 to set your Team Co-Captain recruitment goal.**

Participant Goal = \_\_\_\_\_ /10 = \_\_\_\_\_

Example:

Chapter X has **100** members

Chapter X participation goal = **50**

Chapter X Team Co-Captain recruitment goal =5

The Alzheimer's Association is happy to assist in your goal-setting process. To arrange a team strategy meeting, contact your local Alzheimer's Association. Visit [www.alz.org/findchapter.asp](http://www.alz.org/findchapter.asp) for contact information.

## Help your team members raise \$200

Memory Walk is a fun and inspiring event that helps the Alzheimer's Association fulfill its mission. It is also a wonderful chance to pay tribute to those who have been touched by Alzheimer's. Most importantly, it is an opportunity to be part of the solution and to help ensure that no one faces Alzheimer's disease alone.

Team Captains encourage team members to each raise \$200 or more. In the time leading up to the event, the Alzheimer's Association will provide Team Captains with fund raising tips to share with team members.

## It's easy to raise \$200

Here are a few ideas:

- Give something up – a movie, manicure or dinner at an expensive restaurant – and contribute what you would have spent to Memory Walk.
- Host a fund raising party and ask attendees to pledge their support.
- Create a buddy system. Ask someone who cannot walk to help you collect donations.
- Take your fund raising letter and Memory Walk information everywhere you go.
- Ask one person a day to sponsor you in the Memory Walk.
- Ask your friends to contribute to Memory Walk instead of purchasing a gift for your birthday, anniversary or any occasion.

## Who to ask?

Now is the time to ask everyone you support to support you. Here is a list of ideas for asking others to support you.

- Send an e-mail or a letter to everyone in your e-mail and mailing address book
- Friends
- Family
- Co-workers
- Favorite local restaurant owner
- Any favorite local shop that you frequent often
- Classmates
- Your teammates or gym buddies
- Your hairdresser or barber
- People at your place of worship

## Register your team

Team registration is available online or via mail.

### Online

Visit [www.alz.org/memorywalk](http://www.alz.org/memorywalk) to register your team online for the Memory Walk in your area and take advantage of easy-to-use online fund raising tools. As a team leader you can create your own team Web page, send personalized e-mails to recruit and motivate team members, and track your team fund raising progress.

Once the team captain has created the team Web page. Team members can register to join the team, create their own personal Web page and send out e-mails to invite friends, family members and business associates to sign up or donate on their behalf.

The team and individual Web pages allow team leaders and members to track their fund raising success and team recruitment efforts online. Team leaders even receive e-mail notification when a new team member has registered. Team members receive e-mail notifications when donations are made on their behalf.

### Mail

Team members can also register for the Memory Walk by completing and mailing or faxing in a registration form. Contact your local Alzheimer's Association for registration forms.

### Build your team

Once registered, get the word out and build your team. Invite a company executive or department head to send an e-mail encouraging employee participation in Memory Walk and listing the Team Co-Captains to contact for more information. Invite friends, family members, neighbors and business associates to walk with you.

Talk about the event and your team with everyone you meet. Use the e-mail and letter templates, or place an ad in local newspapers or newsletters to recruit community members. Be sure to include contact information and the Alzheimer's Association Web site at [www.alz.org](http://www.alz.org). Continue to ask your team members to invite their friends, family members, neighbors and business associates to walk with you until you reach your recruitment goal.

By creating a little friendly rivalry or offering incentives, Team Captains can really build team momentum.

Conduct a team kickoff. Let the Alzheimer's Association help! Call your local chapter to schedule your kickoff event.

## Timeline

### 8-12 weeks

- Register team online or submit forms.
- Build a team and personal web page at [www.insertwebaddress.org](http://www.insertwebaddress.org).
- Set your team goals.
- Begin recruiting team members via e-mail, phone calls and letters.
- Find your company's matching gift policy.

### 4-8 weeks

- Hold a team kickoff party.
- Continue recruiting team members.
- Let your team know money turn-in deadlines to receive incentive prizes.
- E-mail your team with important Memory Walk updates and information.
- Begin collecting donations – it's never too early.

### 2-4 weeks

- Host a team fund raiser – cook-off, garage sale, etc.
- E-mail your team with weekly incentives and updates.
- Be sure your team members are registered.

### 1 week

- Be sure you have all of the walk details from the Alzheimer's Association.
- Let your team know what time and where to meet at the walk.
- Collect team pledges and turn them in to the Alzheimer's Association.

### Walk Day

- Meet your team at the assigned location.
- Turn in additional pledges.
- Take a team picture.
- Enjoy the day and celebrate the difference you are making with your team.

### After the Walk

- Collect and turn in additional pledges.
- Congratulate and thank team members for their hard work.
- Host a thank you wrap-up party and recognize top team members.
- Start planning for next year!