



Macomb Team Captain Kit

Taking steps to end Alzheimer's...
Together



Saturday, September 16, 2006
Macomb – 10 am

Alzheimer's Association
Central Illinois Chapter
606 W. Glen, Peoria, IL 61614
309.681.1100
800-272-3900
www.alzillinois.org

Welcome Team Captain!

We are delighted that you are joining us as a Team Captain for the 2006 Macomb Memory Walk! Thank you for taking the first step towards making our event a great success. This kit is designed to provide you with the tools you need to make your team's experience fun, successful, and rewarding.

As a Team Captain, you are a powerful force in the fight to end Alzheimer's disease. A Team Captain's job is to motivate and encourage others to join your team and promote Memory Walk, whether it is with co-workers, friends or family. Once the team is in place, the Team Captain also acts as the key liaison between their team and the Alzheimer's Association, Central Illinois Chapter.

This Team Captain kit will take you through the following four steps to create a successful Memory Walk team:

Step 1

Set a Fundraising Goal

Set a dollar goal for each of your team members to raise in the fight against Alzheimer's disease. The national goal is for each team member to raise **\$200!**

Step 2

Recruit Team Members

All you have to do is ask. Recruit your family, friends, coworkers and neighbors to join your team. When you find new team members, ask them to invite *their* family, friends, coworkers and neighbors. You will be surprised how quickly your team grows!

Step 3

FUNdraise!

Share your enthusiasm and excitement with your team as you strive together to reach your fundraising goal. Be sure your team members are well prepared to reach their goal (use this kit for ideas and tools) and communicate often.

Step 4

Walk, Follow Up and Celebrate!

Walk, enjoy and reward your team members. You and your team are making a difference in the fight against Alzheimer's disease.

Let's get started!

Step 1: Set a Fundraising Goal

Memory Walk is a pledge-based event, and reaching our fundraising goal depends on participants to raise money from their friends, family and coworkers. Set the bar high!

We encourage each team member to raise at least \$200. This is an easy goal if team members follow a few of our fundraising tips in Step 3. If you really want to challenge your team, set the fundraising goal even higher.

Remember, the money raised is going to the fight against Alzheimer's, and the more money you raise, the faster we help those who are affected by it.

Let your team know that there are wonderful incentives involved in raising money for Memory Walk. Top fundraiser and team are eligible to receive great prizes.

All money must be turned in prior to the start of the Macomb Memory Walk to be considered for a prize. Late donations are always welcome, however there is no prize consideration.

2005 Top Individual Walkers

Pam McLean	\$1985
Lynne Ruben	\$1670
Alcinda Craft	\$ 675

2005 Top Teams

Macomb AARP	\$2514
Richmond Rise	\$1900
Bartlow's All Stars	\$1320

Please join us and become one of the teams to beat next year!

Step 2 – Recruit Team Members

Here are a few easy recruiting ideas!

- **Ask everyone you know** to be a team member, including friends, family, coworkers and neighbors. Once they have signed on, ask them to invite *their* friends, family, coworkers and neighbors. Keep building your team until the team registration deadline before the walk.
- **Talk about the event** and your team to everyone you meet. If you are excited about Memory Walk, the more contagious the excitement and involvement becomes.
- Ask your **supervisor** to **support** you or join your team, and then let everyone know and encourage others to do the same.
- Use the **provided e-mail templates** at www.alzillinois.org to gain team members.
- Place an **ad or article in office/organization newsletter** to recruit community members. Be sure to include contact information and the Alzheimer's Association's web site www.alzillinois.org.
- Ask the Alzheimer's Association to help you hold a **team kick-off party**. Host a party either as a family gathering or a lunch session during working hours to sign team members up. We can help you by providing promotional materials for the party.



As You Build Your Team...

- Be sure you have all of the information to register each team member
 - Distribute copies of the Sample Fundraising Letter
 - Email information is available and set up for easy use on line at www.alzillinois.org
 - Send weekly e-mail updates or make weekly phone calls with the latest Memory Walk information, fundraising ideas, and any success stories from your team members.
- Encourage your team members to collect and turn in donations **BEFORE** the day of the walk to be eligible for prizes.

Step 3 – FUNdraise!

Copy and share these easy fundraising ideas with your team to reach your goal. Work hard and have fun!

- **Ask, ask and ask** again. Remember you are asking for the Alzheimer's Association Central Illinois Chapter and not for yourself. The moment you limit who you ask, you limit the amount you can raise!
- Host a **fundraising party** and ask attendees to pledge their support.
- Create a **buddy system**. Ask someone who cannot walk to help you collect donations.
- Bring your **pledge sheet everywhere**.
- **Suggest friendly competition** between team members. Set weekly or monthly goals to beat and recognize the team member who reaches it first.
- Ask **one person a day** to sponsor you in the Memory Walk.
- **Give something up** – movie, manicure or dinner at an expensive restaurant – and contribute what you would have spent to Memory Walk.
- Ask your friends to **contribute** to Memory Walk **instead of purchasing a gift** for your birthday, anniversary, or any occasion!
- Find out if your company has a **matching gifts** program. Matching gifts can double your team money!

Raise \$200 in a Week

Day 1: \$25
Sponsor Yourself

Day 2: \$40
Ask 2 Relatives for \$20

Day 3: \$45
Ask 3 Friends for \$15

Day 4: \$40
Ask 4 Co-Workers for \$10

Day 5: \$25
Ask 5 Neighbors for \$5

Day 6: \$25
Ask Your Spouse/Partner

Day 7: \$200!
Celebrate Your
Accomplishment!

Step 4 – Walk, Follow Up and Celebrate!

Once Memory Walk day arrives, your job is almost finished! Below are steps and suggestions for completing the Memory Walk season on a high note.

Walk Day

- Ensure your team knows where to gather at the event
- We'll take your team photo before the Walk
- Collect and turn in team pledges when you sign in your team at the event
- Celebrate with your team as you walk because you are all making a difference!



Follow Up

- Collect and turn in outstanding pledges
- Send a personal thank you note to every team member
- Submit your team photo to your company's newsletter or share the photo with your family team members to highlight and enjoy your success
- Plan a post-walk event – picnic, party, breakfast – to share results, thank everyone, and encourage future participation

Team Timeline

Today

- Register team online or submit forms
- Build a team and personal web page at www.alzillinois.org
- Set your fundraising goal
- 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 fundraiser – 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 Central Illinois Chapter
- 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 Central Illinois Chapter

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!

About the Alzheimer's Association and Memory Walk

Facts and information to share with your future team members and sponsors:

About Memory Walk

- Memory Walk is the premier fundraiser to help those battling Alzheimer's disease.
- Since 1998 the Macomb Memory Walk has raised more than \$98,000 for programs and services for individuals with Alzheimer's, their families, and caregivers in Central Illinois.
- Please walk with us, along with your friends, family, and colleagues, to raise dollars and voices in support of those living with Alzheimer's disease.

About Alzheimer's disease

- Alzheimer's disease currently affects almost 4.5 million Americans, 21,500 people in Central Illinois.
- Alzheimer's disease is a disorder that causes the gradual loss of brain cells and is the leading cause of dementia.
- Nearly 50% of Americans over age 85 have Alzheimer's disease.
- Statistics show by 2050, the number of Americans with Alzheimer's could range from 11.3 million to 16 million.

About the Alzheimer's Association

- Our mission is ... to help optimize the quality of life for persons with Alzheimer's disease and their families through advocacy, education, support and service delivery, while actively promoting research to discover new disease treatments.
- Our vision is ... A world where Alzheimer's disease is understood, its impact mitigated and occurrence eliminated.
- Our free services include ... 24-hour Telephone Helpline, Care Consultations, Family Caregiver Education, Library & Bookstore, Advocacy, Research Support, Speaker's Bureau, Newsletters, Support Groups, Safe Return ID Bracelet Program, *Training for Health Care Professionals. (*fee charged)

Call to Action

- **Refer** families dealing with memory loss to us.
- **Advocate** with legislators for their support of issues important for Alzheimer's families.
- **Volunteer** on a committee or in the office.
- **Donate** to support our services-93% funds local programs and services; 7% funds research and National programs.

Our vision is a world without Alzheimer's disease.

Sample Team Recruitment Letter

Dear _____,

I am writing to tell you about an important event in which I am participating. This fall, I will be walking in the Alzheimer's Association, Central Illinois Chapter, Memory Walk to help raise money for the fight against Alzheimer's disease, and I have decided to form a team.

Will you join me? I know it will be a lot of fun, and together we can make a difference.

Here are the details: *Macomb Memory Walk*

When: *September 16, 2006, 10 am*

Where: *Macomb*

How: Let me know if you are interested and I will send you all of the materials and information you need to start raising dollars today! **My goal is for each team member to raise \$200 (insert your goal)!**

Everyone is welcome, so please invite a friend or two. Proceeds from Memory Walk are used to support a wide range of Alzheimer-related programs for the thousands of local families and caregivers affected by the disease. For more information, visit www.alzillinois.org or contact me at *insert your number*.

Thank you for joining my team!

Best regards,

Sample Fundraising Letter

Dear _____,

I am walking with my team in the 9th Annual Macomb Memory Walk this fall to raise money for the fight against Alzheimer's disease. The proceeds from Memory Walk will be used to support a wide range of Alzheimer-related programs for the families of the 21,500 people in Central Illinois affected by this disease.

As you may know, by the middle of the century, 11 to 16 million of today's baby boomers will have Alzheimer's disease. For most of them, the process that will destroy their memories, their lives and their savings has already begun.

Thanks to the generosity of friends like you, the Alzheimer's Association, Central Illinois Chapter, is able to stand by these people in the fight to conquer this disease. You are instrumental in our efforts toward a world without Alzheimer's disease.

If you have any questions or concerns regarding our programs and activities, please do not hesitate to contact the Alzheimer's Association at 1-309-681-1100 or 1-800-272-3900. They welcome the opportunity to serve you and meet the needs of the growing Alzheimer's-affected population.

I have committed to raising \$_____, and I cannot do it without the help of people like you. I hope you will consider supporting my efforts on behalf of the Alzheimer's Association, Central Illinois Chapter. Please know your generosity is greatly appreciated.

Checks should be made payable to the Alzheimer's Association. All donations for the Memory Walk are tax deductible as charitable contributions.

Please send contributions to: (Insert team Member name and address), who will then forward them on to the Central Illinois Chapter of the Alzheimer's Association, 606 W. Glen, Peoria, IL 61614 or go online to www.alzillinois.org to donate online.

Thank you in advance for your support.

Best regards,

Sample Team Recruitment E-Mail

To: myfriends@email.com; myfamily@email.com; mycoworkers@email.com

Subject: Join my Memory Walk Team!

Please Walk with Me!

Hi Family/Friend/Co-Worker,

I am sending this e-mail to tell you about an important event in which I am participating. This fall, I will be walking in the Alzheimer's Association, 9th Annual Macomb Memory Walk to help raise money for the fight against Alzheimer's disease, and I have decided to form a team.

Will you join me? I know it will be a lot of fun, and together we can make a difference.

Here are the details: Macomb Memory Walk

When: September 16, 2006 – 10 am

Where: Macomb

How: Let me know if you are interested and I will send you all of the materials and information you need to start raising dollars today! **My goal is for each team member to raise \$200!**

Everyone is welcome, so please invite a friend or two. Proceeds from the 9th Annual Macomb Memory Walk are used to support a wide range of Alzheimer-related programs in Central Illinois for our families and caregivers affected by this disease. For more information, visit www.alzillinois.org or contact me at *insert your information.*

Thank you for joining my team!

Sample Fundraising E-Mail

To: EveryoneIKnow@email.com

Subject: Help me make a difference in the fight against Alzheimer's disease

Today I am determined to make a difference...

I am walking with my team, *insert team name*, in the Memory Walk this fall for the Central Illinois Chapter of the Alzheimer's Association. Proceeds from the Macomb Memory Walk will be used to support a wide range of Alzheimer-related programs for central Illinois families and caregivers affected by this disease.

Did you know that more than 21,500 people in Central Illinois Chapter service area have Alzheimer's disease? That the number of Americans with Alzheimer's disease will continue to grow? By 2050 it is estimated that there will be 11 to 16 million people in the US. For most of them, the process that will destroy their memories, their lives, and their savings has already begun. The annual cost of Alzheimer's disease will soar to at least \$375 billion, overwhelming our health care systems and bankrupting Medicare and Medicaid. I am ready to make a difference.

I have committed to raising \$_____, and I cannot do it without the help of people like you. I hope you will consider supporting my efforts on behalf of the 21,500 people with Alzheimer's disease in Central Illinois.

Please feel free to send your contributions to (*team member name and address*). I will then forward contributions to the Central Illinois Chapter of the Alzheimer's Association Chapter. Please make checks payable to the Alzheimer's Association. Contributions raised through the Memory Walk are tax deductible as a charitable contribution.

Thank you in advance for your generosity!

2006 MEMORY WALK OFFICIAL WALKER CONTRIBUTION FORM

NAME _____ TEAM NAME _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

PHONE (DAY) _____ E-Mail _____ WALKSITE _____

SPONSOR NAME	ADDRESS	DONATION	AMOUNT RECEIVED
1.			
2.			
3.			
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24.			
25.			

Please make checks payable to the Alzheimer's Association. If you are registering with a friend, please make a copy of this sponsor form, or call 681-1100 for additional forms or information.

Sub -Total	
Matching Gift	
Total Enclosed	
Office Use Only	
Money to be collected	
T-Shirt Size	

**ALZHEIMER'S ASSOCIATION
CENTRAL ILLINOIS CHAPTER**
606 W. GLEN, PEORIA, IL 61614
(309) 681-1100
www.alzillinois.org