



# *Team Captain Handbook*

**Alzheimer Society**  
BRITISH COLUMBIA

## WELCOME to the TEAM!

This year marks the sixth annual *Investors Group Walk for Memories*, a key fundraising event that supports thousands of British Columbians whose lives have been impacted by Alzheimer’s disease or a related dementia.

Thank you for becoming a Team Captain – it’s people like you that make this event such a success! We hope you find this handbook a useful starting point in helping you to recruit, track and motivate your Team Members.

For more about ensuring your Team is a success, visit [walkformemories.com](http://walkformemories.com) or contact your Walk for Memories chairperson.

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## Alzheimer's Disease and the Alzheimer Society of B.C.

Dementia is a disease characterized by a number of symptoms that typically include loss of memory, judgment and reasoning, as well as changes in mood or behaviour. Alzheimer's disease is the most common form, accounting for 64 per cent of all dementia in Canada. It is *not* a normal part of aging, but a progressive, degenerative disease.

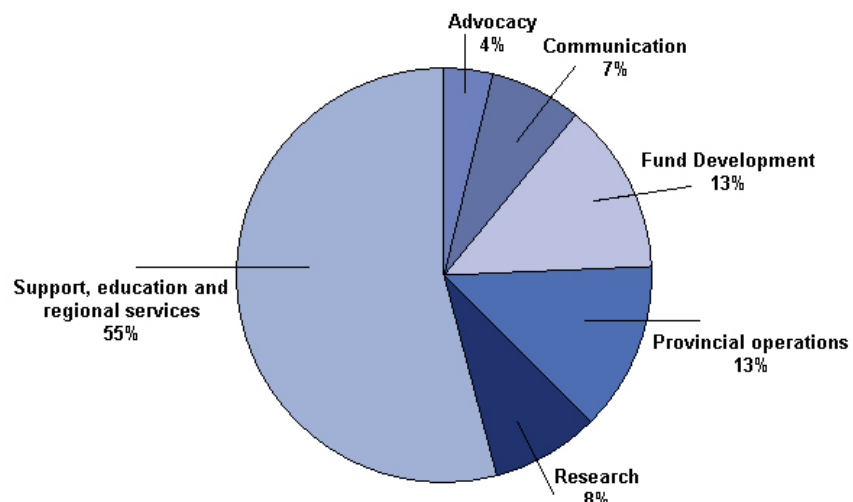
Currently in B.C., approximately every 40 minutes of every day another person develops dementia – a number that's expected to grow. Chances are very good that you know someone affected by Alzheimer's disease or a related dementia.

For more than 25 years, the Alzheimer Society of B.C. has supported individuals living with dementia, their families and caregivers. Much has been learned since Dr. Alois Alzheimer first identified the symptoms of this disease in 1906, but so much more has yet to be done to achieve our vision of a world without dementia!

That vision takes dollars – dollars that go toward research, education, information, help and support. The fundraising that you and your Team do is a huge part of helping us realize that vision. You ARE making a difference!

### What Do Your *Walk* Dollars Support?

Funds raised through the *Investors Group Walk for Memories* ensure that people whose lives have been impacted by Alzheimer's disease or a related dementia can contact to a community of information, services and support. Funds raised also go towards research to search for the causes and the cure.



## So What Do I Do Now That I'm Team Captain?

You've made the decision to take the lead and be a Team Captain. Now what?

Here's what you can do to build a successful Team!



### Create Your Team

- It's important to ASK, ASK, ASK! Ask anyone and everyone to be on your Team.
- Tell people *your* reasons for getting involved. People will be much more willing to listen and get involved when they hear your reasons and see your passion and commitment to the cause.
- Approach family, friends, neighbours, co-workers and customers to join your Team.
- Consider choosing a theme for your Team that's reflected in your team name – and maybe even a related outfit or costume for event day! It can be humorous, serious, work-related or even an inside family joke!
- Set your Team up online! Go to [walkformemories.com](http://walkformemories.com), click on "Register Now" and follow the instructions! If you need some help with this process, download *How to Set Up a Team Online*, which has detailed instructions.
- Using the tools that come with your new Team webpage, send registration requests to EVERYONE. It's really easy to send emails inviting others to join your Team!
- Build a pyramid; as you recruit Team Members, ask each person who joins your Team to recruit at least three others. If you start with just three Team Members who each recruit three Team Members, and each of those *also* recruits three Team Members, you'll have a Team of nearly 30! *(And even if someone says no, odds are they'll give a donation!)*

## Recruiting at Work

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- Ask your company to send an endorsement memo encouraging everyone to join your Team.
- Use company and community newsletters, Website and bulletin boards to advertise the event and encourage everyone to join your Team.
- Display event information, including the recruitment poster, in high-traffic areas like lunchrooms and washrooms.
- Hold a kick-off lunch in the office as a fundraising and team-building opportunity. Get other departments or offices involved for a friendly competition.
- Devise your own fundraising and recruiting incentives for your Team. For example, ask your company to donate a prize (perhaps a day off with pay?) and enter your Team Members' names for each new person they recruit.
- Put an article in your company newsletter. Report on your Team, list members' names, explain how their money helps move us towards a world without dementia – and of course, let people know how to sign up!



## Coordinate Your Team

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- Start early and set goals for the number of Team Members and total pledges *with deadlines*. The more Team Members you recruit, the more money you'll raise to support those affected by dementia!
- Set a fundraising goal for your Team, and challenge your Team to reach (or exceed!) that goal.
- Make sure each Team Member is signed-up through your Team webpage, and encourage them to personalize and *use* their personal fundraising pages.
- Use the *Team Captain's Timeline* included in this handbook, as well as your online *Team Reports* to keep your Team on track and having fun.
- Encourage your Team Members to use their personal webpages to track all donations, including cash and cheque pledges.
- On registration day, make sure everyone prints off their own donor list from the website and brings it to registration with any cash or cheques.

## Motivate Your Team

Here are some final tips to help you be the best Team Captain possible. Use these tips to keep your Team motivated, informed, having fun – and not to mention, looking good!

- **Share stories!** Encourage Team Members to share stories of why they are involved. Do they have friends, family members or co-workers who have Alzheimer's disease or a related dementia?
- **Celebrate accomplishments!** Highlight Team Members' accomplishments and share their ideas in emails and postings. Remember, people like to see their name "in lights" – and you can do this easily through your Team webpage!
- **Keep them informed!** Before event day, call or email your Team Members to let them know about check-in times, locations and directions to the start/finish line, and arrange a place for your Team to meet to start the *Walk*.
- **Win an award!** Check with your event organizers to see what awards are presented at your event that your Team might compete for.
- **Get them looking good!** Ask your company or a local business to provide t-shirts or hats for your Team to wear – or better yet, design your own!
- **Say cheese** and get a group photo! Set a time and pick a gathering place. Check with your local Team Coordinator to see if there will be a Team Table on event day; if so, that would be a good spot to take your Team photo.
- **Fundraise together!** Consider fundraising as a Team. Check out *the* Fundraising Tips for Teams section.



Have fun, and be sure to thank your Team Members!

Thank your Team Members for their time and commitment to participate, and make sure everyone knows where to meet you at the event. Give each Team Member a warm welcome when they arrive.

## Voicemail and Email Messages

Use voicemail and email to help form your Team, keep your Team Members informed, ask for donations and raise awareness of the event with friends and relatives, and remind everyone about important *Walk* deadlines!

These are only a few suggestions. If your Team or company is totally “wired”, use your imagination to expand on them – and remember that you can easily send emails to your entire Team through the Team menu on your webpage!

### Prior to Forming a Team

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#### ***Voicemail***

Hi, this is (your name). This January, I’m taking part in an event called the *Investors Group Walk for Memories*. The *Walk* raises funds to support people in B.C. who are living with dementia, through the programs and services of the Alzheimer Society of B.C. I’m going to be forming a Team for this event, and it would be great if you could join me! Give me a call at (your phone number) and I can give you all the details. Thanks!

#### ***Email***

Subject: Join me for the Investors Group Walk for Memories!

On January 25, 2009, I’m taking part in an event called the *Investors Group Walk for Memories*. The *Walk* raises funds to support people in B.C. who are living with dementia, through the programs and services of the Alzheimer Society of B.C.

I’m going to be forming a Team for this event, and it would be great if you could join me! You can also support the event by sponsoring me. Give me a call at (your phone number) or email me at (your email address) and I can give you all the details. Thanks!



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## After Your Team Is Formed

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### ***Voicemail***

Hi, this is (your name), again! I left you a message about the *Investors Group Walk for Memories* that's coming up in January, and I wanted to call to let you know I have my team set up! It would be great to have you on my team! Give me a call at (your phone number) and I can give you all the details. Thanks!

### ***Email***

Once you have your Team webpage set-up, use the tools provided to send emails to your friends, family, co-workers and other contacts inviting them to join your Team! The email will have all the necessary links and instructions to make it easy for people to join or support your Team!

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## After the Walk

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### ***Voicemail – Thank you to donors and your Team Members***

Good morning! This is (your name). I just wanted to thank you for supporting the Investors Group Walk for Memories; our Team raised (list \$ amount)!!! This money will go to support people whose lives have been impacted by Alzheimer's disease or a related dementia, through the programs and services of the Alzheimer Society of B.C. Thank you so much for your support!

### ***Email***

Use the tools provided through your Team webpage to thank your Team Members for participating, as well as your personal sponsors. Remind and encourage your Team Members to thank those who gave them pledges as well!



## Fundraising Tips for Teams

Whatever your fundraising efforts, remember to promote them as a benefit for people impacted by Alzheimer's disease or related dementias throughout the province, through the programs and services of the Alzheimer Society of B.C. Use these successful ideas from fellow event participants as a starting point for your own creativity.

**Auction (silent or live):** Hold the event at your business, in your neighborhood, or at a church/temple/synagogue. Ask for contributions of unique items such as homemade toys or art, a hand-knitted sweater, a time-share, breakfast or dinner at someone's home, or a ride on someone's sailboat. Display the items (or their descriptions) prior to the event. Hold the auction over lunch or at a convenient time.

**Bake Sale:** Hold a Friday bake sale at work so employees will have treats for the weekend. Ask for baked goods to be wrapped attractively so they could be given as gifts. Encourage breakfast items, such as rolls and breads, as well as sweets like cakes and cookies.

**Business Challenges:** Spark a fun competition amongst your own business Team Members by seeing who can raise the most money to earn fun prizes, like:

- A member of management mows your lawn, rakes your leaves, or shovels your snow
- Free lunch with the boss
- Parking place(s)
- A day off

**Car Wash:** Get your Team together for a local town car wash. This works great for high school or church Teams.

**Casual Day:** Ask your company CEO or president to let the staff dress casually for a contribution of \$5 or more. You can do this once or on an ongoing basis.

**Matching Gifts:** If your company has a matching gifts program, it is an effective way to multiply your fundraising efforts. Be sure to check with the human resources department to obtain matching gift forms.

**Quilt-making:** Do you have a Team that makes quilts? Dedicate quilt squares in honor or in memory of people and ask for a donation. Set donation levels for different sizes: a four-inch square for \$5, an eight-inch square for \$15, and a twelve-inch square for \$25. Display the quilt at a public location, such as the Chamber of Commerce, and of course ask to display it proudly at your *Investors Group Walk for Memories*.

**Potluck Party:** Have each Team Member invite at least five couples – including family, friends, and neighbors – to a potluck dinner. Have Team Members provide dishes for the event, and ask each couple for a donation of \$20.

## How to Raise \$250 in 10 Days

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Day 1	Pledge \$25 yourself	\$25
Day 2	Ask your spouse/partner for \$25	\$25
Day 3	Ask a family member for \$25	\$25
Day 4	Ask a friend for \$25	\$25
Day 5	Ask a co-worker/schoolmate for \$25	\$25
Day 6	Ask a neighbour for \$25	\$25
Day 7	Ask your supervisor for \$30 (ask about a matching gifts program)	\$30
Day 8	Email a friend and ask for \$20	\$20
Day 9	Email a relative and ask for \$25	\$25
Day 10	Ask a local business for \$25	\$25
<b>TOTAL</b>		<b>\$250</b>

## How to Raise \$1,000 in 9 Days

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Day 1	Start by sponsoring yourself for \$50.	\$ 50
Day 2	Ask two family members to sponsor you for \$50.	\$100
Day 3	Ask ten friends to contribute \$20.	\$200
Day 4	Ask five co-workers to contribute \$20.	\$100
Day 5	Ask five neighbors to contribute \$20.	\$100
Day 6	Ask ten people from your church/temple/synagogue or community group to contribute \$10.	\$100
Day 7	Ask your supervisor for a company contribution of \$50. Or find out if your company has a matching gifts program	\$ 50
Day 8	Ask five local merchants to sponsor you for \$40.	\$200
Day 9	Ask four businesses you frequent to contribute \$25. This is easier than it sounds - ask your hair stylist/barber, your doctor, your dentist, your favourite bookstore or restaurant, your dry cleaner, or your mechanic!	\$100
<b>TOTAL</b>		<b>\$1,000</b>

## Team Captain Timeline

### Three Months Before the *Walk*

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- Decide on a Team name. This is how you will be recognized at the *Investors Group Walk for Memories*.
- Register your Team online and invite Team Members to register through your online Team page. Encourage each Team Member to set up their own fundraising page.
- Set goals for the number of Team Members and total dollars raised by your Team.
- Announce that you are forming a Team at the next staff, club or faculty meeting.
- Secure support from top executives or leaders of your organization.
- Approach your marketing, matching gifts or contributions department for support.
- Share the work. Form a *Walk* Team committee or recruit a co-Captain.
- Post an updated roster of confirmed Team Members.
- Distribute registration forms with your Team's name to colleagues and friends.
- Display *Investors Group Walk for Memories* Team posters with your name and phone number listed.
- Place articles in your company newsletter and website.

### Two Months Before the *Walk*

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- Check your roster. You should have at least half the walkers needed to reach your Team goal.
- Make sure that your Team Members have signed up online and are fundraising online and entering all their monies. Send out an encouraging email to your Team Members with your fundraising total.

### One Month Before the *Walk*

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- For event day, set a meeting time and place for your Team to have its photo taken before the start. If there is a Team Table, that would be a great place!
- Remind the Team that on registration day, everyone needs to print off their own fundraising page from the website and bring it to registration with any cash or cheques.
- Remind Team Members about start time, photo time, meeting place and directions.
- Arrange last-minute details with Team Members and check fundraising goals.

## Day of the *Walk*

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- Arrive at the *Investors Group Walk for Memories* site early for easy check-in.
- Each individual should check in with his or her *Walk* pledge form, signed waiver and any collected funds. If the walker has at least \$100, he or she will receive an *Investors Group Walk for Memories* disposable camera to capture the perfect memory!
- Don't forget to take pictures! We love to see how much fun everyone has, and your pictures could show up on the website next year!
- Warm up and prepare to walk.



## Wrapping Up Your Event in Style

- Remind Team Members to keep raising funds for prize consideration until 14 days after the *Investors Group Walk for Memories*. **Note:** Although fundraising for the event finishes two weeks after the *Walk*, the Alzheimer Society of B.C. does accept donations throughout the year.
- Call or send thank you notes or memos to Team participants.
- Follow up with your *Walk* event's Volunteer Team Coordinator or Volunteer Chair to find out if your Team's fundraising total is correct, or whether there were funds turned in for your Team Members that you don't know about.
- Submit a story for your company newsletter or website recapping your *Investors Group Walk for Memories* experience.
- Host a wrap-up party.
- Acknowledge top Team Members, show Team photos and thank supporters. Recognize and reward top Team Members. Award prizes for top fundraisers and those who recruited the most Team Members (free dinner, tickets to entertainment or sports events, etc.).
- If you are a company Team, ask an executive to thank your Team Members personally, with a note or party.
- Remind your Team Members to submit any remaining pledges to the Alzheimer Society of B.C. within two weeks of the event to qualify for prizes.





**Questions?**

**Contact** \_\_\_\_\_

Volunteer Committee Member

\_\_\_\_\_

Volunteer Committee Position

\_\_\_\_\_

Phone Number / Email

**ALZHEIMER SOCIETY OF B.C.**

**Provincial Office**

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TOLL-FREE: 1-800-667-3742 WEBSITE: [www.alzheimerbc.org](http://www.alzheimerbc.org)

The Alzheimer Society of B.C. (established in 1981) is a volunteer based, non-profit organization that exists to alleviate the personal and social consequences of Alzheimer's disease and related dementias, to promote public awareness and to search for the causes and the cures.

Our ultimate vision is to create a world without Alzheimer's disease and related dementias.

***Help for today, Hope for tomorrow.***