



# NATIONAL TEAM RESOURCES

Thank you for your participation in the Alzheimer's Association Walk to End Alzheimer's® National Team Program. The success of Walk depends on people like you, rallying teams of friends, family, co-workers and community members to raise critical funds and awareness. Your efforts help advance the care, support and research efforts of the Alzheimer's Association® — and we'll be here for you every step of the way.

**This folder** contains the resources you need to reach your fundraising and recruitment goals, including:

**National Team Logos:** Showcase your company or organization's participation in Walk to End Alzheimer's as a proud National Team.

**Press Releases:** Announce your involvement and fundraising success using our customizable pre- and post-event templates.

**National Team Poster:** Hang this editable poster at your office locations to let employees know about Walk and recruit them to join your team.

**Newsletter and Other Marketing Templates:** Need messaging for a CEO update? Want to ask a vendor to support your efforts? Use one of our many templates to spread the word, recruit others and share your team's progress.

**Digital Walk Banner Advertisements:** Promote Walk on internal company communication channels using these digital assets (available in a range of sizes).

**Social Stickers and Graphics:** Add these to your company's photos to show your support for Walk on social media.

**Leaderboards:** Use these customizable templates to let your employees or members know who's leading in fundraising and recruitment.

**Goal Poster:** Display your team's goals and track your progress. Available as 8.5"x11" and 11"x17".

**Incentive Flyer:** Learn about the Walk Incentive Program and encourage team members to reach fundraising milestones, starting at \$100.

**On-Demand Training Tools:** Learn recruitment and fundraising best practices, including how to set up a Facebook Fundraiser.

**Care and Support Resources:** Print and display this flyer with information on education and support offered by the Alzheimer's Association.

**Volunteer Opportunities:** Display these flyers at your office locations to encourage employees to volunteer with the Association and spread awareness of the cause.

Visit your National Team page on [alz.org/walk](https://alz.org/walk) to check the rankings of your company or organization's teams and participants, find your National Team Coordinator and more.