

Hey ΣAM!! It's Tipoff time for *March Madness!*



Help us #ENDALZ during this year's NCAA Tournament!

Step 1

Choose a **Bracket Leader** – we suggest your **Philanthropy Chair!**

Bracket Leaders: visit ESPN.com to create your **ΣAM Chapter's Bracket & Group**. *Be sure to include SAM or Sigma Alpha Mu at the beginning of your Bracket & Group name.* (See registration guide for step by step instructions)

Invite fellow Sammys, friends, and family to join your bracket and group. You'll compete individually, as a chapter, and nationally with your fellow Sammys!

Step 2

Invite participants to make donations using **Mobile Cause!**

Simply text "SAMmarch" to 71777 to join Mobile Cause.

Click the link in the reply you receive to **Become A Fundraiser** for your **Chapter**. You will receive a confirmation by text/email. **Share** your Mobile Cause page by text or email with family and friends to ask for their support.

Selection Sunday is March 11th!

[Click here](#) to see the 2018 NCAA Tournament Schedule

Step 3

Earn points based on your bracket selections on ESPN and by raising funds using **Mobile Cause! \$1.00 = 1 point**

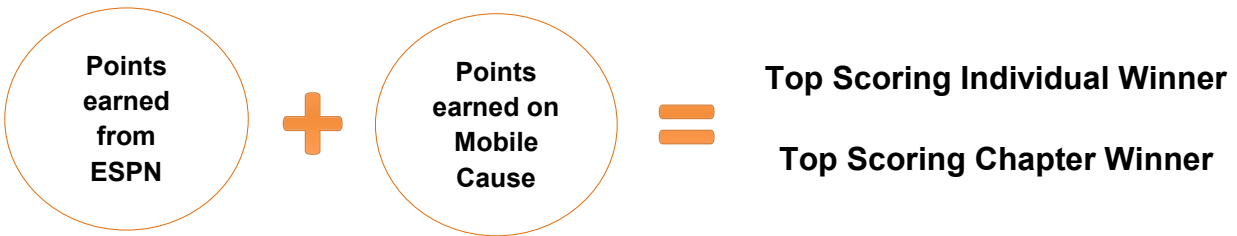
So, whether your chapter hosts a viewing party for the First Four, challenges an organization on campus to a basketball game, receives a generous donation from a family member, or even holds a taco night...**your creativity will help #ENDALZ!**

Questions? Contact: Jessica Berek | jeberek@alz.org | (323) 489-4136

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Prizes!

Opportunities for Individual & Team prizes throughout!



Top Scoring Individual Winner will receive a Live Nation Gift Card to attend a local concert of their choice!

Top Scoring Chapter Winner will receive our Inaugural ΣAM – The Judy Fund March Madness Championship Trophy!

How to Submit Donations

Mobile Cause...

See "Mobile Cause Registration Guide" for step-by-step instructions.

Check...

* If you would like to submit a physical check, follow these quick steps:

1. Write/Type a short note that includes your Chapter Name, Event Name & Date, Brief Description of Event and Donation Amount.
2. Include your donation check made payable to The Judy Fund
3. Send both items in one envelope to:

ATTN: Jessica Berek
The Judy Fund, Alzheimer's Association
9606 S. Santa Monica Blvd., 2nd Floor
Beverly Hills, CA 90210

Online...

* If you would like to submit a donation online, follow these quick steps instead:

1. Visit: [The Judy Fund Donation Page](#)
2. Complete the form to submit your donation by credit card
3. Under "Message Body" briefly detail your Chapter Name and Event Name.