

THANK YOU FOR STEPPING UP AS A TEAM CAPTAIN!



The success of the Walk to Remember relies on you. Thanks to the many Walk teams of friends, family members, co-workers and neighbors, we are able to appreciate and share great support with local families who have been touched by a memory or movement disorder. Our ambitious goal this year will help even more families. With every dollar raised by you and each teammate you recruit, we can increase awareness and fund vital programs and services that help people grappling with Alzheimer's and/or Parkinson's disease.

Thank you for taking on such an important role.



"Play to Remember" Walk Team

1 BUILD YOUR TEAM



Many people want to join your efforts in battling Alzheimer's and Parkinson's, ALL YOU NEED TO DO IS ASK! Teams of all sizes are welcome at the Walk to Remember. Invite a friend, coworker or family member and join us to raise money for your local Alzheimer's and Parkinson's community.

Tips for recruiting your team and raising money:

1. Recruiting Your Walk Team

- **Set up a team webpage.** Go to our Walk site www.walktoremembervero.org and tell your story. Make it personal with pictures of a past walk or photos of your reason to help families dealing with Alzheimer's and Parkinson's.
- **Build your team.** Brainstorm a list of people you know and ask them to join your team. You may be surprised to learn who in your life has been affected by Alzheimer's and/or Parkinson's. See "Who do you know?" on next page.
- **Send emails.** Log onto our Walk site www.walktoremembervero.org to send emails to friends and family to invite them to join you to walk and/or donate to support our cause.
- **Forward to a friend.** Encourage your teammates to recruit people they know. By forwarding a recruitment email to their contacts, your team can grow beyond the people you know alone.

2. Raising Important Support Dollars.

- **Set a goal for yourself & your team.** Invite current and potential team members together, either in-person or virtually, to build excitement about raising funds for your Walk team. Ask for their help to identify new team members. Host a team rally.
- **Engage in friendly competition.** Challenge a friend to build a team and see who can reach their walk donation goals.
- **Don't forget virtual participants.** Do include team members who aren't here to walk with you. Recruit friends and family from out of town to join and support your team!

3. **Get social.** Facebook, Instagram and LinkedIn are a great way to recruit team members. Provide a link to your team webpage to show your teams' progress in reaching its goal!

4. **RECRUIT EVERYWHERE!** Ask at work, the gym, church or even your book club for people to join your effort. See "Who do you know?" on next page.

Who do you know?



Brainstorm about and write down the people you interact with regularly. See suggestions below for where to start. You will quickly have a list of people you can ask to join you as Walk team members and/or donors. Now all you need to do is ask.

Here is how to get started:



Your Activities – your gym, sports teams, book club, place of worship, alumni groups, hobby groups, kennel clubs

Your Community – Neighborhood associations, civic clubs

Your Employer – Co-workers, clients, vendors, other branches

Your Friends & Family – Parents, siblings, in-laws, friends, social media groups

Your Schools – PTA, teachers, alumni, children’s parents, sororities, or fraternities

Your Vendors – Dry cleaner, garage, hair salon, doctors, restaurants, nail salons

Matching Gifts

Ask your employer or your human resource department today about matching gifts.

2 MOTIVATE YOUR TEAM

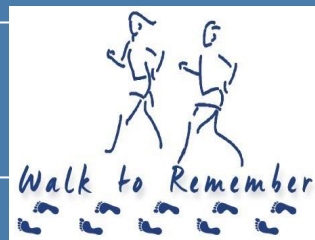


As a Team Captain, creating excitement for the Walk will help to encourage your teammates to recruit more walkers and increase their fundraising. Excitement builds positive energy and that energy helps to build success for your Walk team.

- 1. Increase communication.** Make it personal. As the Walk approaches, send your team pictures of previous walks, inspirational quotes or personal stories. This is a great time to update your team on your fundraising progress and goals.
- 2. Commit to fundraising success.** Help your teammates reach their personal fundraising goals. Share tips and offer help with those who have a hard time asking for donations. *Offer resources like the A-Z Fundraising Ideas in this kit.*
- 3. Plan a team fundraiser.** Organize an event to create excitement for the Walk and raise funds. This is a great time for your team to bond together even virtually!
- 4. Invite your teammates to learn more about the disease.** Encourage your teammates to go to www.walktoremembervero.org to see stories and pictures about our local Alzheimer's and Parkinson's community.
- 5. Match it up!** Give your team a unique identity by displaying your team name on t-shirts or hats. If you are representing a company, ask your employer how you and others might best represent the company's participation and support.



3 FUNDRAISE



As a Team Captain, we encourage you to get creative with your fundraising efforts. Along with your teammates, work together to select activities that will engage teammates and the community to help enlist others and raise funds for your local Alzheimer's and Parkinson's community!

Fundraising tips to help jump start your team:

1. **Lead the way.** Kick off your fundraising efforts with a personal donation.
2. **Keep it personal.** Sharing stories and pictures from previous walks or personal experiences can help increase your fundraising efforts. Those who include why they are raising money raise **THREE TIMES** as much as those who do not.
3. **Set a goal.** A goal gives you a target to reach for while fundraising. You and your team can measure your progress on your teams' Walk to Remember website page.
4. **Start a Facebook Fundraiser.** Utilize the Facebook option on the www.walktoremembervero.org to engage friends and family from afar.
5. **Email, email, email.** The more emails you send out, the better your chances are in receiving a donation. On average, one in five fundraising emails will result in a donation.
6. **Fundraise at work.** Ask your workplace if you can have a dress-down Friday to raise donations. You can offer flowers or candy in your breakroom in exchange for a donation. Ask your workplace if they offer a matching gift policy and will match a portion of your donation efforts.
7. **Take it offline.** Increase your fundraising efforts three-fold by raising money both online and offline. Have a bake sale and ask local businesses where you frequent for a donation. People you support may be happy to support your cause as well! *See A-Z Fundraising Ideas in this kit.*
8. **Utilize your local Alzheimer and Parkinson Association of Indian River County!** We have tips and tools to help you meet your fundraising goals! Many ideas can be found in this Captain's Kit! We are also happy to speak with you over the phone or meet with you in person to help you make this your best Walk ever!

4 PREPARE FOR WALK DAY



Yeah! It's Walk to Remember day!

As team captain, it's your moment to shine and to lead the way to energizing your team on this 2.7 fun walk around our beautiful Riverside Park!

Get Excited! Here's How:

1. **Get organized.** Make plans with your team like for carpooling or where to meet.
2. **Plan ahead.** Registration begins at 7:30 am and the walk begins at 9:00 am. Register ahead of time at www.walktoremembervero.org to give you plenty of time to locate your team members before the Walk.
3. **Show off your team.** In addition to wearing team t-shirts, you may enjoy making buttons or signs to wear expressing your reasons for wanting to help local families dealing with Alzheimer's and/ or Parkinson's.
4. **Stay in contact.** The week before the Walk, send a reminder email to your teammates with info of where to meet at Riverside Park. This is a great time to remind them to bring any remaining donations to turn in.
5. **Capture the moment.** Be sure to take photos and post updates showing the day's festivities. This is a great opportunity to thank your donors and start next year's recruitment.
6. **Share your experience.** Meet your team members at the finish line to celebrate your success. Be proud of your efforts and accomplishments! Don't forget to share this special triumph on social media sites and tag us on Facebook.
7. **Gratitude is Contagious.** Thank all your donors and team members. Those who are shown thanks are more likely to contribute and get involved next year than those who are not.
8. **Come together to celebrate.** Plan a post Walk event for your team and share fundraising totals. Recognize the top team members and celebrate your team's amazing accomplishment!
9. **Continue to connect.** This is an important way to keep the excitement and momentum going for next year's Walk!

Get Social



Sample posts for Facebook/LinkedIn/Instagram

Make it personal. Share your story. Below are just examples of how team members have shared their stories. Borrow these or create your own. It's your story!

- I'm walking to help local families dealing with Alzheimer's and/or Parkinson's. Over 6,500 people are touched by dementia in Indian River County alone. Follow my footsteps and join my team today!
[Link to personal walk page]
- I'm walking to help families dealing with Alzheimer's and/or Parkinson's and to honor and remember my [grandma, grandpa, brother, sister, the future]. Please donate to my team today. Together we can make an important difference!
[Link to your walk page and upload a photo of the person you are walking for]
- We're walking to support our local Alzheimer & Parkinson Association of Indian River county on November 14th. Join [team name] or donate to help the families in our community that have been touched by a memory or movement disorder. [Link to personal walk page]
- I'm at [insert percentage] of my fundraising goal for the Walk to Remember to help our local community members touched by a memory or movement disorder. Please donate and help me reach 100%. [Link to personal walk page]
- I reached my fundraising goal for the Walk to Remember! THANK YOU. Alzheimer's and Parkinson's are all around us, but the power is within us to help those touched by those diseases!
[Include photo from walk]
- I participated in the Walk to Remember to support my local community touched with Alzheimer's and/or Parkinson's today! Thank you to everyone who donated and cheered me on!
[Include photo from walk]