

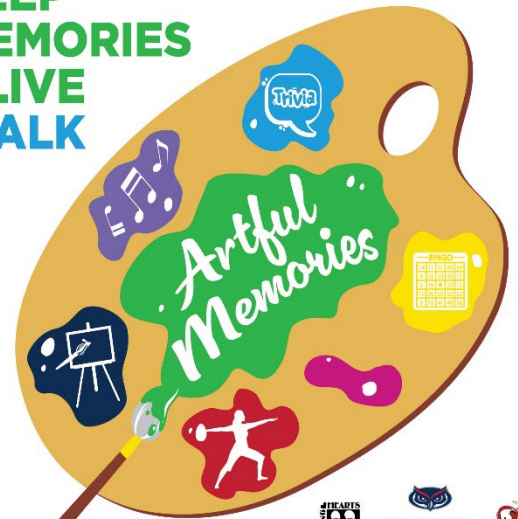
Team Captain Handbook – How to Create a Successful Walker Team!

Walkers can sign up two ways – (either on-line or by paper form) with the following link:

- Go to the Walk website: <https://fauf.fau.edu/memories> to:
 1. sign up as a Team Captain, or
 2. join an existing team or
 3. participate as an individual walker
- For those wishing to become a Team Captain, create your team name, and build your team by following the steps suggested below. Let your family and friends know right away you are a Team Captain (tell them your team name) and that you are requesting that they help and join you!
- For those wishing to sign up virtually, use the above secure website, filling in “Walker” field. The “Walker” field should be filled out if you wish to make a donation. The “Walker Free” field should be used to simply register yourself (no donation). If you are joining a team, enter it in the “Team Name” field on the website. If you are filling out a paper form, include Team Name, if applicable.
- Walkers may also sign up to participate either individually or as part of a team and make a donation by mailing a Walker Donation form (available for download at the above website link or obtaining one from your Team Captain) to:

THE CARING HEARTS AUXILIARY PRESENTS
THE LOUIS AND ANNE GREEN MEMORY AND WELLNESS CENTER

18TH ANNUAL
**KEEP
MEMORIES
ALIVE
WALK**



SUNDAY, NOVEMBER 3, 2024

Town Center at Boca Raton – 6000 Glades Road (North Entrance) Boca Raton
Registration 8:00 a.m. | Walk 9:00 a.m. | Wrap-Up 11:00 a.m.

BENEFITING THE LOUIS AND ANNE GREEN MEMORY AND WELLNESS CENTER
OF THE CHRISTINE E. LYNN COLLEGE OF NURSING AT FLORIDA ATLANTIC UNIVERSITY®

Caring Hearts Auxiliary
Louis and Anne Green Memory and Wellness Center
777 Glades Road, Bldg. AZ-79
Boca Raton, FL 33431-0991

Becoming a Team Captain? Choose a Team Name!

Should you wish to form a Walker team, register as a Walker using the above link or contact the Caring Hearts Auxiliary Office at **561-297-4066** to let them know you wish to form a team. The CHA can provide you with Walker Donation Forms and other marketing materials. Be sure to include your Team’s Name (if applicable). Walker Team Captains can win prizes for the most funds raised!

Be creative and have fun with it! Recruit Your Team!

Ask family, friends and co-workers to be a part of your team. You will have more fun, and you will raise more money for the mission.

Set Goals!

How much would you like to raise personally? How many team members do you want to recruit? How much would you like the team to raise? Just think: If you could recruit 10 people to each raise \$100, your team would be at \$1,000 in no time! Begin your fundraising now by making a donation toward your own personal goal.

Spread the Word!

Send emails, utilize social media such as Facebook, Twitter and Instagram to tell everyone about the Walk! Display posters and flyers at the office or in your community. Set up a Walk registration table in your cafeteria, lunchroom or gym! Reach out and tell everyone about the Walk and ask for their support! Contact the Caring Hearts Auxiliary office for flyers.

If forming a team, Team Captains can either direct their team members to the Walk website above or have their team members return to them a completed Walker Donation Form with their cash or check donation (checks should be made payable to: **FAU Foundation** ("NRS-008 KMA" on memo line). The Captain would then return the forms and donations to the Caring Hearts Office (see below).

Motivate Your Team!

Remind your team members why the team is raising money: to improve the quality of care for people with memory-related disorders and help us fund programs and provide an active and secure place for loved ones who are experiencing memory loss.

Team Walkers may also donate online via credit card using the above website – be sure to enter the Team Name so your team's total can be tracked! If you prefer to not use the above secure online website option, you can fill out a paper Walker Donation Form which can be downloaded on the above website.

There is no cost to attend; all Walkers donating \$40+ will receive a t-shirt (while supplies last). Sign-ups day of Walk: \$50.

Helpful Hints

Send your emails at least 8-10 weeks before the Walk. On average, donors who contribute online tend to give 50% more than donors who do not contribute online.

Send Thank You notes to your supporters.

Make it Yours!

Personalize your story – photographs, a video. Studies show that participants who personalize their stories raise more money than those who do not.

Raise Fund Offline

Use a letter-writing campaign or host a social event to encourage donations.

Get Your Company Involved!

Ask your company to be a part of the Walk, either by forming a team, being a Sponsor or both. The more, the merrier! Ask the head of your company to endorse the Walk to your fellow employees.

Have Fun!

We want the Walk to be a great experience for you, family, friends, and your teammates! Dress up in costumes, wacky hats, etc.

Thank you for support! If you should need any assistance, marketing materials or more Walker Donation Forms, please contact the Caring Hearts Auxiliary at **561-297-4066**.

For more information, scan the QR Code

