

Will YOU Take the Power of Ten Challenge?

AIM Power of Ten Challenge Kit

Thank you for joining the Alzheimer's Impact Movement (AIM), the advocacy arm of the Alzheimer's Association! There's no more powerful way to get our leaders in Washington to make Alzheimer's a priority than to support AIM. Today, we're asking you to multiply your impact by recruiting at least ten of your peers to join you as AIM members. We've built this kit to provide the talking points, tools and inspiration you need to reach out and follow-up effectively.



Be Rewarded & Recognized

Your efforts to expand awareness of AIM have an impact far beyond the dollars raised, so we're eager to recognize and reward your commitment to complete the AIM Power of Ten Challenge.

Upon recruiting 10 members, you will receive:

- A thank you packet with tools to continue the fight
- Recognition in the AIM monthly newsletter, website and social media feeds
- A special ribbon at the [Advocacy Forum](#)
- Reserved seating and recognition from the stage at Forum's AIM General Session

Upon recruiting 25 members, you will receive:

- Free registration for the 2018 Advocacy Forum (transferable)
- Invitation to a VIP reception at Forum

Upon recruiting 50 members, you will receive:

- Invitation to an exclusive event with Washington insiders at Forum

Upon recruiting 100 members, you will receive:

- Free registration and one free hotel night at Forum or AAIC in 2018 (transferable)
- Political briefing and dinner with a member of AIM leadership on a future trip to DC (not Forum)

Tips to Get Started

We've found that the single most effective strategy for AIM recruitment has been to simply reach out one-on-one or via email to small groups of close friends, colleagues and fellow volunteers. You may be surprised how eager your friends are to join the fight against this devastating disease, particularly as a basic AIM membership is just \$20.

You might consider reaching out to:

- Your family, friends and co-workers
- Members of your Walk to End Alzheimer's or The Longest Day team(s)
- Fellow volunteers at Alzheimer's Association events
- Fellow caregivers or support group participants
- Members of community organizations you support

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When you're ready to get started, log-in to the AIM website at alzimpact.org and find a link to the "My Profile" page under your name in the menu bar. There you'll see a personal referral link that you can send to your friends, along with a referral code for use on paper forms or palm cards. When your friends join, you'll see them listed on this page as well.

AIM is the advocacy arm of the Alzheimer's Association, but it is a separate organization and, as you reach about about the Power of Ten program it's important to introduce yourself as a member of AIM, not the Association. AIM allows the Alzheimer's community to develop deeper relationships with elected officials we are counting on to advance a bold Alzheimer's agenda, but as a separate organization, contributions must be collected via the AIM website using your personal link or referral code.

Sample Email to Friends & Colleagues

Here's a sample email you could to reach out one-on-one or to small groups of your friends and colleagues. Please personalize it with your family's story -- that's far more powerful than any words we could put in your mouth! [Click here](#) to set up your draft email (may not work with all email clients) or copy the text below.

Subject: Join Me in Making Alzheimer's a Rising Issue in Washington

Dear [Friend]-

As you may know, I'm an active supporter of the Alzheimer's Association because _____. I believe our elected officials must make Alzheimer's a top priority so I've also joined the Alzheimer's Association's advocacy arm, the Alzheimer's Impact Movement (AIM). Today I'm asking you to join me as an AIM member.

I've decided to make helping AIM a personal priority because we need to end Alzheimer's and I've seen AIM's success in driving Washington, after years of inaction, to finally begin to make Alzheimer's a true priority. But we need AIM to be able to continue driving home this message.

I've committed to finding at least ten individuals who will join me in contributing \$20 or more to support AIM. Every contribution, no matter the amount, makes a real difference in what it can achieve. Would you help me reach my goal?

It only takes five minutes at the following link to support AIM. I really appreciate it! [Paste your personal link here or use alzimpact.org/donate with your personal code].

Dollar for dollar, your \$20 AIM membership is the best way you can encourage our leaders in Washington, D.C. act on the Alzheimer's crisis. And it's working! Since AIM's founding just a few years ago, Congress has tripled funding for Alzheimer's research.

I also love that AIM membership has provided me access to information and action opportunities available nowhere else. Check out this [powerful video](#) about what one AIM member was able to achieve for our cause this past election season. Then I hope you will step up and join at [paste your personal code].

Thank you for considering this powerful opportunity to end this devastating disease.



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Consider attaching [this fact sheet](#), which you can also print and bring to events.

If you don't hear back from the folks you emailed, we suggest a follow-up phone call. Email inboxes fill up quickly and you are much more likely to connect by phone. Even if you just end up leaving a voicemail, it can be an opportunity to re-send your email and get it back in front of them.

Talking Points

The following talking points may be helpful for discussing AIM with your friends and colleagues. Start with people you feel are most likely to be supportive and expand from there. Remember, people respond to people, not scripts, so focus on the points that matter to you. Tell your story and give them space to tell theirs:

- As you may know, I'm an active supporter of the Alzheimer's Association because _____. I recently joined Alzheimer's Impact Movement (AIM), the Alzheimer's Association's advocacy arm, driving Congress to confront the Alzheimer's crisis.
- I've decided to make helping AIM a personal priority because we need to end Alzheimer's and I've seen AIM's success in driving Washington, after years of inaction, to finally begin to make Alzheimer's a true priority. But we need AIM to be able to continue driving home this message.
- I've committed to finding at least ten individuals who will join me in contributing \$20 or more to support AIM. AIM is a powerful but small organization so every contribution, no matter the amount, makes a real difference in what it can achieve. Would you help me reach my goal?
- AIM has been a vital asset in the recent Alzheimer's policy victories in Congress. Since AIM's founding just a few years ago, Congress has tripled funding for Alzheimer's research. Those congressional leaders who have led this charge have specifically credited AIM with convincing them of the need to act.
- AIM made Alzheimer's a rising issue in the 2016 election by engaging with every presidential candidate and helping several of them develop and promote bold Alzheimer's platforms.
- Dollar for dollar, your \$20 annual membership contribution to AIM is the best way YOU can encourage our leaders in Washington, DC, to address the Alzheimer's crisis. I hope you'll join me by visiting alzimpact.org/join and using my referral code [find code on your profile page].
- Think about what you'll say if you get their voicemail and make a note to call back in a few days. You can also forward the email you sent them earlier to make sure they have your personal referral link handy.

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Sample Posts for Facebook or Twitter

Some members have had great success recruiting friends through Facebook. You can start with the sample tweets below, but Facebook gives you the space to make a more personal appeal and share a photo. Then follow-up is key! “Tag” your friends in comments to thank them for joining or for supporting you at Walk. You can also follow-up with Facebook Messenger, asking people who “like” the post to actually give, or at least share it.

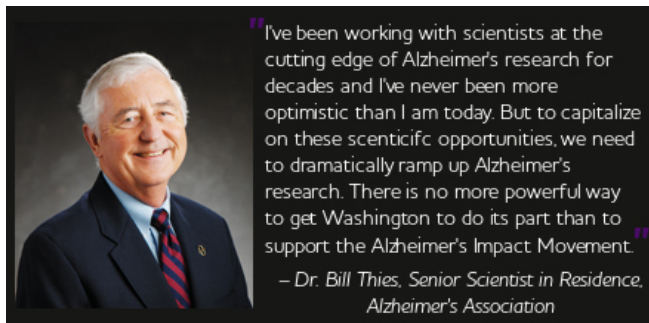
You’ll definitely want to “like” [AlzImpact](#) on Facebook, follow [@ALZIMPACT](#) on Twitter and keep an eye out for posts to share or retweet. **You can substitute your personal referral link for [alzimpact.org](#) in any of the following posts:**

On behalf of my [FAMILY MEMBER] I’m challenging ten friends to join me as members of @ALZIMPACT. Will you join me? [alzimpact.org/join](#)

Thank you [@TwitterHandleOfFriend1] and [@TwitterHandleOfFriend2] for joining the fight to #ENDALZ as members of @ALZIMPACT! Please join us: [alzimpact.org/join](#)

Did you know we’ve tripled funding to #ENDALZ over 5 years? That’s why I joined @ALZIMPACT and I hope you will too: [alzimpact.org/join](#)

I’m excited to join @alzassociation Senior Scientist in Residence, Dr. Bill Thies, as a member of @ALZIMPACT! Will you join us? [alzimpact.org/join/](#)



[Download this image](#)

I joined @ALZIMPACT to persuade Congress to increase funding to #ENDALZ by \$414M. Will you join me? [alzimpact.org/join](#).

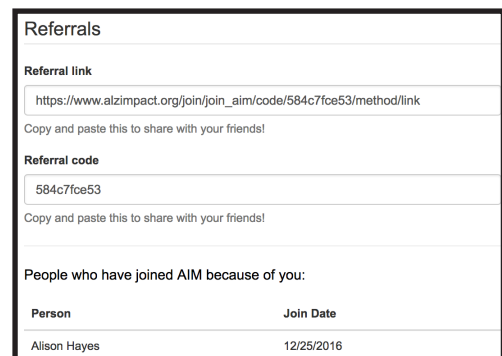
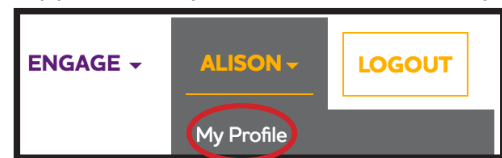


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Frequently Asked Questions

- Q.** *How does the Alzheimer's Impact Movement (AIM) advance our goals with Congress?*
- A.** The Alzheimer's Impact Movement is the Alzheimer's Association's advocacy arm, and has been extremely effective in advancing the Association's congressional priorities. AIM allows the Alzheimer's community to engage in the political lives of our elected officials, ensuring that Alzheimer's issues remain top of mind during the large portion of their time spent building political support and campaigning. This capability allows us to engage important members of Congress who have either been difficult to reach through grassroots advocacy or where additional advocacy, for whatever reason, might be counterproductive.
- Q.** *What is AIMPAC? Should I be asking for PAC contributions as well?*
- A.** One of AIM's most important tools is its political action committee, AIMPAC. AIMPAC supports members of the United States Congress from both political parties with a priority on those who are proven Alzheimer's champions and who have the most influence over the outcome of our legislative priorities. Only members of AIM can contribute to AIMPAC. Federal law prohibits us -- including through volunteers -- from soliciting AIMPAC funds from individuals who are not members of the Alzheimer's Impact Movement, so we ask that you remain focused on expanding AIM membership at this time.
- Q.** *Are contributions to AIM tax deductible?*
- A.** No. Contributions to AIM are not tax deductible. Being a 501(c)4 organization allows AIM to communicate in ways that the Alzheimer's Association, as a 501(c)3 public charity, cannot.
- Q.** *Where exactly do I find my referral link, code, and members recruited?*
- A.** From the homepage at alzimpact.org, look for the "LOGIN" button on the upper right and sign-in to your account's Member Action Center. A new menu will appear with your name. Select "My Profile" to view your membership and referral information.
- Q.** *Can I get credit for friends who signed-up before I learned of this program, or who forget my code?*
- A.** No problem. Simply email the names of anybody you've recruited since November 2016 to support@alzimpact.org and we'll get them linked to you.



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- Q.** *Do I get any special recognition for the amount my friends give or for their contributions to AIMPAC?*
- A.** Not at this time, but using your referral code links their record to yours, allowing us to recognize your impact on an ad hoc basis or as part of a future recognition program.
- Q.** *Do renewals count?*
- A.** Yes. If you persuade an existing or lapsed member to renew, they can enter your referral code on the renewal form to credit you for their membership.
- Q.** *How long do I have to achieve the 10, 25 or 100 referrals to get benefits at Forum?*
- A.** All referrals credited to you from November 2016 through April 23, 2018 count towards benefits at the 2018 Forum. We'll announce plans beyond Forum 2018 at a later date.
- Q.** *My friend handed me cash. Can I just drop it off at my local Alzheimer's Association office?*
- A.** No. The best approach is to return their cash and ask them to join at alzimpact.org/join or using your personal referral link. If they'd rather mail a check, they can submit it with this [membership form](#) and write down your referral code.
- Q.** *Can Alzheimer's Association staff participate in the Power of Ten Challenge?*
- A.** Yes! Your networks are also a valuable asset and you deserve recognition for reaching out! There are, however, special rules to ensure that the Alzheimer's Association does not subsidize AIM. Except in the context of a pre-approved AIM member recruitment project, staff should refrain from spending in excess of 30 minutes on AIM in any given day, even as a volunteer outside working hours.
- Q.** *Who can I contact with questions? How can I share my exciting recruitment idea?*
- A.** Sean Robertson would be glad to help out. You can reach him at 202-851-2452 or stroberson@alz-aim.org.