



walk4ALZ[®]

Sunday
Oct. 20th
2019



2019 walk4ALZ[®] TEAM CAPTAIN'S TOOLKIT

Los Angeles State Historic Park • 1245 N Spring St • Los Angeles, CA 90012

walk4ALZ[®]

2019 Team Captain Guide

Dear Team Captain,

Thank you for leading the way by serving as a walk4ALZ[®] Team Captain! You and your team directly provide support for more than 250,000 families in the Greater Los Angeles and Inland Empire area that are living with Alzheimer's or other dementias by serving as a walk4ALZ Team Captain.

With nearly 40 years' experience, Alzheimer's Los Angeles provides FREE care and support to local families living with Alzheimer's. We are honored that 100% of funds raised stay in our local communities.

Please contact us with questions, or if you would like to learn more about how we serve local families and support local dementia research. In this Team Captain Guide, you will find ideas and tips to help you meet your fundraising goal and grow your team. Call us at 323.630.6228 for help getting started. Thank you for your leadership. We look forward to walking with you this year!

To learn more about walk4ALZ fundraising tips and guidance, contact:
Lawrence Silveira • Development Coordinator • 323.930.6228 • lsilveira@alzla.org



WE ARE HERE TO HELP!

walk4ALZ® Fundraising Tips for Success

I registered as a Team Captain. What do I do next?!

Build a list of potential teammates

In addition to friends and family, think about the people you see every day. You may be surprised at how many have been affected by Alzheimer's or another dementia and will want to walk.

Invite friends & family to register

Send an email, tweet about your team, or post to Facebook with your walk4ALZ team link. Make your request personal by sharing why you walk4ALZ and encourage your contacts to register to join you.

Recruit your coworkers

Did you know that six out of ten individuals caring for a loved one also work full time? Chances are you have a coworker caring for a loved one with Alzheimer's.

Ensure all team members are registered

Go to your team page and confirm that your contacts have registered. After a team member has registered, ask them to personalize their page. Individuals with personalized pages raise more money!

TIP: Pre-registering means less time in the registration line and more time having fun with your team!

Follow this checklist for your best chance at fundraising success!

Start Early

Register at least 4-6 weeks before walk4ALZ and you'll raise around 2.5 times more!

Make it Personal

Updating your personal page and sharing your story can help you raise nearly 3 times more! A compelling story motivates donors to take action. Upload a photo and share your personal story to let everyone know why you walk4ALZ.

Reach Out

You know your people best - use text, email, social media, or whatever is the best way to connect personally with each individual.

Use Social Media

Post your team link, change your photo and tag friends when they join and/or donate to highlight their support. You can also post directly to Facebook and Twitter from your Fundraising Page.

Be sure to like & follow

@AlzheimersLA on Facebook to stay connected!

walk4ALZ[®] Making Fundraising Fun



Here are some ideas to make fundraising fun! We're here to help you come up with an idea that works for your team or if you need a little additional support with your fundraising. Contact us today at walk@alzla.org or at **323.930.6228**.

Auctions

Hold a live or silent auction for various items. Get creative! Offer errand services, babysitting, pet sitting, car washing, a homemade meal or baked goodies.



Monday Night Football

Provide refreshments and snacks and charge “admission” to watch the game. Not into sports? Make it a celebration of a favorite show premiere or finale.

Pay It Forward

Donate to a teammate’s fundraising page and encourage them to also donate to another teammate. It doesn’t have to be the same amount!

Vacation Day Raffle

Confirm with your company policy and HR department first. Then raffle off a vacation day or see if you can auction it to the highest bidder.

Brown Bag Lunch

Encourage coworkers and friends to bring their lunches for a week and donate the money they would have spent on dining out to your team!

Show Your Team Spirit

Show your team spirit by creating a team sign to carry with you during the walk. Make your sign at home as a team bonding activity. You can also have matching tshirts or hats made. Find activities that bring the team together in support of families living with dementia.

walk4ALZ Checklist for Team Success



Recruitment

- Build list of potential teammates.
- Call or text family, friends, and coworkers and ask them to join your team.
- Send an email with your team link and invite friends & family to register or donate.
- Share your fundraising goal via social media and ask for support.
- Write a handwritten letter for those who would appreciate getting a letter instead of an email.



Fundraising

- Organize a dinner, coffee break or happy hour to discuss your fundraising goals.
- Brainstorm ways to reach them using your team's collective efforts.
- Ask for donations from community organizations, local corporations and businesses that you frequent. There are a variety of people you support on a daily basis and are likely to return the favor.
- Some corporations offer a matching gift policy to employees who raise money for charity. Ask your human resources department!
- Encourage team members to also ask their employers about matching gifts.



Motivation

- Stay in touch with your team in the weeks leading up to the walk with regular emails and updates on fundraising progress. Be ready to offer help and solutions to team members who are having a hard time. You can always ask a walk4ALZ staffer for help.
- Be committed to reach your team's goals. Work with every teammate to ensure they make a contribution to the cause.
- Remember why you decided to walk and stick with it!

Volunteer Opportunities

Does your child need community service hours for school or a project? We can help! We need volunteers before, during, and after walk4ALZ.

For more information, please contact our Director of Events, Pat Berni, at pberni@alzla.org.

