

 **Alzheimer's Services**
of Marshall County

P. O. Box 2842, Albertville, AL 35950



THURSDAY, SEPTEMBER 23, 2010

WALK TEAM CAPTAIN'S KIT

Dear ASMC Walk Team Captain,

You are the best! On behalf of Alzheimer's Services of Marshall County, thank you so much for volunteering to be a Team Captain for ASMC's 2010 **A Night to Remember** Walk. We look forward to working with you in building your **A Night to Remember** Walk Team. This Team Captain's Kit includes tools that will help you as you organize your team. Here are a few things to remember as you get started:

1. **Each person to raise \$50 will get a free NTR t-shirt.** To ensure that we order the correct t-shirt size, please submit their **name and shirt size** to the ASMC office by email: contact@asomc.org or fax 256-279-0055 by **Friday, August 20.**
2. **Bank Day** will be held at the ASMC office **Thursday, September 16** from 8 until 6:00 p.m. for you to turn in the money your team has raised and to pick up your team's t-shirts. Our office is located in the Marshall County Family Resource Center, 18 Grimes Drive, Guntersville. (Directly behind Hembree Chevrolet)
3. **Registration/check in** for the Walk will begin at **5:00 p.m. Thursday, September 23** in front of the Albertville Chamber of Commerce office located at 316 Sand Mountain Drive in Albertville. (across from Foodland) Directions to the Chamber: From Hwy. 431 take 75 into downtown Albertville and turn left on Sand Mountain Drive.
4. **Each team member should check in**, even if they have registered in advance. Each walker is required to complete an **Individual Registration Form** that includes a Waiver and Release of Liability. If your team would like to wear their own shirts and carry a banner with their team or name, they are welcome to do so.
5. **We will accept registrations the night of the Walk**, so continue to encourage others to join your team. We welcome parents to bring their children either to walk or ride in strollers. We would like as many families as possible to participate.
6. **Arrive early** to avoid last minute traffic/parking delays. You may prefer to park at the stadium and carpool to the Chamber.
7. **The Walk will begin promptly at 6:00 p.m. The route is approximately one mile** and begins at the Chamber building, goes to Main Street, turns right, then right again onto Jackson Street and ends as we walk into McCord Stadium. Water will be available to participants at the beginning of the route.
8. At the conclusion of the Walk, **awards will be presented** to the first, second and third place teams raising the most money. Please stay with your team on the football field until all the awards have been given.
9. **Walkers will be granted free admission to the High School Band Expo at 6:30.**
10. Please feel free to call our office at 256-279-0053 for assistance. **Thank you for working to make a difference** for Marshall County families living with Alzheimer's.

Best regards,

Neal Terrell, Board Chairman

Team Captains

What is a Team Captain?

Team Captains serve as the liaison between their team and Alzheimer's Services of Marshall County (ASMC). The Captain's job is to promote Alzheimer's Services of Marshall County's ***A Night to Remember*** Walk by contacting others such as family, friends or co-workers and encourage them to join your team.

Why is a Team Captain important?

As a Team Captain, your commitment to recruit fellow walkers, raise funds and coordinate your team is the ***essential*** ingredient in making ASMC's ***A Night to Remember*** Walk a great success.

How can you be a great Team Captain for ASMC's ***A Night to Remember*** Walk?

It's easy! Use the following steps as a guide:

Step 1 – Set a team fundraising goal and aim high!

Set high goals for the number of walkers you recruit and amount of dollars your team raises to help fight Alzheimer's disease. Strive to have each member of your team raise \$100! Show your walkers how easy it is to raise \$100 by distributing the "Tips for Successful Fundraising." Just think of the impact that your team of five, ten or more walkers can have! All of a sudden... just like that...you are responsible for a substantial amount of money being raised!

Step 2- Recruit your team members!

It only takes a single person to start a team. All you have to do is start asking people to join you. When you ask someone to join you, ask him or her to invite others to join as well. Before you know it things begin cascading, snowballing and growing! Remember: the #1 reason to organize a team for ASMC's ***A Night to Remember*** Walk is the satisfaction you will receive from knowing that you are helping Alzheimer's Services of Marshall County provide support to Marshall County families living with this devastating disease.

Step 3- Motivate, Motivate, and Motivate!

Share your enthusiasm and excitement with your team. Review your Team Captain Kit for helpful tips, posters and forms. Make sure that your team members have all the materials they need to raise funds and collect pledges. Communicate with your team often and encourage them weekly, even daily!

Be a **leader** and **advocate**! Encourage their fundraising efforts and proudly post the results. Be sure to call Alzheimer's Services of Marshall County 256-279-0053 if you need additional help.

Step 4- Celebrate!

Walk and enjoy! You have made a difference for our local families and caregivers with loved ones with Alzheimer's disease.

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 Spouse/Partner
Day 7: \$200 Celebrate Your Accomplishment!		

The Team Captain is asked to register their team for ASMC's *A Night to Remember* Walk. Choose a name for your team and mail or fax this completed this form to:

Barbara Wolfe, Administrative Assistant
Alzheimer's Services of Marshall County
P. O. Box 2842
Albertville, AL 35950
Phone: (256) 279-0053 Fax: (256) 279-0055

Team Registration Form

Team Name _____

Team Type: (check one)

_____ Family _____ Community Organization _____ Business/Workplace Team

Team Captain Name: _____

Street Address:

City, State, Zip:

Phone Number: _____ (day) _____ (night)

Fax Number: _____ Email: _____

Please indicate with an * where you prefer to receive information about ASMC's *A Night to Remember* Walk.

SIGN UP SHEET

ALZHEIMER'S SERVICES OF MARSHALL COUNTY
A NIGHT TO REMEMBER WALK
6:00 P.M. THURSDAY, SEPTEMBER 23, 2010

TEAM NAME: _____

TEAM CAPTAIN: _____

PHONE: _____ E-MAIL: _____

NAME	HOME ADDRESS	HOME PHONE	WORK PHONE
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

Walkers who raise \$50 will get a free *A Night to Remember* t-shirt!

Each walker must complete this form and return it to their Team Captain.
The Team Captain will turn these in to ASMC by Thursday, September 16.

A NIGHT TO REMEMBER WALK
6:00 P.M. THURSDAY, SEPTEMBER 23, 2010
Albertville Chamber of Commerce

Individual Registration Form

Individual Name _____

I am walking as part of _____ team.

Our Team Captain is _____.

Contact Information:

Phone Number: _____ (day) _____ (night)

Fax Number: _____ Email: _____

Street Address: _____

City, State, Zip: _____

Age Group: _____ 1-21 _____ 22-33 _____ 34-54 _____ 55+

I will be walking in memory of _____.

I will be walking in honor of _____.

Waiver & Release of Liability

I hereby waive all claims against Alzheimer's Services of Marshall County, sponsors, volunteers or any employees for any injury I might suffer in this event. I attest that I am physically fit and prepared for this event. I grant full permission for organizers to use photographs and quotations from me in legitimate accounts and promotions of this event.

Signature: _____ Date: _____

_____ Date: _____

Signature of parent or guardian is required if the walker is less than 18 years of age.



Tips for *A Night to Remember* Walk Fundraising Success

1. Be Optimistic! Have a positive attitude and you will accomplish great things.
2. Ask, ask and ask again. Remember you are asking for Alzheimer's Services of Marshall County (ASMC) not for yourself, so there is no need to be shy. The minute you limit who you ask, you limit the amount you can raise.
3. Start a letter-writing, email or phone campaign. Tell your family, friends, and co-workers about your fundraising goal and invite them to participate.
4. Put *A Night to Remember* Walk message on your home answering machine and ask callers to sponsor your efforts.
5. Add a message to your email signature and a link to ASMC's website: www.asomc.org so contributors can see how their money will be used.
6. Take your Walk information with you wherever you go and ask at least one person a day to sponsor you.
7. Host a fundraising party and ask people to pledge their support that night.
8. Host a bake-sale, car wash or other fund-raising activity and donate the proceeds to ASMC's *A Night to Remember* Walk.
9. Give something up such as a movie, a manicure or a dinner out and contribute what you would have spent to ASMC's *A Night to Remember* Walk.
10. Ask friends and family to contribute to your goal instead of buying a gift for your birthday, anniversary, etc.
11. Give up a "vice" for a week and donate the money you would have spent to ASMC's *A Night to Remember* Walk.
12. Encourage others to make donations in honor of, in memory of or in support of someone who has been affected by Alzheimer's. With their donation, offer to carry a picture of the honored person with you on Walk day or to write their name on your t-shirt.
13. Find out if your company has a matching gift program. Matching gifts can double your money! Post the ASMC information sheet where others can read about ASMC and how their contribution will be used.
14. Print your donation forms on brightly colored paper so they will stand out from other correspondence. (A sample is provided on the following page.)

_____, Team Captain

for the _____ Team asks your support for

Alzheimer's Services of Marshall County's A Night to Remember Walk

Checks may be made payable to ASMC. Amount of Contribution: \$ _____

Please Print

Name: _____

Address: _____

Telephone: _____ Email: _____

Circle one: In Honor / In Memory Of: _____

An acknowledgement of my gift is to be sent to:

Name: _____

Address: _____

Thank you so much for your tax deductible gift. Tax ID No. 20-3181488

_____, Team Captain

for the _____ Team asks your support for

Alzheimer's Services of Marshall County's A Night to Remember Walk

Checks may be made payable to ASMC. Amount of Contribution: \$ _____

Please Print

Name: _____

Address: _____

Telephone: _____ Email: _____

Circle one: In Honor / In Memory Of: _____

An acknowledgement of my gift is to be sent to:

Name: _____

Address: _____

Thank you so much for your tax deductible gift. Tax ID No. 20-3181488

ALZHEIMER'S SERVICES OF MARSHALL COUNTY
P. O. Box 2842, Albertville, AL 35950 Phone: 256-279-0053

A NIGHT TO REMEMBER

Memory Walk and Marshall County High School Band Expo
Thursday, September 23, 2010 at Albertville High School

Luminaries will be placed to honor and remember the strength and courage of those whose life journey has encountered Alzheimer's disease or dementia.

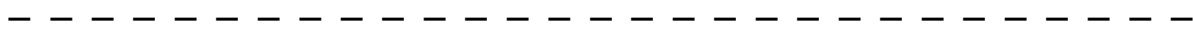
Payment and information must be received by Friday, September 3, 2010.
Checks may be made payable to ASMC.

Please print one name per candle. Minimum donation: \$5.00

In **Memory** Of: _____

In **Honor** Of: _____

Given By: _____



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In **Honor** Of: _____

Given By: _____



Alzheimer's Services

of Marshall County

A Nonprofit 501 (c) 3 Volunteer Organization

Facts About Alzheimer's Disease

- 5.3 million Americans are living with Alzheimer's disease.
- It is a progressive and devastating disease of the brain that impairs memory, reasoning, motor skills and the ability to take care of oneself.
- Currently, there is no cure. However, treatments for symptoms combined with services and support can make life better for those living with Alzheimer's.

What We Are Doing

Alzheimer's Services of Marshall County is a nonprofit 501 (c) 3 volunteer organization of caring professionals who are working to promote awareness of Alzheimer's disease and to provide education, information and referral services and support to Marshall County families coping with Alzheimer's or dementia.

Our programs and services include:

- ✓ Education
Speakers and educational materials are provided free of charge to civic groups, churches, etc.
- ✓ Incontinence Program
Incontinence products are delivered monthly free of charge to the homes of qualifying patients.
- ✓ Respite Program
Scholarships are available to qualifying patients to provide their caregiver a time of rest.
- ✓ Our website www.asomc.org contains helpful links and information.

How We Are Funded

The funding for our services and programs is provided by our fundraisers, corporate sponsors and donations from people like you. All contributions stay in Marshall County to help those coping with Alzheimer's disease or dementia.

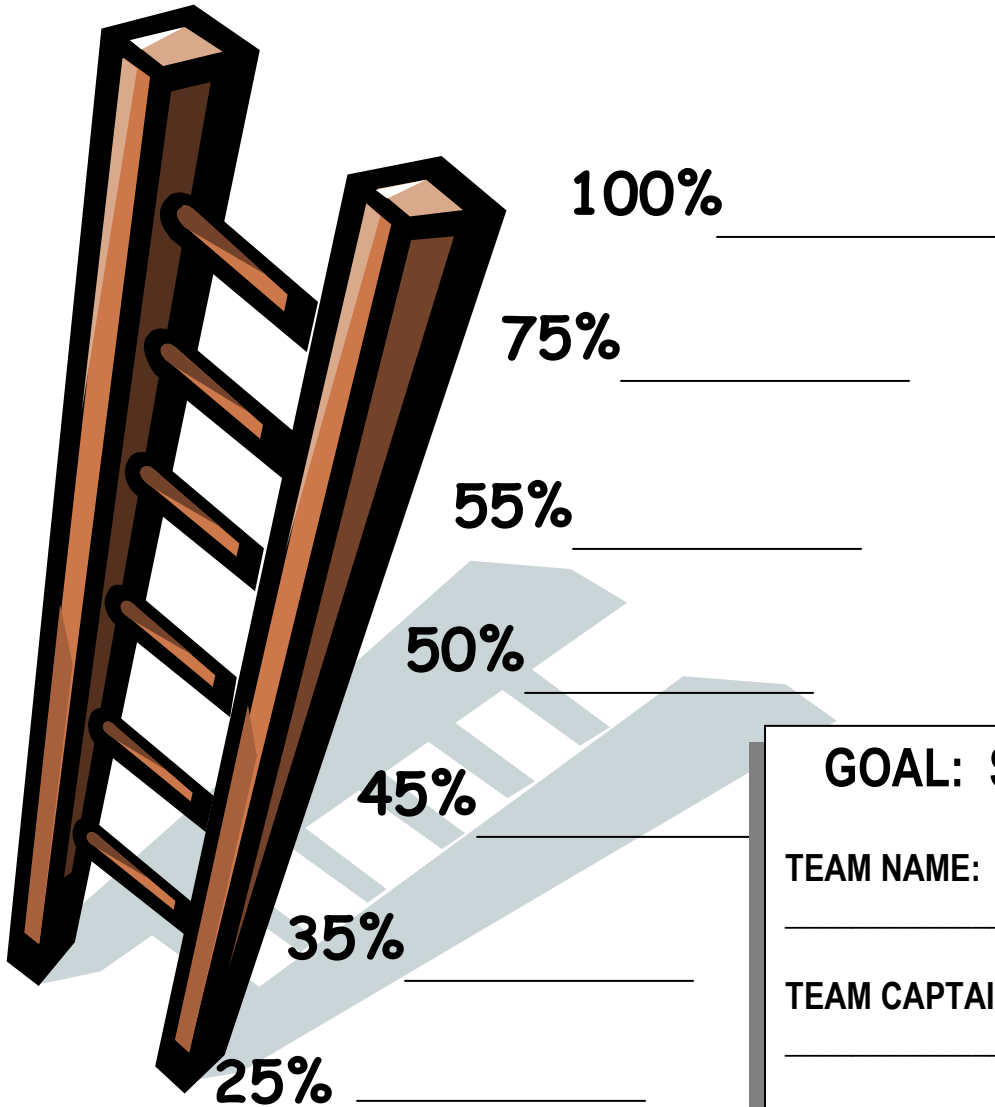
We invite you to partner with us by making your tax deductible donation today.

Alzheimer's Services of Marshall County

P. O. Box 2842, Albertville, AL 35950 Phone: 256-279-0053

A NIGHT TO REMEMBER WALK

TEAM GOAL



GOAL: \$ _____

TEAM NAME:

TEAM CAPTAIN:

TO GET INVOLVED, CALL:

WALK DATE: 6:00 p.m. Thursday,
September 23, 2010

WALK LOCATION:

Alberville Chamber of Commerce