



## Team Recruitment Talking Points

As a Scramble team captain, you'll want to reach out to friends, family and co-workers to increase the size of your team or lead several teams. Here are some talking points to use when you contact potential teammates.

- You may have heard I'm forming a team for the Big Scramble on February 11, 2012 at South Beach.
- I'm calling because I wanted to ask you to join my team, (team name). I'm trying to get multiple teams to sign up among my friends, family and coworkers – I'm inviting (name friends, family members, or co-workers) and think you would make a great addition to the field. If you've ever wanted to do an amazing race style event, this is a great opportunity to do so within a four-hour window. Check it out at [www.TheBigScramble.com](http://www.TheBigScramble.com).
- I can't tell you how much I would appreciate your support. This cause is so important to me, since (share a story about a loved one with the disease, reason you're scrambling, etc.)
- More than 5 million people are living with Alzheimer's and that number is expected to grow to as many as 16 million by 2050. We have to do something now!
- You can sign up at [www.TheBigScramble.com/registration](http://www.TheBigScramble.com/registration) You can either mail in the registration form or register online at the aforementioned link.
- The Scramble is predominantly for adults but there is a family division. Strategy, wits, and speed is what it takes to win but, more importantly, it will be a WOW experience. The event built up great momentum last year and there will be a post race party in one of the best destinations in the world.