

Join us
virtually on
10.10.20

 Alzheimer's
LOS ANGELES

walk4ALZ[®]

GOES VIRTUAL

TEAM CAPTAIN'S
TOOLKIT

DEAR TEAM CAPTAIN,

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

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

Please know that you can count on me and reach out if you have any questions at all. I will be in touch regularly and our Alzheimer's LA team members can provide support to make your team's fundraiser a success.

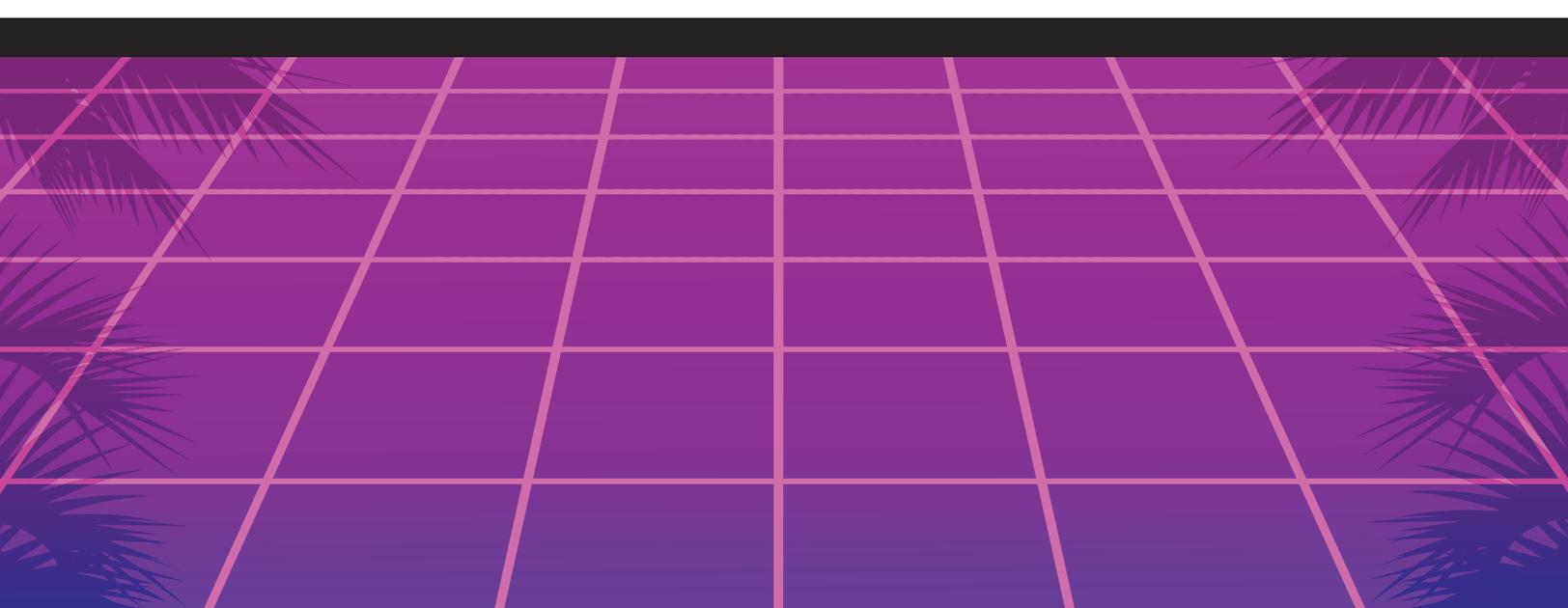
Contact us with questions or if you would like to learn more about how we serve local families and support local dementia research. In this Team Captain Guide, you will find ideas and tips to help you meet your fundraising goal and grow your team. Call 323.930.6228 or email me at bwelch@alzla.org for help getting started. Thank you for your leadership.

We look forward to walking virtually with you this year!

Sincerely,

Brian Welch

SENIOR MANAGER, EVENTS



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 and will want to support you.

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!

Be sure to like & follow @AlzheimersLA on Instagram & Facebook to stay connected!

Follow this checklist for your best chance at fundraising success!

START EARLY

Start fundraising as soon as you sign-up.

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. Share your reason. Let your donors share in the hope.

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 donate to highlight their support. You can also post directly to Facebook and Twitter from your Fundraising Page.

MAKING FUNDRAISING FUN!

Here are some ideas to make fundraising fun! We're here to help you come up with a plan that works for your team. If you need a little additional support with your fundraising, please contact Brian at bwelch@alzla.org or 323.930.6228.



AUCTIONS

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

HOST A WATCH PARTY

Make it a celebration of a favorite show premiere or finale and charge "admission" for participation.

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!

SHOW YOUR TEAM SPIRIT

Show your team spirit by creating a team sign to carry with you during your walk. Make your sign at home as a team bonding activity. Find activities that bring the team together in support of families living with dementia.



Click [here](#) to download our ALZLA walk4ALZ signs that you can print at home.



TEAM CHECKLIST

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 virtual 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 an Alzheimer's Los Angeles team member for assistance.
- 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!

For more about walk4ALZ fundraising tips & guidance, contact:
Brian Welch • Senior Manager, Events • 323.930.6228 • bwelch@alzla.org