

don't wait! plan today for a successful team!

Here are some tips and ideas to get you started planning a fun, exciting and successful Memory Walk team!

Today!

- Register your team online or submit your form to your regional office
- Set your team goals
- Begin recruiting team members via e-mail, phone calls and letters
- Find out about your company's matching gift policy.
- Plan to host a team kick-off party
- Let your team know collection turn-in deadlines to receive appreciation gifts
- Begin collecting donations – it's never too early

1-2 months before the walk

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

1-2 weeks before the walk

- Be sure you have the walk details from the Desert Southwest Chapter
- Let your team know what time and where to meet at the walk
- Collect team pledges and turn them in to the Desert Southwest Chapter

Walk day

- Meet your team at the walk
- Turn in additional pledges
- Take a team picture
- Enjoy the day and celebrate the difference you are making in your community!

After the walk

- Collect and turn in additional pledges
- Host a thank you wrap-up party and recognize your team members
- Start planning for next year!

Register today for Memory Walk at
www.TucsonMemoryWalk.org

alzheimer's  association
desert southwest chapter

1.800.272.3900 | www.alz.org/dsw

Southern Arizona Region
3003 S Country Club Road, Suite 209
Tucson, AZ 85713
520.322.6601



alzheimer's  association
memory walk[®]
Taking steps to end Alzheimer's



WE'RE ON THE
MOVE
TO END ALZHEIMER'S

southern arizona
team captain kit

OCTOBER 17th – Gene C Reid Park – Tucson

alzheimer's  association
desert southwest chapter

walk with a purpose

Memory Walk is the Alzheimer Association Desert Southwest Chapter's largest event to raise awareness and funds for our local programs and services and national research.

Team captains are the volunteer leaders who build excitement and help teams meet their fundraising goals. As a Memory Walk team leader, every person you recruit brings us one step closer to ending Alzheimer's.

Thank you!

guidelines for team captains

Team captains are key to a successful Memory Walk. The Alzheimer's Association is thrilled to welcome you as part of our national effort to help families struggling with Alzheimer's while pursuing a cure.

Here are 10 tips to help you get started. You can find additional resources online at www.alz.org/dsw/in_my_community_memorywalk.asp

- 1 Try to recruit at least nine friends, family members and business associates to participate as members of your team.
- 2 Register your team online and take advantage of many of the online fundraising tools!
- 3 Set an aggressive but achievable team fundraising goal. Remember, we are raising funds to help those living with the disease and to find a cure!
- 4 Plan a team-building kick-off meeting or party and invite plenty of attendees.
- 5 Have your team share their enthusiasm and excitement as you work together to reach your fundraising goals! Use your online web page and emails to keep everyone motivated!
- 6 Keep your team members informed of team progress toward your goals, offer fundraising advice and tips and be sure to provide walk day information!
- 7 Create a team banner, hat – anything! – to help build team spirit and give your team the recognition it deserves!
- 8 Submit pledges collected offline for your team to the Desert Southwest Chapter. *(Note: offline pledges will not show up in your online total until received and recorded by the Association)*
- 9 Ask for help! The Desert Southwest Chapter is here to provide you with any support you may need.
- 10 Have fun!

The Desert Southwest Chapter is the leading health and human service organization in Alzheimer care, support and advocacy. We provide local programs and services to families and individuals, ensuring they have the highest possible quality of life. Find out more at www.alz.org/dsw



online resources to help you!

You can register your team members online at www.TucsonMemoryWalk.org. When you register online you have access to many easy-to-use fundraising tools.

- Build your own web page
- Use effective fundraising tools
- Send personalized e-mails
- Track your team fundraising progress

helpful hints for team building

- Create friendly rivalry with another team or offer your team members incentives for number of sponsors or funds raised.
- Incentive ideas might include raffles, a week of no chores, casual day at the office, a day off work or month-long access to a reserved parking space. Incentives don't have to be expensive to work!
- Be sure to conduct an official team kick-off to energize everyone. Contact your local Regional Office for help in scheduling your event.

easy ideas to raise funds

1. Give something up – a movie, manicure or dinner out – and contribute what you would have spent to Memory Walk.
2. Host a fundraising party and ask attendees to pledge their support.
3. Create a buddy system. Ask someone who cannot walk to help you collect donations.
4. Ask one person a day to sponsor you at Memory Walk.
5. Ask your friends to contribute to Memory Walk instead of purchasing a gift for your birthday, anniversary or other occasion.