

# Team Alzheimer's Association

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# Marketing and Communications Plan

- Goal 1 – Each Team Alzheimer’s Fellow formed a team to participate in the Walk to End Alzheimer’s
- Goal 2 – Social Media and marketing activities
- Goal 3 – Creation of deliverables that the Association can use going forward
- Goal 4 – Obtain corporate sponsors of the Walk to End Alzheimer’s

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# Goal One

- Each team member formed a team
  - Just Family - \$400
  - L & D Mail Masters - \$145
  - Team Wyatt - \$205
  - ARGI Walks to End ALZ - \$715

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# Team Steptoe & Johnson

Raised \$1,350



# Team Zooming and Booming

\$1,430

# Goal Two

- Called past Walk teams to invite ongoing participation
- Helped Association solicit walkers to send in “Why I Walk” videos for promotional use
  - Created email template and contacted people
- Worked with Association to develop a pre-Walk step competition

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# Goal Two Cont.

- Developed Slogans/Ideas for Pre-Walk Fundraising and Awareness Campaign
  - “Give me \$10 for 10”
  - “Ten Ways your Money Helps the Alzheimer’s Association” - social media post counting down from 10 to 1

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# Goal Three

- Collected business contact information for Association for future grant, sponsorship and potential Board membership.
- Reviewed and revised Board related documents as well as the Association's Confidentiality Agreement, and related items.

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# Goal Three Cont.

- Helped Association identify internship opportunities and created the job posting and other related documents
- Advertised the position at two schools, vetted interested candidates and made recommendations to the Association.

# Goal Four

Each Fellow solicited sponsorship support from at least two businesses.

- Silver Status Sponsorship from Humana - \$3,000
- Select Status Sponsorship from All Ways Caring HomeCare - \$5,000
- Sponsorship from Signature Inspire Foundation - \$1,500
- Sponsorship from L & D Mail Masters – made all signs for the Walk - \$690

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# Goal Four Cont.

- Connected the Association with local area businesses and philanthropic foundations for future sponsorship consideration.
- Introduced Executive Director Shannon White to potential Board members.

# Questions?

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