

THE LONGEST DAY[®]

ALZHEIMER'S  ASSOCIATION[®]



AMERICAN CONTRACT BRIDGE LEAGUE TEAM CAPTAIN GUIDE



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WELCOME TO THE LONGEST DAY

The Longest Day® is the day with the most light — the summer solstice. From June 18–25, 2023*, American Contract Bridge League (ACBL) teams will come together to fight the darkness of Alzheimer’s disease by playing bridge. The ACBL became the Inaugural Partner and a Global Team for The Longest Day in 2013, and since, have raised more than \$8.5 million for the care, support and research efforts of the Alzheimer’s Association®. We are so grateful to ACBL members for your dedication to the cause!

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 invites 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.

We rely on ACBL’s participation in The Longest Day to help us advance our mission, 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. Get creative with your planning. For instance, you could organize online bridge lessons or social games for members of your community or gather donations for a silent auction for players to bid on.

This Team Captain Guidebook is designed to help you plan for The Longest Day, organize your event and raise funds. Take some time to read through this guidebook and contact us if you have any questions. To help you get started, you’ll find templates and resources in the ACBL Resource Center, www.acbl.org/longestday. Once in the Resource Center, select the “Club” tab and then “The Longest Day.”

At the Alzheimer’s Association, our dedicated staff and volunteers are your cheerleaders, coaches and support system. For coaching support, call your local chapter lead or email tld@alz.org. Your ACBL team coordinator, Stephanie Threlkeld, can be reached at thelongestday@acbl.org.

Thank you for joining us on The Longest Day. Together, the strength of our light will outshine the darkness of Alzheimer’s.

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 the Bridge Club of Atlanta, The Longest Day's top team, 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, representing the 16 hours of daylight on the summer solstice. As you know, bridge players love a challenge! The competition gets fierce and 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. 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. But it's OK 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. ACBL will provide you with the resources and templates necessary to spread the message. On page 14, you will see ideas and suggestions for generating interest from local media. As more people read about the altruism of bridge players and the game's benefits, they may also become interested in learning to play.



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 www.acbl.org/longestday. 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 www.acbl.org/longestday 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 www.acbl.org/longestday 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 www.alz.org/acbl by selecting "Join a Team." Make sure they know your exact team name so they can include it when asked during the registration process. Registration will give them access to the Alzheimer's Association fundraising tools, email templates and more.

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

For help registering, or to have our coaching staff register one of your team members, call **855.259.1626** or email tld@alz.org.



BUILD A COMMITTEE

The Longest Day is an exciting, multifaceted 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 Maven

This teammate should have a flair for promotion. Ask them to organize and encourage others to pass out flyers advertising the event. The Marketing Maven 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 www.acbl.org/longestday.

WHERE'S MY PARTICIPANT CENTER?

Visit www.alz.org/thelongestday and click "Log In" at the top of the page. Use the username and password you set during registration — you can find your credentials in your confirmation email.

WAYS TO DONATE

There are a variety of ways donors can make a gift to support you:



Online - Log in to your Participant Center to customize your fundraising page. Send emails inviting others to donate directly to you through your page.

Facebook Fundraisers are an easy way to engage friends and family — set one up in your Participant Center.



Text - Donors can text the word “solstice” to 51555 and receive a link back to donate from their mobile device. They will be prompted to enter the name of the participant they would like to support with a donation (you!).



Check - Checks should be made out to the “Alzheimer’s Association.” Checks can be virtually deposited and added to your fundraising page with The Longest Day mobile app. You can also mail them with the check deposit form located in your Welcome Kit and Participant Center. *Note: Mailed checks take two weeks to process and appear on your page.*



Cash - If you receive a cash donation, deposit the cash and make a credit card donation online to your fundraising activity. Or, exchange the cash for a cashier’s check or money order and mail as you would a check. To provide the donor with a receipt, enter their email address when processing an online donation.



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 — even if they aren't Bob Hamman or Jeff Meckstroth! 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 and 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.

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 www.acbl.org/longestday.

FUNDRAISING TOOLS

Resources

There are many resources available to help you raise funds for The Longest Day. Here are a few ways to reach fundraising success:

- » **Participant Center** – Visit www.alz.org/thelongestday and click “Log In” at the top of the page. Use the username and password you set during registration — it’s in your confirmation email.
- » **Personal fundraising webpage** – In your Participant Center, customize your fundraising webpage and create a link to share with friends and family. Include details about your fundraiser, why you’re fighting Alzheimer’s and a photo or video. Participants who update their fundraising page raise nearly six times more than those who don’t.
- » **Facebook Fundraiser** – Once you register, you can create a Facebook Fundraiser and reach everyone in your network.
- » **The Longest Day app** – Take your Participant Center on the go with The Longest Day mobile app for iPhone or Android. Search for “The Longest Day” in your app store and download to get started. Check your progress, send text messages and deposit checks.
- » Visit www.acbl.org/longestday to access tools for ACBL participants.

TOOLS TO HELP

Available in your online participant center and at www.acbl.org



- » Year-Round Fundraising Ideas and Planning Calendar
- » Sample Email Messages
- » Customizable Posters and Flyers
- » Social Media Guide
- » Facebook Fundraiser How-To Flyer
- » Company Request Letter
- » Dine and Donate, Pin-Up Program and “Casual for a Cause” Materials
- » Matching Gifts Flyer
- » Participant Business Cards
- » Goal Tracking Poster
- » Fillable Donation Squares Fundraising Game
- » The Longest Day Logos and Logo Standards

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 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, 2023, will receive commemorative patches to hand out to players at their event.



\$5,000+ Fundraisers – Teams who have raised \$5,000 or more by Aug. 1, 2023, will receive commemorative patches and be mentioned in an ACBL Facebook post.



\$10,000+ Fundraisers – Teams who have raised \$10,000 or more by Aug. 1, 2023, will receive all benefits of the \$5,000 level, plus an event plaque.



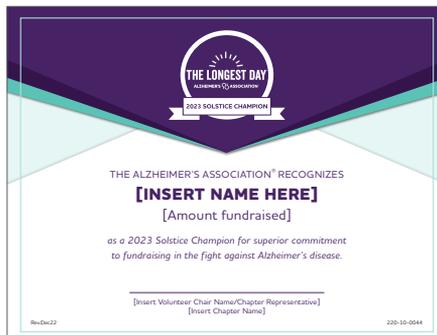
Top Fundraising Team Overall – In addition to receiving all the benefits of the \$5,000 and \$10,000 levels, this team will also receive a special thank-you luncheon for the entire club, hosted by the Alzheimer's Association.

Alzheimer's Association Incentive Program

Every registered ACBL participant is also eligible for the incentive program provided by the Alzheimer's Association. Contact tld@alz.org for more information. Each participant qualifies for one prize based on their personal fundraising amount. Certificates will be issued via email in September to redeem your Recognition Item. See the following page for details.

Be a Champion Fundraiser

Become a member of The Longest Day Solstice Champions Club by raising a minimum of \$1,600 through your fundraising activity, representing the 16 hours of daylight on the summer solstice.



PLANNING TIMELINE

You can create an amazing experience on The Longest Day by planning ahead, documenting your fundraising efforts and celebrating your accomplishments. Here are some ideas to make The Longest Day fun and successful for everyone.

Now

- » Download The Longest Day mobile app.
- » Reach out to your Alzheimer's Association chapter. Find your local chapter at alz.org.
- » Brainstorm activity ideas.
- » Recruit team members.
- » Update your personal and team fundraising pages in your online Participant Center.
- » Set your fundraising goal.
- » Start fundraising by sending emails, posting to social media, etc.

2-3 Months Out

- » Follow up on fundraising requests. Don't be afraid to ask more than once.
- » Start a Facebook Fundraiser through your online Participant Center and post to social media. Invite others to join you!
- » Start planning your activity. Order supplies such as decorations and banners. Branded items are available for purchase at www.alz.org/shop.

6 Weeks Out

- » Share your activity plans with friends and family, and invite them to join your team or donate.
- » Use social media to promote your activity and invite people to donate.
- » If hosting an event, confirm the venue, in-kind donations, invitation list and other logistics.
- » Promote your event or activity by posting signs and flyers.
- » Plan your day-of fundraising efforts.

Week of Your Activity

- » Send reminders to anyone joining you.
- » Continue sending emails asking for donations.
- » Promote your activity on social media.
- » Gather in-kind donations.
- » Work with Association staff and The Longest Day Volunteer Committee to share your story with the media.

Day of Your Activity

- » Send your supporters a tweet, text or email sharing why you're fighting Alzheimer's. Post frequent updates on your progress on social media using [#TheLongestDay](https://twitter.com/TheLongestDay) and [#ENDALZ](https://twitter.com/ENDALZ).
- » Send emails asking for donations and conduct other fundraising efforts.
- » When your activity is complete, celebrate your achievements!
- » Recognize your supporters with photos from your fundraiser and thank-you messages.

PUBLICIZE TO RAISE AWARENESS

Over the past three years, bridge players raised nearly \$3 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 with the help of your team's Marketing Maven. Here are a few steps that can help 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 reimburse you 50% of advertising costs up to \$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.

Using the advertising and flyer templates created by the ACBL automatically qualifies you for partial reimbursement under CAP. Visit www.acbl.org/longestday, click "Clubs" and "The Longest Day" to view all of 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.

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.

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.

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 18-25, 2023 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 benefiting 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.

GAME OPTIONS

There are multiple options for the type of special game you can run to support The Longest Day.

1. If you choose to run a full game (18+boards), the sanction fee is \$5.10 per table — ACBL's new standard table fee of \$1.10, plus \$1/player. This is just like many other special games run at the club.
2. The second choice is to run shorter games (12-17 boards), maximizing the number of games you can hold for The Longest Day. This short game sanction fee is \$4.64/table — ACBL's new standard short game table fee of 64¢, plus \$1/player.
3. If in-person games cannot take place, we will offer special online play days, June 24-25, on Bridge Base. The above fee structure remains for all Virtual Club games that take place that weekend.

You must remit the table fees for The Longest Day with your regular month-end report. All fees from games benefiting the Alzheimer's Association collected by the ACBL from June 18-25, 2023, 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 www.acbl.org/acblscore.

Complete ACBLScore instructions are available for download at www.acbl.org/longestday 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
225 N Michigan
Floor 17
Chicago, IL 60601

1. Have donors make checks payable to the Alzheimer's Association. Include donor name on the Check Donation Form (available at www.acbl.org/longestday) and mail with the funds to the address listed on the form.
2. Donor receipts will be automatically mailed to the address listed on the check. If the donor does not have an address on their check or has turned in cash, include the donor's full name, address and donation amount on the Check Donation Form. Check can also be virtually deposited and added to your fundraising page with The Longest Day mobile app. This is the fastest way for your donations to be processed.
3. Remember, sanction/table fees are sent to the ACBL with your regular monthly report. Once received, the ACBL will donate fees collected from The Longest Day games, June 18-25, 2023, to the Alzheimer's Association.

Donations must be received by Aug. 1 to be included in the Bridge Bulletin.
Donations must be received by Aug. 31 to count toward 2023 fundraising totals.

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. In 2023, that date is Wednesday, June 21, 2023, but the ACBL is participating the entire week of June 18-25, 2023. Your club or team can participate on whichever day you choose that week.

Why play bridge for The Longest Day?

More than 6 million Americans are living with Alzheimer's. By 2050, this number is projected to rise to nearly 13 million. 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.

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 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 www.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. There will be 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 www.acbl.org/longestday. 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/acbl.

What is the deadline for The Longest Day fundraising incentives?

All funds raised must be received by July 31, 2023 to qualify for incentive prizes.

THANK YOU!



"Our bridge community loves to participate in The Longest Day. Every year, we come together as a team to honor our friends and family and raise funds and awareness for Alzheimer's care, support and research."

— Judy Cardin and Bruce Greenspan, co-captains, Southwest Florida Bridge Community, ACBL 2021 Global Team

ALZHEIMER'S ASSOCIATION®

The Alzheimer's Association leads the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support.

Our vision is a world without Alzheimer's and all other dementia®.

800.272.3900 | [alz.org](https://www.alz.org)®

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