



THE LONGEST DAY[®]

alzheimer's  association[®]

JUNE 21, 2018



**AMERICAN CONTRACT BRIDGE LEAGUE
TEAM CAPTAIN GUIDE**

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DO WHAT YOU LOVE

The Longest Day® is all about love. Love for all those affected by Alzheimer's disease. During the week of the summer solstice, June 17-24, 2018, ACBL teams will do an activity they love — playing bridge — to help end Alzheimer's. You choose the best day during that week for your club or team to participate. As the inaugural Global Team partner for The Longest Day, the ACBL has raised over \$3.5 million for the care, support and research efforts of the Alzheimer's Association® during the past six years. What an amazing achievement!

We are so thankful to have your support again this year as we seek to continue our success in raising funds and awareness to fight Alzheimer's. We know your team plans to play bridge, but how you choose to design your event is up to you! You might hold bridge lessons so members of the community can honor someone they love by learning the game, or you could organize social games in public locations around your city.

This Team Captain Guide is designed to help you plan for The Longest Day, organize your event and raise funds. Take a few moments to read through this guide and contact us if you have any questions. Throughout the guide you'll read about templates and resources that are available in the ACBL Resource Center (acbl.org/resourcecenter). Once in the Resource Center, select the "Club" tab and then "The Longest Day."

For support from the Alzheimer's Association, call 312.909.8350 or email tld@alz.org. Your ACBL Team Coordinator, Stephanie Threlkeld, can be reached at stephanie.threlkeld@acbl.org.

Thank you again for joining us on The Longest Day. We're excited to have you on board!

Sincerely,
The Longest Day Team



WHAT THE LONGEST DAY CAN DO FOR YOU

Camaderie

Participating in The Longest Day is a great way for players to develop relationships with each other as they unite to work toward a shared goal. Some clubs, like top team Sagamore Bridge Club, encourage their players to form mini-fundraising teams consisting of four to six people. At least one member of the team has to play in every game the club offers, and collectively they are challenged to raise \$1,600. As you know, bridge players love a challenge! The competition gets fierce, but so do the friendships. Try modifying this idea to fit your club and watch your fundraising dollars rise.

Recruitment

The Longest Day offers your club an opportunity to expand and recruit new members. This year the ACBL wants to challenge all participating clubs to hold at least one recruitment-focused fundraising event on or prior to the date you choose for The Longest Day. This is the perfect chance to introduce a new audience to bridge and show social players that duplicate players are friendly and welcoming. But it's okay if everyone isn't playing duplicate — all bridge players should have the opportunity to play for The Longest Day. See page 6 for suggestions about fundraising events that focus on recruitment.

Awareness

By publicizing your club's involvement in The Longest Day with press releases, calendar listings and post-event photos, you can raise the profile of your club and the game of bridge within your community. The ACBL will provide you with the resources and templates necessary to spread the message. On page 10 you will see some ideas and suggestions for generating interest from local media. As more people read about the altruism of bridge players and the game's healthy aging benefits, they may also become more interested in learning to play.



BUILD A COMMITTEE

The Longest Day is an exciting multi-faceted event that requires planning to maximize group participation. A committee can engage and develop the leadership skills of a wide range of people and lighten the responsibilities of the Team Captain.

Your Role

As Team Captain, you're responsible for overseeing your team's participation in The Longest Day. Lead your team by first recruiting others to join you as leaders for The Longest Day at your club. Then, host a fun gathering to see which roles your fellow committee members are interested in taking on. Your job is to make sure everyone continues to pursue your team's collective fundraising and awareness goals, and that you're all having a good time!

Fundraising Coach

Your Fundraising Coach should be energetic, enthusiastic and not afraid to ask for donations! This team member is responsible for encouraging your players to reach their fundraising potential. This position will also gather monetary and in-kind donations from the community at large, especially local businesses. For example, companies looking to gain extra exposure can pay to sponsor a bridge table and their branding can be prominently displayed in signage at the event. Or a local store can donate merchandise for a silent auction.

Event Planner

This teammate should be detail-oriented and excited about the logistics of your event. Whether your team is planning to host marathon bridge games, offer bridge lessons to newcomers or find a way for social bridge players to participate, you need someone who is thinking about all the day-of details. From registration tables to signage to securing food and drink, your Event Planner is there to make sure things run smoothly so you can oversee the team.

Marketing Guru

This teammate should have a flair for promotion. Ask him or her to organize and encourage others to pass out flyers advertising the event. The Marketing Guru is also responsible for reaching out to local newspaper and television stations to help spread the word. The ACBL provides advertising, press release and calendar listing templates at acbl.org/resourcecenter.



ENGAGE YOUR CLUB

The players at your club will make up your fundraising team for The Longest Day. How you choose to organize your players is up to you, but we suggest recruiting and confirming their participation as early as possible.

Three easy ways to recruit players to join your fundraising team:

1. Download the email recruitment template from acbl.org/resourcecenter. Customize the content to include your event's details, and then copy and paste it into the body of an email. Send this to all the players and club members in your email distribution lists.
2. Print and hang the promotional poster found at acbl.org/resourcecenter on a wall or door at your bridge club. Encourage players to sign the poster to show their commitment to fighting Alzheimer's and participating in The Longest Day. Everyone enjoys recognition for doing something good!
3. Advertise your event at nearby regional and sectional tournaments, places of worship and local community centers. Download the updated flyer and advertising templates at acbl.org/resourcecenter and add your contact and event information. Hang the flyers on bulletin boards and pass them out to players. Place ads in your local newspaper — be sure to ask if they have a discount for charitable causes.

Register team members online

Some players may have a special connection to Alzheimer's disease and will want to take an active role in fundraising beyond playing bridge on The Longest Day. Players can register online as an official team member at alz.org/acbl. They should select, "Join a Team." Make sure they know your exact team name so they can input it when asked in the registration process. Registration will give them access to the Alzheimer's Association fundraising tools, email templates and more.

There is no minimum donation for ACBL members. Use the discount code "ACBL" to sign up.

NEED HELP?

For help registering, or to have our coaching staff register one of your team members, call 312.909.8350 or email tld@alz.org.



FUNDRAISING SUGGESTIONS

There are many ways to raise money beyond collecting table fees. Below are a few examples of successful activities that have helped ACBL teams to reach or exceed their fundraising goals.

Auction off a year's worth of bridge

Several clubs have found success by auctioning off what every bridge player wants — free plays! You decide the cost and parameters of the auction, but we suggest bids start at five to 10 times your average card fees. For example, a club with average card fees of \$7 might set a minimum bid at \$50. The winner of the auction will earn as many free plays as you see fit, but we recommend two to three sessions per week.

Auction off popular players

Ask any Grand Life Masters who play at your club to donate their time and talent for a good cause. Every club has its star players. It doesn't have to be Bob Hamman (although he did auction his partnership for The Longest Day!). Partner auctions are also a great addition to any silent auction. Make sure the player being auctioned understands that they will work out a date/time to play with the auction winner after The Longest Day.

Find a sponsor

Many businesses have funds allocated for charitable giving. Solicit local establishments for sponsorships or donations to match what your team raises. Think big — \$2,000, \$5,000 or even \$10,000! You may be surprised by the response you receive. For example, ask a local restaurant or business that members frequent to sponsor your club for The Longest Day with a donation. To make those dollars go even further, suggest the donor match your club's fundraising (for every dollar raised by your club the sponsor gives a dollar). For some players, knowing that their donations will be doubled by a sponsor will encourage them to give to the cause. Be sure to recognize any corporate sponsors in press releases and signage at the event.

Need some help? Download a sponsorship request letter template from acbl.org/resourcecenter to use when you solicit businesses.

Sell social tables

Engaging social players to participate is an excellent way to boost your fundraising while simultaneously growing your potential player database. Designate five to 10 (or more!) tables for social/rubber/party bridge play. Suggested cost per table is \$50 and would ideally include three hours of free play, snacks and beverages. The ACBL has provided advertisement and flyer templates for social bridge participation, and they are available for download at acbl.org/resourcecenter.



YOUR FUNDRAISING ADVANCES THE CAUSE

The Alzheimer's Association is a global organization, working to advance care, support and research across the world. Every dollar you raise helps strengthen our efforts while moving us closer to our vision of a world without Alzheimer's disease.

We provide care and support to all those facing Alzheimer's.

- » Our free nationwide 24/7 Helpline (800.272.3900) receives nearly 300,000 calls annually and is staffed by specialists and master's-level clinicians who provide support, offer information and suggest referrals, all day, every day.
- » In-person support groups, connecting those facing the disease with a network of help in their community.
- » Online message boards through ALZConnected® (alzconnected.org), a free service that allows those with the disease and their caregivers to exchange information and build relationships.

We educate and raise awareness to grow understanding of the disease.

- » Free educational programs and workshops on the 10 warning signs of Alzheimer's, living with the disease, caregiving at different stages, and healthy lifestyle choices for the brain and body.
- » Far-reaching campaigns and publications to raise awareness about Alzheimer's and the actions we can take together to fight it — and win.
- » alz.org®, a vast repository that includes information in 17 languages. For many who are newly facing a diagnosis, alz.org is their first stop to learn about living with the disease and caregiving, access resources and plan for the future.

We drive research toward treatment, prevention and, ultimately, a cure.

- » The Association has awarded more than \$405 million to over 2,600 scientific investigations, providing the funding for critical advancements such as the development of Pittsburgh Compound B (PIB), a revolutionary compound that made amyloid buildup, a hallmark of Alzheimer's, visible in the living brain through a PET scan. The Association is interested in studying the benefits playing bridge may have on the brain.
- » As an international force in the field, the Alzheimer's Association brings the global research community together to collaborate, connect and address common challenges. The Association's leadership in this area has resulted in landmark accomplishments, including the development of the first new diagnostic guidelines for Alzheimer's disease in 27 years.
- » With a team of the world's foremost investigators, the Association studies the field for the areas of greatest need, driving support for transformational projects such as the Dominantly Inherited Alzheimer Network Trials Unit (DIAN-TU). The Association's \$4.7 million grant in 2012 allowed this project, the first-ever Alzheimer's disease prevention trial, to launch three years earlier than planned.

We speak up for the needs and rights of people affected by Alzheimer's.

- » The Association calls on the federal government to respond to the urgency of the Alzheimer's crisis. Because of Association efforts, the federal 2017 fiscal year funding bill included a historic \$400 million increase for Alzheimer's research at the National Institutes of Health.
- » The Association engages advocates nationwide, so that the need for Alzheimer's care, education and research is heard at every level of government. Our unrelenting advocates amplify our message and work to ensure that Alzheimer's disease is a priority for elected officials.
- » The Association is improving access to quality health care services for individuals living with Alzheimer's disease. We were instrumental in a 2016 decision by the Centers for Medicare & Medicaid Services that ensures people with Alzheimer's will have access to care planning with a medical professional through Medicare.

INCENTIVES

The funds and awareness you raise by participating in The Longest Day help to advance critical Alzheimer's care, support and research efforts. To help inspire your activities, the Alzheimer's Association created special incentives just for ACBL teams.



\$2,500 Early Fundraisers – Clubs that turn in \$2,500 in funds by June 1, 2018, will receive commemorative patches to hand out to players at their event.



\$5,000+ Fundraisers – Teams who have raised \$5,000 or more by August 1, 2018, will receive commemorative patches and be mentioned in an ACBL Facebook post.



\$10,000+ Fundraisers – Teams who have raised \$10,000 or more by August 1, 2018 will receive all benefits of the \$5,000 level, plus an event plaque. Your team/club name will also be listed in the ACBL's *Bridge Bulletin* coverage of The Longest Day



Top Fundraising Team Overall – In addition to receiving all the benefits of the \$5,000 and \$10,000 levels, the top ACBL fundraising team will be featured in the ACBL's *Bridge Bulletin* coverage of The Longest Day. They will also receive a special thank-you luncheon for the entire club.

Alzheimer's Association Incentive Program – Each registered ACBL participant is also eligible for the incentive program provided by the Alzheimer's Association. Each participant qualifies for one prize based on their personal fundraising amount. Certificates will be issued via email in September to redeem your prize. See the following page for details.

Club Achievement Award – This award will be given to a small club that goes the extra mile to fight Alzheimer's. Clubs with five or fewer sessions per week who submit their The Longest Day story by July 15, 2018, will be considered. Clubs who hold unique events, engage their community or go above and beyond for their size are especially encouraged to submit their story. While fundraising may play a role in deciding the award winner, it will not be the determining factor. Teams will be contacted by the ACBL with further submission information closer to The Longest Day 2018.

The winner of the Club Achievement Award will receive commemorative patches, a Facebook post highlighting their success and a feature in the ACBL's *Bridge Bulletin* coverage of The Longest Day.

Most Improved Award – We want to reward you for growing year after year! To determine this award winner, we'll measure your fundraising total against the previous year's. The team with the greatest percentage increase will receive a luncheon for their entire club and accolades in the *Bridge Bulletin* coverage of The Longest Day.



2018 Incentive Program

To register for The Longest Day near you,
visit alz.org/thelongestday.



Hot/Cold Tumbler or
Weekender Tote

\$250



Unisex 3/4 Sleeve Tri Blend Shirt
or Glass Bottle

\$500



Picnic Blanket or
Unisex French Terry Full Zip Hoodie

\$750



Quarter Zip Athletic Shirt*
or Round Beach Towel

\$1,000



Rain Jacket* or
Collapsible Recliner

\$1,500



Travel Table
or Tremblant Knit Jacket*

\$2,500



Kenneth Cole Duffel Bag or
Sport Couch

\$5,000



Under Armour 3-in-1 Jacket or
Callaway Stand Golf Bag

\$7,500



Samsung Galaxy Tablet or
Weber Portable Grill

\$10,000

* Available in men's and women's styles

One incentive prize per participant based on fundraising level.

Need help with your certificate order or redeeming your certificate?

Please contact by phone at 1.855.462.6050 or email us at ALZ.incentives@halo.com

Redemption certificates will be sent via email in September.

Teams and non-participation donors do not qualify for incentive prizes.

PUBLICIZE TO RAISE AWARENESS

Your team is doing something special, and media will care! For The Longest Day 2017, bridge players raised more than \$1 million for Alzheimer's care, support and research by doing a range of creative activities. Here are a few steps that can increase the likelihood of success in your public relations efforts.

Share your story

Share your club's story with the ACBL and the Alzheimer's Association by completing the survey at <http://bit.ly/ACBL-TLD>. Tell us what you plan to do for The Longest Day and share a club member's personal connection to Alzheimer's disease. The Alzheimer's Association and the ACBL may use this information to pitch stories to media outlets, include in newsletters, blogs or social media posts. This is a great opportunity to promote your club and share the great work you are doing in the community.

Create a media list

Call your local newspaper and obtain the name, phone number and email address of the Features Editor or the News Desk along with the email address used for submitting a calendar listing. Call your local TV networks and ask for the name, phone number and email address of the Day and Night Assignment Editors (there are two — daytime news and evening news). Call your local radio station and ask for the names, phone numbers and email addresses of both the News Reporter and Public Affairs Reporter.

With this information, make a list of each news outlet, the people to contact and their information. Don't forget to ask club members if they know anyone who works at one of the media outlets. Using their internal contact to convey your story can greatly improve your chances of coverage.

Send the calendar listing

Customize the template found at acbl.org/resourcecenter and send it to the appropriate media contacts.

Timing: One month in advance.

Distribute the press release

Customize the template for a press release and send it to the contacts on the media list you created. It is always better to send these to a specific journalist rather than the general email address. If a specific journalist has covered your bridge club in the past or writes about healthcare news like Alzheimer's disease, send the press release to him or her too.

Timing: Ten days in advance.

Follow up with a phone call

Call the editors or reporters from your media list to remind them about your event and tell them why you think it is important for community members to know about it. You could explain how Alzheimer's disease affects many people in your area (for specific numbers contact your local chapter of the Alzheimer's Association) and how your activities for The Longest Day will help spread awareness while raising funds to support the Alzheimer's Association. If you can't get a hold of an editor or reporter on your first try, try again in a few days.

Timing: One week in advance.

Send the media alert

Customize the media alert template and send it to the television station assignment editors on your media list. News teams have their editorial meetings around 9:30 a.m. and again at 3 p.m. on the days of their broadcasts. If your event starts early in the day, send the alert a few days beforehand, so it is ready for an editorial meeting, but not so far in advance that an editor can forget about your event.

Timing: Two days in advance.

Follow up with a phone call

Call the newsrooms at your local television stations and let them know about your event. They may ask you to send the alert again. Be sure to say when and where your event will take place and that you will be available throughout that day.

Timing: One to two days in advance.

On the day of your event

Call the newsrooms at the papers and television stations one last time in the morning to confirm that they are aware of your event. Take photos you can share with media after the event. **Note:** your photography should have no more than three or four people in a shot. Do not send blurry photos and make sure the quality of your photo is at least 1 MB or 300 dpi.

Send the photo and caption

Once you determine your fundraising total, customize the photo caption template and send it along with a photo to your media contacts. Turn around for news is very quick, so make sure you send this information as soon as you can.

Finally, contact the ACBL Team Coordinator, Stephanie Threlkeld, at stephanie.threlkeld@acbl.org with any and all updates on press coverage so she can include your club's publicity in national updates to ACBL members.

Use advertising to build awareness

The Cooperative Advertising Program (CAP) partially reimburses ACBL teachers, clubs, units and districts for advertising expenses for programs and lessons designed for newcomers and/or to recruit ACBL members. This program is available year-round but is especially suited for The Longest Day.

For The Longest Day event ads, CAP will refund you 50 percent of advertising costs up to \$500 ***per date-specific ad campaign***. Simply cut out the page where your ad appears (yes, the **WHOLE** page), then send it to the ACBL with your receipt and CAP request form and we'll mail you a check. It's that easy! To review the program's requirements, visit www.acbl.org/cap.

If you use the advertising and flier templates created by the ACBL, these automatically qualify for partial reimbursement under CAP. Visit www.acbl.org/resourcecenter, click "Clubs" and "The Longest Day" to view all the ads.



ACBL OPERATIONS INFORMATION

Game options

The ACBL has relaxed our sanction rules for The Longest Day to allow for maximum participation. Regardless of regular sanctioning, clubs are allowed to choose one day during the week of June 17-24, 2018, to hold as many games to benefit the Alzheimer's Association as desired. We are also allowing our The Longest Day games to occur in any location. Only games to benefit the Alzheimer's Association held during that week are eligible for the relaxed guidelines, and are eligible to receive upgraded masterpoints, as long as you are not within a 25-mile radius of a regional or sectional tournament. Clubs participating within the specified radius of a tournament may still hold games during that week, but they are not eligible for upgraded masterpoints.

There are two options for the type of special game you can run to support The Longest Day. Both options receive full masterpoint awards.

If you choose to run a full game (18+ boards), the sanction fee per table for a game is \$5 (table fee of \$1 + \$1 per player). This is just like any other special game run at the club. The second choice is to run shorter games (12-17 boards) maximizing the number of games you can hold for The Longest Day. If you select the shorter game option, the sanction fee per table for a game is \$3.55 (table fee of 55 cents + 75 cents per player).

You must remit the table fees for The Longest Day with your regular month-end report. All fees from games to benefit the Alzheimer's Association collected by the ACBL from June 17-24, 2018, will be donated to the Alzheimer's Association.

ACBLscore

Setting up your games in ACBLscore is very similar to the setup for any special game run at the club. There are some differences, however, and you will need to have the latest version of ACBLscore in order to process the games. You can download this from the ACBL website at <http://www.acbl.org/acblscore/specificationsDownloads.html>.

Complete ACBLscore instructions are available for download at acbl.org/resourcecenter under Clubs>The Longest Day.

Sending donations

To ensure that all funds are sent to the appropriate entity and all donating participants receive receipts, please review the donation instructions below. You don't have to wait until after The Longest Day to submit your donations! In fact, we encourage you to send them in early if you want to see them post online and qualify for early fundraiser incentives. All donations should be sent to the following address:

The Longest Day
PO Box 6804
Hagerstown, MD 21741-6804
(Note: please do not use FedEx or UPS. They do not deliver to PO Boxes).

1. Have donors make checks payable to the Alzheimer's Association.
2. Include donor name on the Check Donation Form (available at acbl.org/resourcecenter) and mail with the funds to the address listed on the form.
3. Donor receipts will be automatically mailed to the address listed on the check. If the donor does not have an address on his or her check or has turned in cash, include the donor's full name, address and donation amount on the Check Donation Form.
4. Remember, sanction/table fees are sent to the ACBL with your regular monthly report. Once received, the ACBL will donate fees collected from games to benefit the Alzheimer's Association held June 17-24, 2018, to the Alzheimer's Association.

FREQUENTLY ASKED QUESTIONS

What is The Longest Day?

The Longest Day® is all about love. Love for all those affected by Alzheimer's disease. On the summer solstice, Thursday, June 21, 2018, people across the world will do what they love, or what those affected by the disease love to do, to raise funds and awareness for the care, support and research efforts of the Alzheimer's Association®.

When is The Longest Day?

The Longest Day is always held on the summer solstice. This year that date is Thursday, June 21, 2018, but the ACBL is using the entire week of June 17-24, 2018. Your club or team can participate on whatever day you choose that week.

Why play bridge for The Longest Day?

Alzheimer's disease is the sixth-leading cause of death in the United States, and the only cause of death among the top 10 that cannot be prevented, cured or even slowed. A number of studies indicate that maintaining strong social connections and keeping mentally active, through activities such as playing bridge, might delay cognitive decline and possibly dementia as we age.

Do I have to raise money to participate in the event?

The ACBL's goal is for each club fundraising team to raise a minimum of \$100/hour of activity; however, you can input your own fundraising goal when you register. The Alzheimer's Association will provide each registered fundraising team with proven tools to make fundraising easy. We encourage you to challenge yourself and set a goal that represents the commitment that you are making.

What if I can't raise the suggested minimum? What kind of support will you provide?

This event does include a fundraising component. Every dollar you raise goes to support the Alzheimer's Association. We know that the idea of asking people for money can be intimidating, especially if it's not something you've done before. Most people are pleasantly surprised at the response they receive when asking friends and family for donations. If you use the tools provided, your goal should be achievable. If you do fall short of the goal, your team will not be billed or charged by the Alzheimer's Association or the ACBL.

Where does the money go?

Funds raised from The Longest Day further the care, support and research efforts of the Alzheimer's Association. To learn more about the Association and its work on a local, national and global level, visit alz.org.

How does the Alzheimer's Association receive the money our club raises? Do donors receive a receipt?

The ACBL will send your sanction fees directly to the Alzheimer's Association. For the other funds raised by your club and players, there are two different options for submitting directly to the Alzheimer's Association. The first and best option is to have donors visit your fundraising page on The Longest Day's website. From here, there is an option to "donate," and a confirmation of donation will be automatically generated. If you would prefer to mail donations, please use the donation form included in your welcome kit or download another from acbl.org/resourcecenter. If you send in multiple checks via mail, a receipt will be sent to the name and address of each donor as it appears on their check.

Can I order more of The Longest Day T-shirts for my team members?

Yes. Use the T-shirt order form included in your welcome kit to order more at the Alzheimer's Association online store at www.ACBL-thelongestday.com.