



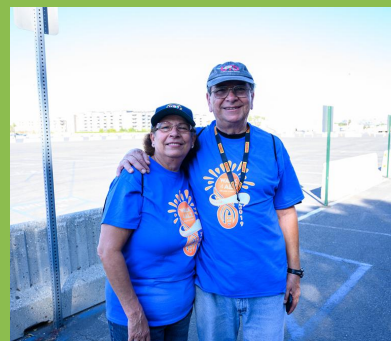
# TEAM CAPTAIN TOOLKIT





# TEAM CAPTAIN TIPS

- 1. Set Goals with your Team:** Encourage your team to share their ideas, assist them with setting goals they want to achieve and help them meet those goals.
- 2. Plan a Team Meet Up or Lunch:** Bring your team together to get excited about Walk4ALZ & Run4ALZ! Celebrate any fundraising goals that have been met or that are on track for success.
- 3. Build Team Spirit:** Organize team building events such as game nights, bowling nights, team outings or spirit days.
- 4. Make it Personal:** Share why you are passionate about Alzheimer's Orange County and encourage your team to share their personal stories too. Email your story to us at [walk@alzoc.org](mailto:walk@alzoc.org) with a photo or video and your personal fundraising page link and we will share it on our Walk4ALZ & Run4ALZ Facebook Page!
- 5. Be a Cheerleader:** Motivate and drive your team members to their goals and congratulate them on their victories.





# GOAL PLANNING WORKSHEET

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

## Team Fundraising Goal

**How many members do you want on your team?** # \_\_\_\_\_

**Average dollar amount raised per team member** \$ \_\_\_\_\_

$$\begin{array}{ccccccc} \text{_____} & \times & \$ & \text{_____} & = & \$ & \text{_____} \\ \text{\# of members} & & & \text{Avg. \$ raised per member} & & & \text{Team Fundraising Goal} \end{array}$$

## Personal Fundraising Goal

My Personal Donation	\$
Email Campaign Donations	\$
Social Media Fundraising	\$
Other	\$
Total	\$

**\*\* Social Media Fundraising:** If you start a Facebook Donation Campaign for Walk4ALZ & Run4ALZ those donations will go towards your personal fundraising goal once AlzOC receives those donations from Facebook\*\*



# TEAM CAPTAIN CHECKLIST

## Fundraising

- ☐ Sign up and start your team. Making a self donation is a great way to motivate your team members to do the same and get them excited to fundraise.  
[\$50 gets you a fundraising prize]
- ☐ Start sending team progress reports about Walk&Run4ALZ to everyone on your team.
- ☐ Email friends and family member in your contact list inviting them to support your team.
- ☐ Each week set a goal for yourself to reach your personal fundraising efforts.
- ☐ Continue posting on social media and promoting to coworkers, friends and family.
- ☐ Keep your personal fundraisng going! And encourage team members to do the same.

## Recruitment

- ☐ Recruit family, friends and even coworkers. If they can't donate or join your team, ask them to share your message.
- ☐ Think about getting a committee of team members together that are dedicated to recruiting new team members. Encourage your team members to grow your team too!
- ☐ Utilize our social media collateral to help recruit team members and donations. Distribute among your social media, your workplace and even local businesses.
- ☐ Ask if you can hold a special sign up day at your place of work to get more team members and raise awareness about Alzheimer's and other related dementias. Want an AlzOC team member to come speak & host a kick off party? Contact us at [walk@alzoc.org](mailto:walk@alzoc.org)
- ☐ Make the push to get your team to recuirt as many new team members as they can the week before the event.



# TEAM CAPTAIN CHECKLIST CONTINUED

## Before & After Event

- ☐ Send a team building announcement with AlzOC brochures to your coworkers and community group members.
- ☐ Make a plan about where to meet up with your team the morning of and if there will be any other team activities that day like a post event lunch.
- ☐ Send one last reminder email to your team with all the important details for the morning of.
- ☐ Post any photos that were taken at the event. Don't forget to tag Alzheimer's Orange County and the Walk4ALZ & Run4ALZ Facebook Pages.
- ☐ Send an email to all your team members about the teams success and thank them for their efforts and donations. Post on social media thanking all of your supporters.
- ☐ Ask for and collect any post-event donations Fundraising doesn't close until December 31st, so you can try and raise even more!
- ☐ Send handwritten thank you notes to your supporters, tell them about your team's success and how their donation was important. Encourage your team members to do the same for anyone who made a donation to them.





# TEAM RECRUITMENT EMAIL

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**Subject Line: Taking Strides Against Alzheimer's Together!**

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

**I am reaching out to tell you that I am participating in Alzheimer's Orange County's Virtual Walk4ALZ & Run4ALZ on Saturday, November 14. I am forming a team and I would love for you to join me in helping to not only raise awareness for Alzheimer's and other related dementias but to raise funds for critical services and programs for local families and to support local Alzheimer's research.**

**By joining my team and helping raise funds, you can help take strides in our local fight against Alzheimer's.**

**Join Team [enter team name] today by visiting my team page - [enter team page link]**

**For more information please visit [www.alzoc.org/walkrun](http://www.alzoc.org/walkrun). If you have any questions please feel free to contact me.**

**Thanks for joining my team!**

**Kindly,  
[Your Name]**



# TEAM THANK YOU EMAIL

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**Subject Line: Many Thanks!**

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

**I want to personally thank you for joining my team and helping raise funds for Alzheimer's Orange County. Your dedication and hard work is greatly appreciated and does not go unrecognized. Because of your efforts and our team's commitment to the cause, we were able to achieve our fund raising goal of [enter fundraising total].**

**It was a blast taking on this fundraising challenge with you and getting to enjoy the event with everyone! I will share the pictures we took with everyone, so we can hold on to these memories.**

**Thank you again for being a huge part of this team. You should not only be proud of what we have accomplished but also in the fact that we are helping to make a difference in our community. Because of people like us, Alzheimer's Orange County is able to continue providing critical programs and services and assist local families in need.**

**Until next year!**

**Sincerely,  
[Your Name]**



# ESSENTIAL FUNDRAISING TIPS

## HOW TO FUNDRAISE



It's simple, just ask! The top reason why most people give is just because they were asked. If you ask, they can say no. But if you don't ask they can't say yes.

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## MAKE IT PERSONAL

Share your story or your experience. Did you have a loved one affected? Do you know a caregiver? Share the reason you support AlzOC with them and us! Email your story to [walk@alzoc.org](mailto:walk@alzoc.org)



## ASK EVERYONE



Ask more than just your obvious prospects (friends and family). Reach out and ask co-workers, locals businesses, your church group or sports team.

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## UTILIZE ONLINE TOOLS

With the help of our online tools, fundraising is simple! Online fundraising is very effective and tends to have a higher response rate.



## HAVE CONFIDENCE



Be brave and speak from your heart. You are not asking for money for yourself, you are helping to support the mission of AlzOC.

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# FUNDRAISING IDEAS

\*Email us at [events@alzoc.org](mailto:events@alzoc.org) for our Third Party Fundraising Toolkit\*



## Restaurant Fundraisers

Find a local restaurant that hosts giveback nights to partner with. Invite your friends and family to grab some food during your scheduled time frame and the restaurant will give a percentage back  
**Popular Restaurant Choices:** Chipotle, Ruby's Diner, Chick-Fil-A, Lemonade

**\*\*See website for more information\*\***



## Office Involvement

Ask your coworkers or workplace to help with your fundraising. Host a Casual4ALZ day and have people donate \$5 to wear casual attire for the day. You can also check to see if your company has a matching gift program to double your funds.

**\*\*Email [walk@alzoc.org](mailto:walk@alzoc.org) for more information on how to host Casual4ALZ\*\***



## Community Sales

From community bake sales to a garage sale or car wash! Kick start your fundraising in your community and spread the word of Walk4ALZ & Run4ALZ at the same time!



## Game Nights

Host a game night. With either board games, card games or even casino tables and place all bets for Walk4ALZ & Run4ALZ.



## Celebration Donations

Get your friends and family's support your fundraising efforts by donating to your page as a gift for your birthday, graduation or special occasion.



# SOCIAL MEDIA FUNDRAISING

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## FACEBOOK

- Update your status at least once a week with why you walk or run, event information or your team's progress!
- Always link your Walk&Run4ALZ Personal Fundraising Page in your posts to make donating easy!
- Share the Walk&Run4ALZ Facebook event, Facebook page posts and why you walk or run with your followers.



## TWITTER

- Follow Alzheimer's Orange County on Twitter at @OCAlzheimer's
- Tweet about your fundraising progress, let followers know you are seeking donations.
- Always include your Walk&Run4ALZ Personal Fundraising Page link in your fundraising tweets.
- Add your Walk&Run4ALZ Personal Fundraising Page link in your Twitter Bio.



# TEAM SPIRIT GUIDE

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Your team could be the winners of our annual Team Spirit Award!  
Here are some helpful team spirit tips.

## Team Shirts

Have all your team members get blue or white t-shirts and have them decorate it with your Team Name and why they walk or run! You can even create a shirt for all your team members with the name of who they are participating in honor or memory of.

## Posters

Have each of your team members make a sign with your team name and have them decorate it however they would like. They can write encouraging saying, Alzheimer's facts or even put a photo of who they are walking or running in honor or memory of.

## Team Accessories

Don't just stop at team shirt and posters, go all out! Grab some blue pom-poms, wigs and noise makers and have a blast!



# EARN YOUR BADGES

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Motivate your team members to hit their fundraising goals and earn all their badges!



## **Selfless Self-Donor Badge**

Make a donation to your own fundraising page



## **Goal Getter Badge**

Reach your fundraising goal



## **Star Fundraiser Badge - Walkers**

Raise \$50 (You've earned your T-Shirt!!)



## **Star Fundraiser Badge - Runners**

Raise \$50



## **ALZStar Fundraiser Badge**

Raise \$150



## **Super ALZStar Fundraiser Badge**

Raise \$500+