

STOPS



Team Captain TOOLKIT

2020 IMPACT



Over **133** Support Groups in **52** Counties



Funded over **2,000** hours of respite



118 educational conferences and workshops in **44** counties, educating more than **5,254** caregivers and medical professionals



Responded to over **3,417** family calls including **354** new families



\$200,000 awarded to researchers at Duke University and East Carolina University.



12 Crisis Intervention Trainings for **250** first responders



About Us

At Dementia Alliance of North Carolina, our mission is improving the lives of caregivers and others impacted by dementia, engaging and empowering them through support, education and research.

Our programs are built around a foundation of CARE - providing Comfort, Assistance, Resources and Education for individuals and families living with dementia. Through our CARE approach, we seek to help N.C. become a state of caring for caregivers and individuals living with dementia.

- Because of our growing state-wide presence, we're able to provide a high degree of personal support and care like only a local organization can.
- We provide assistance to caregivers through our Dementia Navigator. The Navigator is trained to assess the specific needs of dementia caregivers and provide them with in-office and phone information, referrals and other forms of caregiver assistance.
- We also invest in research efforts that address important issues ranging across a broad spectrum of concerns in the field of dementia science and care.
- We believe that everyone impacted by dementia deserves access to CARE that delivers hope and quality of life until there is a world without dementia. Our primary goal is to improve the lives of caregivers and others in North Carolina impacted by all types of dementia, including but not limited to Alzheimer's.

Your Support Funds



\$1,000 supports one 4-hour caregiver workshop



\$500 provides training for group facilitators to launch their own support group



\$250 provides a family with a Music & memory at Home Kit



\$100 provides an hour long consultation with our dementia navigator



\$50 provides us the ability to do an hour long online support group.



\$25 provides an hour of respite.



\$10 provides a packet of materials for families educating them about dementia and how to take care of their loved one.

Why This Matters

The burden of dementia is huge. With more than 180,000 North Carolinians impacted by all forms of dementia, including Alzheimer's, there is a great need to invest in supporting caregivers, providing education and supporting research that improves the quality of life and gives hope to those facing the challenges that come with these diseases.

Your support is critical in helping us increase our reach and impact across the state. You can rest assured that your donation will be leveraged to deliver services and conduct research that helps make N.C. a state of caring for those caregivers and individuals living with dementia. Your donations allow us to:

- Deepen and expand our CARE programs that provide access to unmatched Comfort, Assistance, Resources and Education for caregivers and their loved ones.
- Provide access to local, professional resource counselors for individuals and caregivers seeking assistance to help them have the highest possible quality of life.
- Develop and deliver educational seminars and training featuring internationally acclaimed dementia care experts to inform and equip caregivers, professionals and the public.
- Provide support for research initiatives being conducted at the local and state level.



RECRUITING TIPS

- Ask family, friends, and co-workers to join you in your efforts.
- The more the merrier! Ask fellow team members to recruit members too.
- If you are a corporate team, ask senior staff or managers to endorse or join your team, but don't stop by asking only your colleagues to attend; be sure to engage others on your corporate team to invite their friends and family.
- Be Social! Use social media to recruit, fundraise, and share your story. Tag those who've donated in thank you posts so their connections see the fun that's happening and are encouraged to get in on the festivities.
- Encourage team members to set up their own personalized pages and fundraising goals; then, remind them to ask, ask and ask again for support.
- Start planning now for festive costumes or bright t-shirts to bring your team closer and add to the excitement of the event morning.

What is the Walk to De-Feet Dementia?

Dementia Alliance of North Carolina's Walk to De-Feet Dementia is a local walk series that pays tribute to people with all types of dementia, while raising funds for the organization's programs and mission.

The walks are family-oriented gatherings that are open and accessible to everyone — children, adults, grandparents, students, corporate teams and more.

Teams Play a Critical Role in the Walk to De-Feet Dementia!

Bringing your friends, family members, co-workers, neighbors and loved ones along for all the fun and festivities will make it even more exciting and enjoyable. As a **Team Captain**, you will lead your team and encourage them to meet and beat their fundraising goals — and improve the lives of North Carolinians impacted by dementia!

Team captains are the volunteer leaders who help to build excitement and help teams reach fundraising goals, but recruitment doesn't stop with team captains; anyone and everyone can bring a friend. Every person you recruit helps to promote greater awareness of dementia and Alzheimer's.





How to Raise \$100 in 5 Steps

1

Personally Donate - Kick start your fundraising by leading by example. Donate \$10 to get yourself started

2

Ask Family! Reach out to 4 family members and ask them each to donate \$5

3

Ask Friends! Reach out to 5 close friends or neighbors to each make a \$5 donation to raise an additional \$25

4

Your Business! Ask two businesses you frequent to contribute \$10 each to bring in \$20. Think of your nail salon, hair stylist, dentist, financial adviser or insurance agent

5

Be Social! Post a link to your fundraising page on Facebook and Instagram. Let people know that any amount is appreciated. If five of your connections each donate \$5, you are at your \$100 goal

Fundraiser Ideas

Below are just a few suggestions on how to take your fundraising efforts to the next level:

- Host a bake sale
- Host a Car Wash
- Cook-off - Gather with friends, family or co-workers for a 'cook-off' and charge for votes!
- Lemonade Stand
- Parties during professional sports championship games
- Raffle
- Silent auction
- Wing eating competition
- Wine or cocktail party at local restaurant or home
- Organize a give back night at your local restaurant or brewery
- Charity Yoga Class
- Matching Gifts - Don't forget some companies match your donation dollar for dollar!
- Neighborhood Poker Night
- Video game or board game tournament
- Sport Competition or tournament
- Casual for a Cause in office
- "Give Up Challenge" - Challenge your family or friends to give up Starbucks or other treat for a week and donate to the cause!



Promote Your Walk!

ONLINE

Login to your fundraising page and use the online tools to post to social media, send emails, followup messages and thank-yous.

SOCIAL MEDIA

Use social media to reach out to all of your friends and connections for support and help spreading the word. Download Facebook banner and Instagram pictures from the event site and utilize in the weeks leading up to the walk to spread awareness.

FLYER

Download a flyer from the event site. Ask to hang it at local businesses and service providers that you frequent! Think dentist, dry cleaner, hair stylist, coffee shop, etc.

MEDIA

Have a media contact or know a popular local blogger? Send them the information from the race or make an introduction to our organization!



JOIN THE FIGHT TO DE-FEET DEMENTIA!

CREATE A TEAM at your school, church, or business OR in honor of a loved one suffering from dementia, such as Alzheimer's disease.



GUIDELINES FOR TEAM CAPTAINS

THANK YOU for joining the fight to defeat dementia! As team captain, you can encourage others to join your team, raise money, and promote the Walk to De-feet Dementia & EXPO. Funds from the walk help Dementia Alliance of NC (DA-NC) improve the lives of caregivers and others impacted by Dementia in North Carolina, engaging and empowering them through support, education and research.

What do your efforts and donations accomplish?

What does DA-NC actually do?

DA-NC provides CARE! In addition to supporting research efforts, DA-NC offers programs that provide caregivers and individuals with the Comfort, Assistance, Resources and Education they need to overcome the considerable challenges they face.



TEAM MEMBERS

No team is too small; therefore, if there are only two on your team, you are still considered a team.

If your team would like t-shirts, each individual should pre-order a shirt and size for \$20. Members can mail in t-shirt orders to the Dementia Alliance, or pre-order shirts during the online registration process. Some teams create their own shirts, hats, or visors in honor of a loved one.

If you know team members or people who cannot or do not wish to walk, please encourage them to attend the EXPO from 9-noon to learn more about treatment, resources, and other information about Alzheimer's disease or other dementias.

LISTS OF COLLECTIONS:

As captain, make sure members keep a list of donations so that we can thank those people later. You need to keep a total of individuals who contributed online or on the day of the walk. Any DA-NC items, such as forget-me-nots, go towards YOUR team's collection. Teams can raise funds through bake sales or other events. Be creative and have fun!

TEAM CAPTAIN ON THE DAY OF THE EVENT:

- Ensure your team knows where to gather at the event and the pathway of the walk.
- Collect and turn in team pledges when you sign in your team at the event.
- List those members who pre-ordered shirts.
- Make sure all walkers sign a waiver slip (online members automatically signed the waiver with their registration.)
- Take a team photo before the walk, and don't forget to send it to DA-NC!

TEAM CAPTAIN FOLLOW UP:

- Collect and turn in outstanding pledges.
- Submit a team photo to your company's newsletter or share the
- Send a personal thank you note to team members.
- Plan a post-walk, team event to thank everyone, and encourage future participation.