



## Walk to End Alzheimer's™ Fundraising Ideas

- Send an email out to your full address book, directing friends and family to visit your personal Walk Web page. The convenience of making an online donation with a credit card will appeal to your friends and family.
- Ask friends and family to donate to your fundraising efforts rather than buying you a gift for a special occasion, like your birthday.
- Give something up — a movie, manicure or dinner at an expensive restaurant — and contribute what you would have spent to Walk.
- Host a fundraising party and ask attendees to pledge their support. In addition to charging an entrance fee, make sure to solicit the establishment where you are holding the event to support you with 10 percent of the sales from the event.
- Encourage your donors to make donations in honor of, in memory of, or in support of someone who has been affected by Alzheimer's.
- Change your home, cellular and work voicemail to announce to that you will be participating in Walk. It's a great way to spread the word!
- Print your donation forms on brightly colored paper. This will ensure that they stand out in a stack of bills and other correspondence.
- Host a coffee or tea party at your favorite local coffee shop. Ask the shop for a donation of the coffee, tea and snacks and charge your guests a fee.
- Have a scrapbooking party in your home or at a local venue. If you have a personal tie to the cause, incorporate pictures of your loved one affected by Alzheimer's. Get food and drinks donated and charge at the door.

### Raise money in your office

- Sell candy, chips, popcorn, soda, bagels or donuts at the office. You may be able to get the goods donated so everything you "charge" goes to your fundraising.
- Ask your human resources department if you can go "Casual for a Cause." If your office has business professional or business casual dress, co-workers can make a donation to the Alzheimer's Association in exchange for a chance to wear jeans for the day.
- Send a newsletter, postcard, flyer or email to update potential donors on your progress. Let people know about your fundraising progress and share a fact about Alzheimer's. In addition to updating your friends and family, it will serve as a reminder for those who haven't donated yet!
- Most email programs give you the ability to create your own signature at the bottom of each message. This is a great way to let both personal and business contacts know that you are walking. Add a link to your Walk page for donations!
- Ask everyone in your office to donate \$25 a month for four months. Let them know they are only giving up one dinner out in these four months to help people living with Alzheimer's.
- In the lunchroom or break room, leave a stack of donation forms, a sign with a picture of yourself and a note about why you are participating in Walk.



### Raise money in your community

- Ask businesses (doctor, dentist, salon, etc.) that you frequent for a donation of cash or services. They may appreciate your loyalty enough to donate.
- Ask a local place of worship if you can speak to the congregation. Share your commitment to raising money for Alzheimer's care, support and research. After the service, set up a table to collect donations or ask if a special collection can be taken up for Walk.
- Get a jar to collect change and decorate it with Alzheimer's Association facts or a picture of you the person you are walking to honor. This is a great way to get friends involved, too — ask them put a jar out at their office.
- From a small town? Your heroic efforts may make great news! Call your local paper and see if they will write a story about you. Be sure that you include ways for people from your community to donate.