



# Team Captain Kit



National Team Initiative

## Welcome HOSA!

We are thrilled that HOSA is supporting the Alzheimer's Association Memory Walk through the national team initiative in 2004. HOSA will prove to be an integral part of Memory Walk, and we hope you are as excited as we are for this season!

Your commitment to be a Team Captain is the first step to making Memory Walk a success. We have designed this toolkit 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.

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

### Step 1

#### **Register for a Memory Walk in Your Local Community**

### Step 2

#### **Set a Fundraising Goal**

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

### Step 3

#### **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 4

#### **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 5

#### **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.

A number of tools you and your team can utilize are included at the end of this kit.

## Let's get started!

## Step 1: Find a Memory Walk and Register

More than 600 Memory Walks will occur this year in communities across the United States in an effort to raise more than \$27 million dollars.

The easiest way to find a Memory Walk near you is to:

- Visit [www.alz.org/memorywalk](http://www.alz.org/memorywalk) and search by your zip code or city

If you do not have access to the internet or have any questions, please contact Lynn Martin at (312) 335-5170 to find your nearest Memory Walk.

This year, you can register for almost ALL Memory Walks **ONLINE**, and raise money by e-mailing your friends, family, and everyone else in your address book! It's fast, easy and instant gratification at its finest. Visit the above web site to link to your community's local event and see what you can do online.

## Step 2: 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 incentives involved in raising money for Memory Walk. Top fundraisers will be eligible to receive a variety of prizes – and the more they raise, the better the prize!

## Step 3 – Recruit Team Members

### Here are a few easy recruiting ideas!

- **Ask everyone.** Ask your family, but even challenge other friends, classmates and coworkers to get involved.
- **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.
- Host a **kick-off party** to recruit walkers. Talk to your local Alzheimer's Association chapter about a staff member, or someone who has been affected by the disease, to attend the party and tell others why it is so important to walk.
- Create **Team Posters** and display them everywhere possible.
- Sign up for the walk online and send an e-mail through your e-mail center to everyone you know asking them to sign up online and join your team.
- Make an announcement at your next **chapter meeting** to get everyone excited and involved. Make it fun and a **team** effort!

### As You Build Your Team...

- Be sure you have all of the information to register each team member if they haven't already registered online. Capture e-mail addresses so you can easily keep in contact with team members.
- Distribute copies of the Sample Fundraising Letter (Page 11) and E-Mail (Page 13) for team members to copy and send. E-Mail is a fast, inexpensive and easy way to get the word out and raise money!
- 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 4 – 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 and not for yourself. The moment you limit who you ask, you limit the amount you can raise!
- Host a **social activity** and ask people to pledge their support that night.
- Create a **buddy system**. Ask someone who cannot walk to help you collect donations.
- Put a Memory Walk **message on your voicemail**; ask callers to sponsor your efforts.
- **Suggest friendly competition** between HOSA chapter members. Set weekly goals to beat and recognize the team member who reaches it first.
- Ask at least **one person a day** to sponsor you in the Memory Walk.
- Start a **letter writing or e-mail campaign**. Send them to family, friends, and co-workers. Be sure to tell them your personal fundraising goal.
- 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!
- Be **optimistic and determined**. Set a daily goal for yourself and **beat it!**

### 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 Significant Other

**Day 7: \$200!**  
Celebrate Your Accomplishment!

## **Step 5 – 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 how to get to the event and where to gather.
- Take a 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 any outstanding pledges to the Alzheimer's Association chapter.
- Send a personal thank you note to every team member
- E-mail a team photo to National HOSA at [hosa@hosa.org](mailto:hosa@hosa.org). Be sure to identify the event, chapter and team members in the picture.
- Plan a post-walk event – picnic, party, breakfast – to share results, thank everyone, and encourage future participation

Start planning for 2005!!!

**You have taken great steps with us to end Alzheimer's –**

# **Thank you**

## At a Glance: Team Timeline

### 8-12 weeks

- Register team online or submit forms
- Find a walk. Then build a team and personal web page at [www.alz.org](http://www.alz.org)
- Set your fundraising goal
- Begin recruiting team members via e-mail, phone calls and letters

### 4-8 weeks

- Hold a team kickoff social activity
- 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, car wash, 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
- 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

### 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
- Send your team photo to HOSA Headquarters.
- Start planning for next year!

# Team Tools

## 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 Alzheimer's Association's national signature event, and the largest fundraising event nationwide to help those battling Alzheimer's disease.
- Since 1989 Memory Walk has raised more than \$149 million.
- Memory Walk takes place in more than 600 communities nationwide; most events are held in September and October.

### ***Where does the money raised go?***

- Funds from Memory Walk stay in your local community to support, educate, and improve the lives of those affected by Alzheimer's disease.

### ***About Alzheimer's disease***

- Alzheimer's disease currently affects almost 4.5 million Americans.
- 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.
- Annual direct and indirect annual costs of caring for individuals with Alzheimer's disease are nearly \$100 billion nationally.

### ***About the Alzheimer's Association***

- The Alzheimer's Association is the world leader in Alzheimer research and support.
- Our nationwide network of chapters offers frontline support to individuals affected by Alzheimer's with services that include 24/7 information and referral, safety services, and education and support groups.
- The Alzheimer's Association has awarded more than \$150 million in research grants since 1982.

***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 with fellow HOSA members in the Alzheimer's Association Memory Walk to help raise money for the fight against Alzheimer's disease. HOSA members all across \_\_\_\_\_ (*your state*) will be joining teams nationwide, and we want you to walk with us!

I know it will be a lot of fun, and together we can make a difference.

Here are the details:

**When:** *Insert Memory Walk date*

**Where:** *Insert Memory Walk location*

**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 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.alz.org/memorywalk](http://www.alz.org/memorywalk) or contact me at \_\_\_\_\_ (*insert number*).

Thank you for joining my team!

Best regards,

## Sample Fundraising Letter

Dear \_\_\_\_\_,

I am walking with my HOSA members in the Alzheimer's Association 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 thousands of local families and caregivers affected by this disease. HOSA is joining forces nationwide to help win this battle and I am asking for your support.

Today nearly 4.5 million Americans have Alzheimer's disease and this number is expected to grow to more than 14 million by the year 2050. 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 Alzheimer's Association. 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: Team Member name and address, who will then forward them on to the local Alzheimer's Association chapter or go online to *insert local chapter walk site* to donate online.

Thank you in advance for your support.

Best regards,

## Sample Team Recruitment E-Mail

**To:** [myfriends@email.com](mailto:myfriends@email.com); [myfamily@email.com](mailto:myfamily@email.com); [mycoworkers@email.com](mailto:mycoworkers@email.com)

**Subject:** Join my Memory Walk Team!

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### 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 Memory Walk to help raise money for the fight against Alzheimer's disease, and I have decided to form a team along with my fellow HOSA members, friends and family across the country.

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

Here are the details:

When: *Insert Memory Walk date*

Where: *Insert Memory Walk location*

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 Memory Walk are used to support a wide range of Alzheimer-related programs for the thousands of local families and caregivers affected by this disease. For more information, visit [www.alz.org/memorywalk](http://www.alz.org/memorywalk) 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

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### **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 Alzheimer's Association. Proceeds from the Memory Walk will be used to support a wide range of Alzheimer-related programs for the thousands of local families and caregivers affected by this disease. My fellow HOSA members, their friends and families have joined forces across the country, and I am asking for your support.

Today nearly 4.5 million Americans have Alzheimer's disease, and this number is expected to grow to more than 14 million by the middle of this century. 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 4.5 millions of Americans with Alzheimer's disease.

Please feel free to send your contributions to (team member name and address). I will then forward contributions to our local 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!

# 2004 Memory Walk Team Sign-Up

Team Name: \_\_\_\_\_

Walk Date: \_\_\_\_\_ Walk Location: \_\_\_\_\_

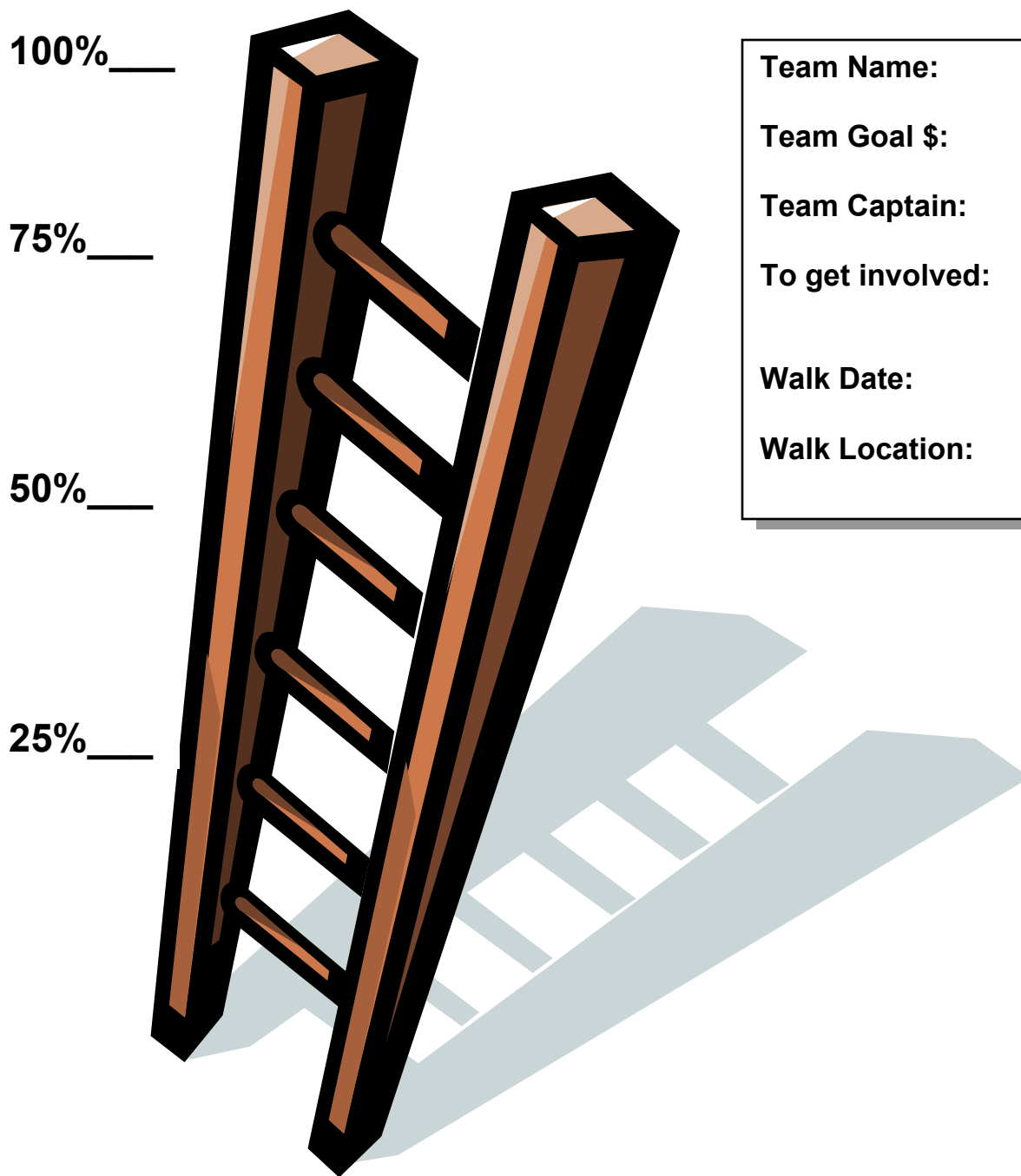
Team Captain: \_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Name	Address	Phone Number	E-Mail Address
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# 2004 Memory Walk Team Goal



**Team Name:**

**Team Goal \$:**

**Team Captain:**

**To get involved:**

**Walk Date:**

**Walk Location:**

# 2004 Memory Walk Team Planning Calendar

Sun	Mon	Tue	Wed	Thu	Fri	Sat