

THE LONGEST DAY[®]

alzheimer's  association[®]



AMERICAN CONTRACT BRIDGE LEAGUE TEAM CAPTAIN GUIDE



TABLE OF CONTENTS

Welcome To The Longest Day.....	3
What The Longest Day Can Do For You.....	4
Build A Committee.....	5
Engage Your Club.....	6
Fundraising Suggestions.....	7
Your Fundraising Advances The Cause.....	8
Incentives.....	9
Publicize To Raise Awareness.....	11
ACBL Operations Information.....	13
Frequently Asked Questions.....	14



WELCOME TO THE LONGEST DAY

The Longest Day is the day with the most light — the summer solstice. During the week of June 16-23, 2019, ACBL teams will come together to fight the darkness of Alzheimer's by playing bridge. As the Inaugural Partner and a Global Team for The Longest Day, ACBL has raised over \$4.7 million for the care, support and research efforts of the Alzheimer's Association since 2013. What an amazing achievement!

The funds you raise support the efforts of the Alzheimer's Association, which include groundbreaking research initiatives driving the field toward methods of treatment, prevention and ultimately a cure. The Association's research interests extend to games of strategy — like bridge — that may help reduce the risk of cognitive decline. To advance study in this field, the Association is inviting researchers with projects in this area to apply for funding through our International Research Grant Program. The Association will continue to accelerate research while providing gold-standard care and support to families facing the disease, until the day we no longer need to.

The Alzheimer's Association relies on the ACBL's participation in The Longest Day to help us continue these efforts, and we want to help you take your fundraising to the next level. 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 for members of the community 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 find 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 coordinators, Stephanie Threlkeld and Lori Pope, can be reached at thelongestday@acbl.org.

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



WHAT THE LONGEST DAY CAN DO FOR YOU

Camaraderie

Participating in The Longest Day is a great way for players to develop relationships as they 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. The ACBL challenges 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 7 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 11 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 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 fundraising activity for The Longest Day. Recruit 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 can generate a localized media list to help you with your efforts. Email thelongestday@acbl.org to request a list. The ACBL also 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 in your fundraising activity as early as possible.

Here are 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 registration 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 advertisement and flyer templates for social bridge participation that 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 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.

- » Currently invests over \$160 million in more than 450 projects in 25 countries.
- » Brings the global research community together to tackle common challenges, such as the first new diagnostic guidelines for Alzheimer's in 27 years.
- » Drives support for transformational projects such as the Dominantly Inherited Alzheimer Network Trials Unit (DIAN-TU).

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

- » Accelerated the passage of landmark legislation such as the National Alzheimer's Project Act, which mandated the creation of a national plan to fight Alzheimer's disease.
- » Advanced commitment to Alzheimer's funding from the federal government. In 2018, the Association; its advocacy arm, the Alzheimer's Impact Movement; and a nationwide network of advocates helped secure a historic \$414 million increase.
- » Recruits advocates nationwide, so that the need for Alzheimer's care, education and research is heard at every level of government.



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, 2019, 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, 2019, 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, 2019 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, 2019, 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 2019.

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.



2019 Incentive Program

Earn prizes in recognition of your fundraising efforts through The Longest Day Incentive Program.



Sport Boat Tote or Men's or Women's Tank

\$250



Stark Bluetooth Speaker or Gym Essentials Kit (includes bag, water bottle and earbuds)

\$500



Men's or Women's 1/4 Zip Shirt or Gym Bag with Yoga Mat

\$750



Unisex Hoodie or Potluck Casserole Tote

\$1,000



Men's or Women's Bamboo 1/4 Zip or Beach Chair with Umbrella

\$1,600*



Men's or Women's Iron Weave Jacket or Targus Backpack

\$2,500*

SOLSTICE CHAMPION LEVEL



Instant Pot with Utensils or Giant Tumbler Tower Game with Bag

\$5,000*



Vulcan Portable Grill with Cooler or Men's or Women's North Face ThermoBall Jacket

\$7,500*



Classic Cornhole Game or Apple Watch Series3 with GPS 38mm

\$10,000*

* Each participant who raises \$1,600 or more will also receive a Solstice Champion lapel pin (pictured right).
 » You are automatically enrolled in the Incentive Program upon registration for The Longest Day. You must be registered to earn an incentive prize.
 » One incentive prize per participant at or below the fundraising level achieved. All funds must be received by July 31. The certificate with your redemption code will be emailed in early August and prizes will be mailed in September.
 » Visit your Participant Center for fundraising tools, tips and ideas at alz.org/thelongestday.
 » Need help with your order or redeeming your certificate? Please contact us at 1.855.462.7263 or ALZ.incentives@halo.com.



PUBLICIZE TO RAISE AWARENESS

Last year, bridge players raised more than \$1 million for Alzheimer's care, support and research by doing a range of creative fundraising activities. Your team is doing something special, so spread the word. Here are a few steps that can advance your advertising and public relations efforts.

ADVERTISING

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 a maximum of \$500 *per date-specific campaign*. Simply cut out the whole page where your ad appears, then send it to the ACBL with your receipt and CAP request form and we'll mail you a check. 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.

PUBLIC RELATIONS

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, or include it in newsletters, blogs and social media posts. This is a great opportunity to promote your club and share the great work you are doing in the community.

Make a plan

Think about what your goals are for your public relations plan. Would you like to encourage the public to attend your event? Are you hoping to raise awareness of your club and shine a light on the success of your event after the fact? Your goals will determine the best media tools and outreach strategy.

Coordinate with the Alzheimer's Association

Reach out to your contact at the Alzheimer's Association to let them know of your media outreach plans. Your chapter may be able to amplify your efforts and can work with you to include your event in their media outreach strategy.

Create a media list

Once you've determined your goals, put together a list of media targets. It's important to do your research first. Look at local media outlets and note which reporters are covering which topics.

Call your local newspaper and obtain the name, phone number and email address of the most appropriate contacts, typically the features editor or the news desk. If you are encouraging the public to attend your event, also ask how to submit a calendar listing or submit your listing online. Call 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 local radio stations and ask for the names, phone numbers and email addresses of the news reporter and public affairs reporter. You can also contact the ACBL at thelongestday@acbl.org, and they will generate a localized media list for your area. Please allow two to three business days for the list to be created and sent to you.

Make a list of each news outlet, the people to contact and their information. Ask club members if they have any media contacts — using existing relationships to convey your story can greatly improve your chances of coverage. It is always better to send these to a specific journalist rather than the general email address. If a journalist has covered your club in the past or writes about health care news such as Alzheimer's disease, include them on your media list.

Create your media materials and timeline

Customize the templates at acbl.org/resourcecenter and send to the appropriate media contacts. Here are recommended tools and a timeline:

TIMING	TOOLS
One month in advance.	Calendar listing: Utilize this template to secure calendar listings to encourage attendance at your event.
Ten days in advance.	Press release: This release can be used to generate both pre-event coverage as well as stories post-event. It should be distributed to your media contact list.
One week in advance.	Follow-up phone call: Call the editors or reporters from your media list to remind them about your event and tell them why 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 Alzheimer's Association chapter) 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 reach an editor or reporter try again in a few days.
Two days in advance.	Media alert: Media alerts can be used to invite media outlets to attend and cover your event. 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 at 3 p.m. on broadcast days. 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.
The day of your event.	Follow-up phone call and photos: Call the newsrooms at the newspapers and television stations that morning to confirm that they are aware of your event. Take photos to share with media after the event. Note: Photos 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.
Immediately following your event.	Event 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. Turnaround for news is very quick, so make sure you send this information as soon as you can.
Two to three days after your event.	Email thelongestday@acbl.org with updates on press coverage so your club's publicity can be included in national updates to ACBL members.

ACBL OPERATIONS INFORMATION

Game options

The ACBL has relaxed the 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 16-23, 2019, to hold as many games as desired to benefit the Alzheimer's Association. The Longest Day games can take place in any location. Only games benefitting 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:

1. 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.
2. If you select the shorter game option, the sanction fee per table for a game is \$3.58 (table fee of 58 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 16-23, 2019, 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 16-23, 2019, to the Alzheimer's Association.

FREQUENTLY ASKED QUESTIONS

What is The Longest Day?

The Longest Day is the day with the most light — the summer solstice. On June 21, thousands of participants from across the world come together to fight the darkness of Alzheimer's through an activity of their choice. Together, they use their creativity and passion 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 Friday, June 21, 2019, but the ACBL is using the entire week of June 16-23, 2019. 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 State. A number of studies indicate that maintaining strong social connections and keeping mentally active, through activities such as playing bridge, may delay cognitive decline and possibly even 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 toward the efforts of 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 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 The Longest Day T-shirts for my team members?

Yes. Use the Alzheimer's Association online store at www.pkcomp.com/longestday. *Username:* longest
Password: longestday.