

Walk Champion's Guide to Making the Most of

Walk to End Alzheimer's™ 2011



Introduction

Our long history with the Alzheimer's Association® and its Memory Walk, now re-branded as Walk to End Alzheimer's™ demonstrates our corporate value of Heart as we take on a disease that directly affects so many of our policyholders (as well as those to whom we are unable to extend coverage). So thank you for being a part of this effort as a Walk Champion, helping to recruit and lead the participation of others in your local community!

In this role, you can be a powerful force in the fight to end Alzheimer's disease. Under your direction, area Agents will involve their friends, family, and clients to raise money and awareness for the Alzheimer's Association. **You are the lead, and we'll be relying on you to help make it a success.**

As the Alzheimer's Association's largest annual fundraiser, Walk to End Alzheimer's affords a unique opportunity to personally connect with the Association and those directly impacted by the disease. So it is best to recognize the walk as not just a one-day event, but rather an extended opportunity to:

- **Establish/strengthen** a relationship with the Association's local Chapter. To find your local Chapter, visit alz.org/findus.
- **Contribute** personally to Walk to End Alzheimer's
- **Recruit** others to join you in support of this universal issue
- **Involve** clients, family, and friends
- **Educate** others about the importance of long term care planning
- **Represent** your business
- **Help create a world without Alzheimer's**

To get you started as the local Walk Champion, we have assembled this Guide with a focus upon the central tasks of Recruitment, Fundraising, Managing our Event Presence (i.e., how we "show up" at the walk), and overall Administration. Instructions, tips, and a timeline are provided in support of these main functions.

Together – and with effective implementation of these plans – we can make this year a record-breaker for Walk to End Alzheimer's.

NOTE: Basic information about the Alzheimer's Association, Alzheimer's disease, and Walk to End Alzheimer's is always available online at www.alz.org.

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About the Alzheimer's Association and Walk to End Alzheimer's

Alzheimer's Association

The Alzheimer's Association, a world leader in Alzheimer's research and support, is the first and largest voluntary health organization dedicated to finding prevention methods, treatments, and an eventual cure for Alzheimer's.

For more than 25 years, the donor-supported, not-for-profit Alzheimer's Association has provided reliable information and care consultation, created supportive services for families, increased funding for dementia research, and influenced public policy changes.

The Mission

To eliminate Alzheimer's disease through the advancement of research, to provide and enhance care and support for all affected, and to reduce the risk of dementia through the promotion of brain health.

The Vision

A world without Alzheimer's disease.

Walk to End Alzheimer's

Walk is the national signature event for the Alzheimer's Association to help those battling Alzheimer's disease. Since 1989, we've mobilized millions of Americans in the Alzheimer's Association Memory Walk and raised more than \$250 million. Now, we ask everyone to register for Walk to End Alzheimer's, the nation's largest event to raise awareness and funds for Alzheimer's care, support, and research.

Walk to End Alzheimer's takes place in nearly 600 communities nationwide, with most events being held in September and October. Men, women, and children of all backgrounds will participate as walkers, volunteers, and donors this year!

Participants walk as individuals or as part of a team. They ask friends, family, business associates, and others to support them by making a donation to the Alzheimer's Association. Others volunteer their time to register walkers, staff rest stops, and offer refreshments.

By Joining Walk, You Help...

- Show your support for Alzheimer's families in your community.
- Protect future generations from this disease.
- Achieve a world free of Alzheimer's disease.

Role Definitions

Walk Regional Leader

One individual per Region who volunteers to recruit other Agents to serve as individual Walk Champions for each Walk covered throughout the Region.

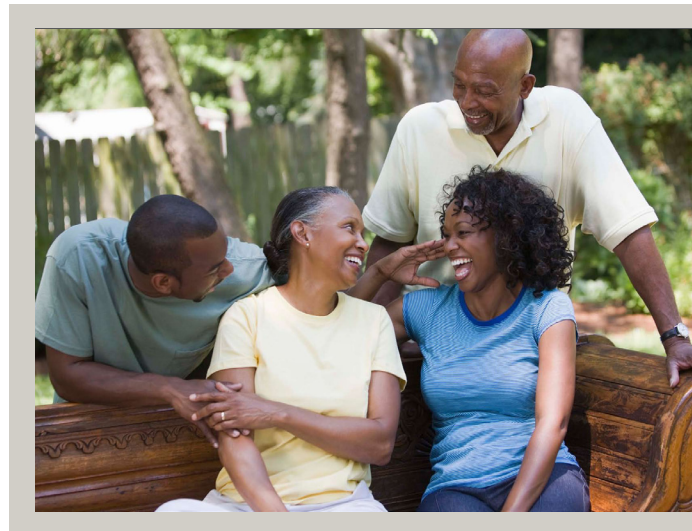
Walk Champion

An Agent who volunteers to coordinate Genworth's participation in and presence at a **specific Walk location(s)**. This role includes responsibility for recruiting local Agents (and other local Genworth contacts, if any) to join or form teams and to raise funds in support of that Walk location. Additionally, this individual manages Genworth's overall "event presence" (e.g., t-shirts, banners, etc.) at the walk.

Walk Participant

Everyone can be a Walk Participant! Options include joining a team, forming a team (as Team Captain), raising money in support of Walk, and attending the actual event.

NOTE: Though not required, Agents serving as Walk Regional Leaders may also be Walk Champions.



Team Recruitment and Management

- **Participate in a Walk Champion Kick-Off Call** (includes review of responsibilities and Walk's online system).
- **Register for your Walk** using the online fundraising tool.
 - Step-by-step instructions are available, if needed, on pages 10-11.
 - Visit our online toolkit at actionalz.org/genworth and search by zip code or state for your nearest/preferred Walk.
 - When registering, "Start a Team," being sure to:
 - Form the Team under the "group" of Genworth.
 - Include "Genworth" as part of the Team name (e.g., Genworth Committed Retail Agents). This will ensure that funds raised are accurately captured.
- Once registered, **follow the online instructions** (or see pages 10-11) to **personalize both** your personal and Team Walk **Web Pages**, automatically created for you.
- Next, through the online system, **send an e-mail to all your local Agents**, inviting them to register as a member of your Team or to create their own Team under the "Genworth Financial" group; **repeat** for friends, family, and others.
- **Follow up with Agents** through other communication/connection opportunities (e.g., scheduled regional calls, meetings, e-mail).
 - NOTE: Recruitment brochures also are available through request from ALZ@Genworth.com for Agent and internal use, providing step-by-step instructions for using the online registration and fundraising tools.
- **Ten members** is the ideal target for your Team. If you hit that total, start another Team!

TIP

When you find a new Team member, be sure they encourage the participation and support of their family, friends, co-workers, and neighbors. You'll be surprised how quickly your Team grows!



Fundraising

- **Remember**, the purpose of Walk is to RAISE FUNDS for the Alzheimer’s Association. Nationally, it is their single-largest fundraiser. So if you give voice to their mission, you’ll find people want to contribute. Give them the opportunity!
- Alzheimer’s Association Chapters understand some registrants will raise money but won’t be present at the event. So even if they are unable to attend Walk, they should **register anyway** in order to access the easy fundraising and reporting tools available.
- Set a **fundraising goal** for your Team.
 - Be realistic.
 - Base your goal on results from previous years. If you don’t have the results, request them from your Walk Regional Leader.
 - Consider a target of \$500 raised per Team member, whether or not they plan to walk.
- To the extent it is appropriate, suggest **friendly competition** between team members, set weekly or monthly goals for everyone to beat, offer prizes/incentives, and recognize members’ successes.
- Regularly **communicate** with Team members, providing updates and highlights, and encouraging them by providing fundraising options. Consider using e-mail, voicemail, and face-to-face gatherings.
- Be sure funds raised are **accurately captured** on the walk website. That’s one reason the team name must start with “Genworth.”
- Consider the following **fundraising options**. Some will work well for the whole Team, while others will be best for you and your Team members as individuals.
 - Client fundraising letters:
 - Agents can have fundraising letters mailed to their clients or returned to them for personal mailing to clients through Liberty. Samples are on pages 16 and 17.
 - Online fundraising (available through the personal Web Page created when you registered for Walk):
 - Use the easy system for creating/editing e-mails to send to your clients, friends, and family. The e-mails will link them directly to your page, where they can make a secure credit card contribution or print a form for mailing a check.
 - Contributions made on your behalf are viewable in real time at your site. You’ll always know where your fundraising success stands.
 - Your page also provides a mechanism for entering “offline” contributions of checks or cash that you receive directly (and then submit to the Chapter).

TIP

If you begin by making a personal contribution online, it typically improves the fundraising response you receive.



- Personal Fundraising:
 - Collect checks from family, friends, club members, neighbors, etc.
 - When turning in the funds at (or ideally in advance of) the event, be sure to collect a receipt from the Alzheimer’s Association that confirms the amount of money turned in, designating checks total. This simply helps ensure these funds will track to your fundraising total.
- Explore both types of incentives: “threshold,” where everyone who reaches a pre-established mark receives the incentive, or “achievement,” where the Agent with the highest, top, or most of some measure earns the incentive.
- Other opportunities include:
 - NCAC recognition for all agents raising at least \$500
 - SalesLink recognition for all agents raising at least \$1,000

TIP

Any new ideas: Be creative, using features unique to your location, region, etc. (and share the ideas with **ALZ@Genworth.com** for capture and possible replication elsewhere)



TIP

To be eligible to Celebrate, Agent totals must be recorded online or otherwise reported/confirmed through the Alzheimer’s Association.



- Send **thank-you letters** to your donors (approved letter is on page 17).
- Opportunities to **CELEBRATE** should be communicated to the Agents in your Region. Remember to consider developing some celebration efforts specific to your region, as able. When doing so:
 - Think “recognition” as much as you think “prize.”
 - Be creative in order to minimize costs and stay within any pre-set budget; for example, a coaching session with a top Agent or lunch with your GA might be valued, low-cost options.

Event Presence

- **Drive the “presence” at your Walk**, making the most of it to support the Alzheimer’s Association and to pursue leads.
- **Contact the local Alzheimer’s Association Chapter** (or its Walk Coordinator) as EARLY as possible to:
 - Introduce yourself and your role
 - Express your intent to have an exhibit space staffed at the walk (available at no charge as a benefit of our national team relationship when teams are registered online by August 1 and have raised funds)
 - Inquire about logistics
 - How big is the exhibit space?
 - Is power available?
 - Are tables or chairs provided? If not, is there a discounted arrangement with a local rental company?
 - Request favorable placement of your exhibit space, to the extent possible
 - Explore ways you or others can assist in making the walk a success

TIP

Even though most of your work, in the short-term, will be with a Walk Coordinator, the national ALZ office encourages you to take an opportunity to meet the Chapter’s CEO/President when possible. To find your local Chapter, visit www.alz.org/findus



- **Table usage**
 - Coordinating Genworth’s exhibit space is a privilege that comes with the responsibility of producing and staffing a quality space to positively represent Genworth and your business.
 - As the Champion, you have the right to serve as the coordinator of this space or to ask another Agent to do so instead.
 - Should you choose to have another Agent be responsible for the space, help them make the necessary connection with the Chapter in order to arrange and plan for the space.
 - Create a space that is visually appealing, engaging, and fun. The idea is to build a presence in the community. Check with your GA office for availability of Genworth-branded banners and/or tablecloths.
 - Coordinate full staffing coverage, as the exhibit should not go unattended at any time during the event.
 - Through New Clients (<http://genworthstore.newclients.com>), you can purchase several giveaway items including:
 - White plastic bags co-branded with Genworth and Walk to End Alzheimer’s logos (for use in giveaways at a Walk table). REMINDER: these come empty; 200-count limit.
 - Co-branded Walk t-shirts for each **adult** participant on one of our Teams; sizes S, M, L, XL, XXL only.
 - Other items as promoted on the site, produced specifically for Walk use.

- If there are any other Genworth Financial business units in your area that may be supporting your local Walk, you may want to consider working together to coordinate your Walk planning efforts with them.

- **Stage presence**

Depending on your Chapter, you may have an opportunity to speak at your local Walk.

To optimize any potential stage presence, work closely with your Chapter/Walk contact. Possibilities for discussion include promoting Genworth's role as a Platinum Level National Team.

- **MEDIA:** If you have the chance to speak with media about Walk:

- Hit the following points:

- This initiative represents a major ongoing commitment to the Alzheimer's Association
- Agents serving as Champions across the country will lead the company's effort and its local grassroots activities
- All Walk proceeds support caregiving, education, and research activities, as determined by the local Chapter Board and staff leaders
- Our participation is about more than writing a check; it reflects a deep level of commitment to and involvement in each community

- **Never talk "off the record,"** because IT'S ALL ON THE RECORD. Always assume that your conversation is being recorded or that notes are being taken.

You never know for sure when a camera or microphone is on.

- **DO NOT COMMENT ON LTC INSURANCE ISSUES**
- Refer questions about the Alzheimer's Association to the local Chapter or media@alz.org
- Refer questions about the company to:

Tom Topinka

804 662.2444

or

Thomas.Topinka@Genworth.com

Administration

- **Convey event day logistics** to participants in advance of the event. For example:
 - Directions
 - Schedule of activities
 - Meeting location
 - Other last-minute reminders
- **Take photos of the walk experience**, including the actual event and any pre-event action. Use a digital camera and send photos to **ALZ@Genworth.com**.
- **Record total funds raised** to ensure full capture of Walk support.
 - Maintain a spreadsheet documenting contribution totals by Team member and compare regularly to totals showing on the weekly **Fundraising Reconciliation Form** provided by the Alzheimer's Association.
- **Recognize Team members** upon completion of the event and celebrate the Team's accomplishments.
- Make sure you are up to date on donor thank-you letters.

Contact List

General Questions

Alzheimer's Association
***Your local Chapter,**
alz.org/findus or
800 272.3900

Genworth Financial
**Your Walk Regional
Leader, Regional Office,**
your Premier Partner
or **ALZ@Genworth.com**

Exhibit Space Guidelines

***Local Alzheimer's
Association Chapter**

Genworth Media

Tom Topinka
804 662.2444
Thomas.Topinka@
Genworth.com

***Find your local Alzheimer's Association Chapter**

- Visit **www.alz.org/findus**
- Visit the Chapter website or call the Chapter directly (ask for a Walk Coordinator)

or

Find your nearest Walk

- Visit **www.alz.org/Walk**, click on "Find A Walk"
- Search by zip code, Chapter, or state to locate your nearest/preferred Walk
- Link directly to the walk website to register online

Timeline

As scheduled	<ul style="list-style-type: none"> • Participate in a Champion Kick-Off Call
10-12 weeks before Walk	<ul style="list-style-type: none"> • Set Walk goal • Register for Walk using the online toolkit at actionalz.org/genworth (see pages 10-11 for assistance) • Solicit initial participation of area Agents; request internal use brochure through ALZ@Genworth.com • Purchase Event Display items through New Clients online site
Ongoing until event	<ul style="list-style-type: none"> • Recruit additional participants and secure additional donations; aid Agents in doing the same • Fundraise throughout the year
8 weeks before Walk	<ul style="list-style-type: none"> • Make contact with ALZ Chapter/Walk Coordinator to introduce yourself and inquire about event logistics • Mail solicitation letters to your clients and prospects through Liberty • Encourage local Agents to also mail or email their clients
2 weeks before Walk	<ul style="list-style-type: none"> • Convey event logistics to Participants scheduled to attend • Purchase exhibit booth giveaway items through New Clients online site • Finalize lead generation and “visual appearance” concept(s) for table/booth space
Walk Day	<ul style="list-style-type: none"> • Meet your Team, take photos, prepare and staff the exhibit table, pursue leads
2 weeks after Walk	<ul style="list-style-type: none"> • Forward copies of photos to ALZ@Genworth.com
No Later than December 31	<ul style="list-style-type: none"> • Report final fundraising total to ALZ@Genworth.com

Registration Instructions

How to participate in your local Walk to End Alzheimer's (www.actionalz.org/genworth)

1. Locate Your Walk
2. Register Online (even if you can't be at Walk)
3. Recruit and Fundraise
4. Walk and Celebrate

1. Locate Your Walk

- Visit www.actionalz.org/genworth
- SEARCH by zip code, state, or Alzheimer's Association Chapter
- Click on the link to your preferred Walk website

2. Register Online

- At your Walk's website, click "REGISTER"
 - Can't attend Walk? Register anyway to access online fundraising tools
- Either START or JOIN a Team (see respective instructions)
- **START** a Team
 - Select "Start a Team"
 - Scroll down to "New Team Under Group" and select Genworth (if Genworth does not appear, include "Genworth" in the team's name)
 - See Registration Tips
- **JOIN** a Team
 - Select "Join a Team"
 - Choose Genworth from the Group drop-down box or enter it into the search field
 - Scroll down to Genworth Team (if there is none, see START a Team)
 - Select "Join Team"
 - See Registration Tips

• Registration tips

- Enter work-related contact information (Note: valid e-mail address is needed to receive confirmation)
 - Create a username and password (this allows you access to your personal Web Page); re-use previous year's username and password, if possible
 - It is recommended that you set up a Personalized Donation Web Page Link to share with friends and family, and track donations efficiently
 - Consider making a personal contribution
 - Set a fundraising goal
 - Repeat the process for any additional registrants
- Once registered, you instantly have access to your own personal Walk page (and Team page for Team Captains). See the next section for tips on how to use this page.

3. Recruit and Fundraise

- Tell friends, family, neighbors, and professional contacts. Invite them to:
 - Learn about the work of the Alzheimer's Association
 - Join you at Walk
 - Make an online contribution (payable to "Alzheimer's Association")

- Online tools – accessed via Log In using your username and password – are extremely effective in addition to personal, word-of-mouth contact
 - “Build/Edit My Web Page”
 - “Preview” your page
 - Change text, add a photo – whatever will personalize your page
 - “Submit” changes
 - Team Captains can “Edit Team Page” (see link near top, under tabs)
- “E-mail” tool
 - Enter or import your e-mail addresses for your contacts
 - Compose a new e-mail message (“Blank” in Template drop-down) or edit a pre-existing one (view/select from Template drop-down)
 - “Send E-mail” (automatically inserts a link to your page)
 - Recipients can view your page, join the Team, and/or make a contribution
 - “E-mail History Log” tracks e-mails, responses, and contributions
- If you collect CHECKS (payable to “Alzheimer’s Association”)
 - Maintain a record
 - Mail checks, with your Team ID included on them, to the Association or turn them in at the walk

4. Walk and Celebrate

- Arrive at Walk at least 30 minutes before start
- Gather with your Team members
- Check in/register and turn in collected money (don’t forget to obtain a receipt)
- Set up and staff exhibit space
- Walk
- Take photos
- Have fun!
- Enjoy the after-walk festivities

2011 Walk to End Alzheimer's Client Letters

Participant Instructions

The Alzheimer's Association Walk to End Alzheimer's offers a terrific opportunity for you to "touch" your clients and, simultaneously, raise money to end Alzheimer's disease. Soliciting contributions from your clients is **voluntary**. However, if you do choose to participate, the process outlined here must be followed to ensure proper accounting, controllership, and compliance procedures. Please follow the instructions listed below.

- **REVIEW** the detailed FAQs on the following pages – doing so will answer most of your questions!
- **REGISTER** online for your preferred Walk and record the Supporter ID# generated for the confirmation page. Failure to accomplish this step may delay your mailing. (Assistance with this step is provided in the FAQs on the following pages.)

Questions?

Contact your Walk Regional Leader, Regional Office, your Premier Partner or ALZ@Genworth.com.



2011 Walk to End Alzheimer's

Getting Started

How do I find my nearest Walk?

Visit www.actionalz.org/genworth; click on "Find a Walk" on the right side of the page. Search by zip code, Chapter, or state to locate your nearest/preferred Walk. Link directly to the walk website to register online.

I do not plan to attend my Walk. Should I register anyway?

Yes. Your registration facilitates proper tracking of the contributions received from your clients and offers you access to easy and successful online fundraising tools.

Is there a fee to register?

No, there is no registration fee for Walk.

How do I register Online?

Once you've located your nearest/preferred Walk and accessed its website, select "Sign Up To Walk." Then, complete the requested information. (A personal contribution is optional.) After submitting your registration, you will receive a confirmation page on screen and by e-mail. Record the **Supporter ID Number** assigned to you and include it on the Supporter ID section of the Client Letter Participation Form.

What if my walk was in early 2011 or is in early 2012?

You can send a mailing to your clients using the time table provided here; your Chapter would be happy to collect contributions after or in advance of your local Walk.

Process Questions

Why aren't my clients' checks coming back to me?

All checks returned through the postage-paid envelope go directly to a lock box facility maintained by the Alzheimer's Association. This supports improved record-keeping, reduction of labor and back-and-forth mailing costs, and prepares files for thank-you letters. Check processing and posting to your online Walk Page will occur within 2-3 weeks.

Will my Chapter receive the money?

Absolutely. The funds received from your clients will be processed and directed to the Chapter you identify on your Participation Form. Check processing and posting to your online Walk Page will occur within 2-3 weeks and will count in the Chapter's Walk totals.

When will I receive my reports?

Reports are accessible at any time by visiting your personal event page created for you online when you registered for Walk. Checks from your clients will be posted online within 2-3 weeks, while credit card contributions made online post immediately. By logging on to your page, you can export the names and addresses of your donors (e.g., for use in preparing thank-you letters).

Where can I find the thank-you letter?

A Compliance-approved thank-you letter is posted on Liberty and Digital Office (as well as on page 16 of this guide).

Are unassigned clients receiving a letter?

The General Agent for your region will decide whether to mail to unassigned clients (and will be responsible for the cost of doing so). A similar mailing process exists for this process.

Other Items/Areas

How does the web-linked feature allow clients to contribute online?

Upon your online Walk registration, a personal Web Page is automatically created for you. This page will be linked to your name, to be listed on a donation page through the Genworth internet site. The client letter indicates a contribution can be made by visiting www.Genworth.com/Walk. Clients will select your name from the list, linking them directly to your Walk Web Page.

I volunteered to be Walk Champion for my local walk, but I have not received a Champion Guide yet. How can I get one?

Contact ALZ@Genworth.com to request an electronic copy.

Where can I learn more about the Alzheimer's Association?

Visit www.alz.org.

There's no Walk in my area, but another Alzheimer's organization is holding a walk. What do I do?

You are encouraged to participate in the other walk, if no Walk exists in your area. However, note that our materials for use at these events reference our relationship with the Alzheimer's Association. Materials with Alzheimer's Association or Walk to End Alzheimer's branding cannot be used to raise funds for other organizations.

- Additionally, our preference is for funds raised to go to the Alzheimer's Association. Therefore, if you choose to send letters to your clients, the funds you raise from those mailings will go to the Alzheimer's Association, so funds should not be committed verbally to the other local organization. Other funds you raise locally can be directed as you choose (to the Alzheimer's Association or the other organization).

More Questions

Whom do I contact if I have more questions?

Your Walk Regional Leader, Regional Office, your Premier Partner or ALZ@Genworth.com.



Opportunities to Celebrate

2011 Alzheimer’s Association Walk to End Alzheimer’s

Fundraising Totals*	Retail Threshold
Individual Fundraising of \$500 – \$999	<ul style="list-style-type: none"> • Many local Walks provide incentive prizes based on funds raised; inquire locally • Recognition item at NCAC
Individual Fundraising of \$1,000 – \$2,499	<ul style="list-style-type: none"> • Many local Walks provide incentive prizes based on funds raised; inquire locally • Recognition item at NCAC • SalesLink listing • Direct personal contact/communication
Individual Fundraising of \$2,500 – \$4,999	<ul style="list-style-type: none"> • Many local Walks provide incentive prizes based on funds raised; inquire locally • Recognition item at NCAC • SalesLink listing • Direct personal contact/communication
Individual Fundraising of \$5,000+	<ul style="list-style-type: none"> • Many local Walks provide incentive prizes based on funds raised; inquire locally • Recognition item at NCAC • SalesLink photo, interview • Direct personal contact/communication • NCAC stage recognition • Lunch (or similar recognition gathering at NCAC)
<ul style="list-style-type: none"> • Walk Regional Leader (≥\$5,000 regional total) • Walk Champion (≥\$2,000 local total) 	<ul style="list-style-type: none"> • Recognition item at NCAC (recognition gathering) • Lunch (or similar recognition gathering at NCAC)

*Fundraising totals are based on individual totals recorded online or otherwise confirmed with the Alzheimer’s Association.

Donor Solicitation Letter



Agent Name
Agent Title
*Licensed Insurance Agent
of Genworth Life Insurance Company*

Street Address
City, State, 00000
123 456.7890
123 456.7890 fax
123 456.7890 mobile
email address
web

[Date]

<<Name line 1>>

<<Addr line 1>>

<<City>>, <<State>> <<Zip>>

Dear [Greeting Name or Valued Client],

In about the time you take to read this letter, another American will have developed Alzheimer's disease — every 69 seconds on average.¹ But you can help me do something about this!

Genworth Financial is a Platinum Level National Team of the Alzheimer's Association Walk to End Alzheimer's™, held in nearly 600 U.S. communities. These Walks collectively serve as the largest annual fundraiser for the Association and its education, research, advocacy, and care efforts. I am proud to be a part of this nationwide effort.

Alzheimer's disease is devastating to individuals (and their families), robbing them of their memory, dignity, health, and, eventually, their life. Unless something is done, the number of Americans with the disease — 5.4 million, currently — will swell to include up to 10 million of the aging baby boomers.²

Clearly, we cannot delay in continuing the hope-bringing progress of the Alzheimer's Association. So please take time now to consider a tax-deductible contribution* of any size to advance this cause. Possible use of your support could include:

- A gift of \$10 enables us to provide information, referral and support through a 15-minute Helpline call.
- A gift of \$200 helps us to provide a care consultant for an overwhelmed caregiver in the middle of the night.
- A gift of \$250 allows us to create educational materials targeting diverse, at-risk audiences.
- A gift of \$1,000 enables us to provide online dementia care training for a residential care facility serving those with Alzheimer's.

[To make a donation, please send a check in the enclosed envelope, along with the reply slip provided.] To make an online contribution, please go to <http://www.genworth.com/AlzWalk> to visit the Alzheimer's Association Walk to End Alzheimer's website. Select my name from the drop-down menu and you will be directed to my donation page.

Thanks for your support of the Alzheimer's Association and my participation in Walk to End Alzheimer's. If you have any questions, please feel free to call.

Warmest Regards,

[Agent Signature]

[Agent Name]

¹Alzheimer's Association; Alzheimer's Disease Facts and Figures 2011, p. 10

²Alzheimer's Association; Alzheimer's Disease Facts and Figures 2011, p. 34

*Please remember to consult your tax advisor for determining tax deductibility.

Donor Thank-You Letter



Agent Name
Agent Title
*Licensed Insurance Agent
of Genworth Life Insurance Company*

Street Address
City, State, 00000
123 456.7890
123 456.7890 fax
123 456.7890 mobile
email address
web

[Date]

<<Name line 1>>
<<Addr Line 1>>
<<City>>, <<State>> <<Zip>>

Dear [FIRST NAME or Valued Client],

Thank you for your recent contribution in support of my participation in the Alzheimer's Association Walk To End Alzheimer's™ ! I am honored to receive your support and see it help the cause to end Alzheimer's and its century-old legacy of devastation.

Walk to End Alzheimer's is the nation's largest event to raise awareness and funds for Alzheimer's care, support and research. Together, we can end Alzheimer's disease — the nation's sixth-leading cause of death, which will affect another American, on average, every 69 seconds.¹

Held annually in nearly 600 communities nationwide, Walk to End Alzheimer's unites a nation as an unstoppable force against Alzheimer's. In 2010, the event raised more than \$42.2 million for the cause. On behalf of the 5.4 million Americans with Alzheimer's and their nearly 15 million caregivers, thank you for your support of the fight against Alzheimer's.

Gratefully,

[Agent Signature]

[Agent Name]

¹ Alzheimer's Association; Alzheimer's Disease Facts and Figures 2011, p. 10

