

**CRAWFORD COUNTY**  
**Alzheimer's & Dementia**  
**WALK**  
**STEP FORWARD, GIVE HOPE**

**TEAM TOOLKIT**



## WALK INFORMATION

Alzheimer's and Dementia Walk in Crawford County:

Saturday, October 1st, 2022

St. Feriole Island Park • 101 N 4th St, Prairie du Chien, WI

**8:00 a.m. Registration, Team Photos**

**8:45 a.m. Welcome**

**9:00 a.m. Walk begins**

**10:15 a.m. Recognition Ceremony**

## REGISTRATION

**Register at: [give.classy.org/Alzwalk2022\\_Crawford](https://give.classy.org/Alzwalk2022_Crawford)**

Online registration is preferred, however you may register the morning of the walk.

For help with your fundraising page visit: [alzwisc.org/walk-with-us](https://alzwisc.org/walk-with-us)

For additional questions, contact:

**Becky Mulhern** at 920-765-3359 or [becky.mulhern@alzwisc.org](mailto:becky.mulhern@alzwisc.org)

or **Mychela Burkhart** at 608-232-3400 ext. 114 or [mychela.burkhart@alzwisc.org](mailto:mychela.burkhart@alzwisc.org)

Checks can be made out to "ADAW." If they are mailed, please note your team name and Crawford County.

**Alzheimer's & Dementia Alliance of Wisconsin**

**6314 Odana Rd, Suite 4**

**Madison, WI 53719**

# WHY WALK?

When you walk, you are supporting family members, friends, and neighbors who have been touched by Alzheimer's or related dementia. Your contributions guarantee they have information, emotional support, and a trusted guide throughout their journey with the disease.

Today, there is no cure. But through your generosity, the Alzheimer's and Dementia Alliance of Wisconsin can help individuals and families by:

- Personally supporting those with a diagnosis and their care partners.
- Offer family and community education programs.
- Lead caregiver support groups.
- Conduct memory enhancement and social programs for persons with a diagnosis.
- Raise public awareness about dementia.
- Promote early diagnosis. Encourage healthy lifestyles for brain health.
- Support research at the Wisconsin Alzheimer's Disease Research Center.



All your donations to ADAW stay right here in our communities. With you by our side we're sure to achieve this season's fundraising goal and serve our communities well.



### 1. GET THE BALL ROLLING



Nobody likes to be first. That's why it's always a good idea to get your fundraising off to a good start by making the first contribution. This will make others more likely to get involved.

### 2. ADD YOUR WHY TO THE EMAIL



We've put together an email template you can use right from your fundraising page. The most important thing you can add to this message is **why you are fundraising**. Let your family and friends know why this matters to you, that's what they care about most!

### 3. START WITH YOUR CLOSE CONTACTS



It's always best to start by emailing your close contacts because they are the most likely to donate. Try sending some quick personal messages to your inner circle to build up some momentum. Then use the email template you customized to reach all of your other contacts.

### 4. NOW MOVE TO SOCIAL MEDIA



Once you've sent your first batch of emails out, it's time to turn to social media. One of the best strategies to use on both Facebook and Twitter is tagging and thanking people that have already donated while you are asking for new donations. This spreads your message further and lets the people you are asking know that people are already getting behind you.

### 5. REENGAGE WITH EMAIL



Don't hesitate to send a few follow up emails. Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up to date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone.

### 6. CONTINUE THANKING AND UPDATING SOCIAL MEDIA



As more of your network gets behind you, keep thanking them on social media and make sure you continue to share your progress towards your goal.

Fundraising often takes a little creativity and persistence, but it's vitally important to our mission and you can do it. Know that your effort will make a big difference! **THANK YOU!**

# FUNDRAISING ACTIVITIES FOR YOUR WALK TEAM

Learn more at [alzisc.org/fundraise](http://alzisc.org/fundraise)

## 50/50 Raffle

Sell raffle tickets and offer half the takings as the prize. The other half goes to your walk team's goal

## Arts and Crafts Sale

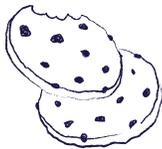
If you are an artist or crafter, sell your creations with a % of proceeds going towards your team goal.

## Ask for donations on your birthday instead of gifts.

## Auction

Either a silent auction or live auction with donated items.

## Bake Sale



## Bingo Night

Charge \$1 per bingo card, or \$20 for unlimited playtime.

## Bowling

Set a registration fee for individuals or teams. Bowlers will compete for donated prizes.

## Brat Fry

A Wisconsin Tradition. Your team sets up a brat stand, with proceeds going towards your goal.

## Candle Sale

Visit [charlestonwrap.com](http://charlestonwrap.com) to learn how

## Casual for a Cause

Employees donate to dress casual at work. Ask ADAW for "Casual for a Cause" stickers to wear for the day.



## Car Wash

## Cheese & Sausage Sale

Visit [pineriver.com/fundraising](http://pineriver.com/fundraising) to learn how

## Chili Cook Off

Require a registration fee, and give the top contestants a prize. Members of the community will vote on their favorite

## Cornhole Tournament

Set a registration fee. Teams will compete for a prize using brackets.

## Dinner Party

Ask guests to donate to your walk team or directly to ADAW.

## Facebook Fundraiser

Get your Facebook community involved with your fundraising efforts



## Garage or Rummage Sale

## Give it up

Get sponsored for giving up something you love for a month

## Match Funding

Ask your company to match your fundraising efforts

## Organize a Raffle

Ask for donations from local business' to raffle off. Sell raffle tickets for \$5 or more.

## Plant Sale

Do you have a green thumb? Sell cuttings of your favorite plants for others to enjoy.

## Polar Plunge

Get a headstart on your fundraising in the winter months!

## Popcorn Sale

Visit [doublegood.com](http://doublegood.com) to learn more



## Restaurant Fundraiser

Visit [groupraise.com](http://groupraise.com) to find a restaurant near you that supports their community.

## Sponsored Silence

Shhh... we're raising money for Alzheimer's and dementia awareness

## Trivia Night

Team up with a bar or restaurant and set a registration fee for teams.

## VIP Tour

Do you own a cool business? Sell tickets for an exclusive behind the scenes tour.



## **PURCHASE AN OFFICAL 2022 ALZHEIMER'S AND DEMENTIA WALK SHIRT**

**2022 Walk Shirts are available for purchase online here:**  
**[www.bonfire.com/2022-alzheimers-and-dementia-walk](http://www.bonfire.com/2022-alzheimers-and-dementia-walk)**

**There are a variety of sizes and styles to choose from.**

*Shirts will be shipped directly to you.*

*Please allow enough time for shipping so you can wear them at the walk.*

