



## Create videos to promote the Walk !

Videos really sell the story. They don't need to be professional — you can record a great one on your phone or tablet. Last year, many people just went for a walk holding their phone, talking about why the Walk for Alzheimer's was important to them!

**Here are suggested scripts.** Feel free to customize any of these scripts with your own story. Just remember to keep it short – under 1 minute!

Share your photos and videos with us at [marche@alzheimermontreal.ca](mailto:marche@alzheimermontreal.ca) !

### 20 seconds

Make a difference for families facing dementia by signing up for the **18th edition of the IG Wealth Management Walk for Alzheimer's Montreal!** Register today and start fundraising at [www.walkforalzheimers.ca](http://www.walkforalzheimers.ca). This year, I'm walking for \_\_\_\_\_ ! (Name of the person you are walking for)

### 30 seconds

More than 35,000 people in Montreal live with dementia—and this number is growing. The Alzheimer society of Montreal needs your help to meet the growing demand for services. Sign up for the **18th edition of the IG Wealth Management Walk for Alzheimer's in Montreal** and start fundraising today. Visit [www.walkforalzheimers.ca](http://www.walkforalzheimers.ca). This year, I'm walking for \_\_\_\_\_ ! (Name of the person you are walking for)

### 40 seconds

Across Montreal, over 35,000 people are living with dementia, and this number is growing. The Alzheimer Society of Montreal needs your help to meet the growing demand for services. Sign up for the **18th edition of the IG Wealth Management Walk for Alzheimer's in Montreal** and start fundraising today. Challenge your friends, family or co-workers to participate and raise much-needed funds and awareness. Visit [www.walkforalzheimers.ca](http://www.walkforalzheimers.ca)

#### **40 seconds**

Hi, my name is \_\_\_\_\_ and I'm happy to take part in the **18th edition of the IG Wealth Management Walk for Alzheimer's**. This year, I'm walking for \_\_\_\_\_ (my mother, my father, name of the person you are walking for) who is living with dementia, to raise essential funds for the Alzheimer Society of Montreal. Donate today or register to the walk at [www.walkforalzheimers.ca](http://www.walkforalzheimers.ca)

#### **Video Recording Tips:**

- Turn your phone or tablet sideways (landscape/horizontal) for a better-quality recording.
- Use the main/back camera (not the front/selfie one) for a better quality recording.
- If you are speaking into the camera, try and look directly into the lens.
- Record a few samples and watch them back to get used to how you look and sound.
- Check your lighting – if it is behind you, you may be a dark blob. Avoid shadows and keep your face pointed towards the light.
- Choose a quiet area (not in the wind, on a busy street, etc.), as noise will drown you out.
- Feel free to use effects but try not to overuse them as this can distort the quality.

Draw attention to your post by using the hashtag [#IGWalkforAlz](https://www.instagram.com/IGWalkforAlz) on Facebook, Instagram, YouTube, LinkedIn and/or Twitter. The Walk has an app that collects all mentions of the Hashtag, and your post will automatically be shown on the front page of the [WalkForAlzheimers.ca](http://WalkForAlzheimers.ca) website. Note that your social media postings will have to be set public for our system to see it.

Share your photos and videos with us at [marche@alzheimermontreal.ca](mailto:marche@alzheimermontreal.ca) ! We will be happy to share them on our social media to promote your fundraiser!

Need help? Contact us at 514-369-0800 or [marche@alzheimermontreal.ca](mailto:marche@alzheimermontreal.ca)