



**WALK FOR  
ALZHEIMER'S  
MAKE MEMORIES  
MATTER™**

## **10 Tips for Recruiting Co-Workers**

Co-workers are an excellent starting point for recruiting team members to join you in the fight against Alzheimer's. Below are 10 tips to get you started:

- 1. Start early.** Begin recruiting as soon as you've registered your team online. The earlier you get co-workers involved, the sooner you can begin planning your team's fundraising activities and building excitement.
- 2. Speak at a company or team meeting.** Telling your story and asking others to join you in a group setting allows those touched by Alzheimer's to take the first step by indicating interest. Also, it's often your story that motivates others to act.
- 3. Post information in your workspace and public places in the office.** Make it easy for people to find you and identify you as the main contact. Place posters in the break room and bathroom stalls. Be sure to leave a sign-up sheet in your workspace in case you are not around.
- 4. Include a blurb in your company newsletter.** Briefly share your connection to the cause, a current statistic or update about the disease from [www.alzheimer.ca/oxford](http://www.alzheimer.ca/oxford) and a call to action such as 'Join my team and help me in the fight against Alzheimer's.'
- 5. Ask your location manager or company CEO to send an email on your behalf.** Ask your manager or CEO to send this e-mail expressing his/her excitement about seeing their team band together for such a great cause. If they have a personal connection to the disease, ask them to share.
- 6. Offer incentives.** Conduct a raffle or offer a small gift certificate to the first five people who join your team. This will encourage people to sign up quickly.
- 7. Get the word out.** Let your coworkers know you are looking for team members. They may know someone in another department or building who would love to hear from you.
- 8. Set a table at lunch.** Choose a spot where you'll get to meet people you don't work with everyday. It's a great opportunity to share your passion, answer questions and register co-workers up on the spot. See if you can get a small treat donated to hand out and attract attention.
- 9. Combine the Walk with company fitness efforts.** Walk for Alzheimer's is an all-ages, all-abilities Walk. Using Walk day as a goal, invite co-workers to join your team and walk during breaks as a way to get excited about the actual event. Consider attaching a fundraising incentive to your efforts. For example, ask other co-workers to make a donation for each mile your team walks during the year. Ask your manager to match it!
- 10. Finally, make it fun!** Excitement is contagious. Continuously update your co-workers on your efforts, success, fundraising and milestones reached. They'll see how committed you are, and want to be a part of the fight!