



**DEMENTIA
ALLIANCE**
of North Carolina

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**Team Captain
Fundraising
Toolkit**

2026 IMPACT



Over **165** Support
Groups in **61** Counties



Funded over **1073**
hours of respite



130 educational
conference and
workshops educating
more than **4469**
caregivers and
medical professionals



693 families
served by our
Dementia Navigation
program



\$300,000

Three-year researcher
grant awarded to
researchers at The Cohen
Lab at UNC Chapel Hill



90 Music & Memory
kits given to families in



About Us

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

Our programs provide comfort, assistance, resources, and education for individuals and families living with dementia.

We seek to help North Carolina 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 Navigation Program. Navigators are 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 invest in research efforts that address important issues ranging across a broad spectrum of concerns in the field of dementia science.
- We believe that everyone impacted by dementia deserves resources that deliver hope and an optimal 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 Alzheimer's disease.

Your Support Funds



\$1,000

provides a community workshop taking critical tools & resources across the state



\$500

provides a free educational webinar for caregivers



\$300

gives a person living with dementia a Music & Memory at Home Kit providing connection & joy



\$100

provides a personalized consultation with one of our dementia navigators



\$60

provides two hours of respite for an overwhelmed caregiver

Why This Matters

The impact of dementia is huge. With more than 210,500 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 North Carolina a state of caring for those caregivers and individuals living with dementia.

Your donations allow us to:

- Continue to deepen and expand our programs which provide access to unmatched comfort, assistance, resources and education for caregivers and their loved ones, including our Music & Memory program and Dementia Caregiver Assistance program.
- Provide access to local, professional resources and dementia navigation services 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 a Walk to Defeat Dementia?

Dementia Alliance of North Carolina's Walk to Defeat Dementia is a community driven event that pays tribute to people with all types of dementia, while raising funds for the organization's programs and mission.

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 Defeat 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 their fundraising goals — and improve the lives of North Carolinians impacted by dementia!

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





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!



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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!



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 visit our partner tents 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 like tribute flags or t-shirts 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.
- 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 on social media
- Send a personal thank you note to team members.
- Plan a post-walk, team event to thank everyone, and encourage future participation.

Team Captain Goal Setting Worksheet



Team Name: _____

Team Captain(s): _____

Why we walk:

Take a minute to identify “why” you are walking to support those impacted by Dementia in NC and Dementia Alliance. Identifying and sharing your why will motivate you and encourage others to support your fundraising efforts.

Here are some prompts that may help: What is your connection to dementia? How does it feel to be a caregiver? Have you used any of Dementia Alliance’s services? (These may include education, dementia navigation, Respite, Music & Memory or support groups). In your opinion, why are the programs of Dementia Alliance important?

Why We Walk: _____

Goal Setting Tips & Suggestions:

Friends and Family Teams: Strive for a team of 5 people raising \$100 each! Returning teams are encouraged to review last year’s performance and see if they can recruit new team members and increase their fundraising goal!

Corporate Teams: A new corporate team should evaluate their company size and include friends in family when goal setting. Small Company (up to 250 employees) - Strive for 10-15 team members. Medium Size Company (250-500 employees) - strive for 25 team members. Large Company (500+ employees) - strive for 50 or 100 team members.

Number of team Members: How many people will you recruit to join your team? The more people recruited the more awareness raised! Reach out to your friends, family, and co-workers.
Last Year: _____ This year’s Goal: _____

Average Fundraising: How much did each team member raise last year on average? Can you beat that this year?
Last Year: _____ This year’s Goal: _____

Number of \$100 Fundraisers: How many team members raised 100? These individuals are team leaders!
Last Year: _____ This year’s Goal: _____

Overall Team Fundraising Goal:

Last Year: _____ This year’s Goal: _____