

FUNdraising Ideas

Classic Fundraising Ideas

JUST ASK: The easiest way to raise money is to ask friends, neighbors, relatives, co-workers, etc., to make a donation to the Walk to End Alzheimer's. Explain your commitment & why you walk.

COIN DRIVE Set up coin collection jars near the cash registers in your (or another local) workplace cafeteria. Post signs asking that the change from employees lunch be dropped in the jars for several weeks preceding the Walk.

CASINO NIGHT Are you a covert card shark? Invite your friends to participate in a poker tournament that is a sure bet to be a successful fundraiser! Set a minimum player buy-in where the proceeds (all or a portion) go to benefit the Walk. Or, make it a full casino night, and ask for donated prizes as a reward to the night's 'high rollers'!

GARAGE SALE One person's trash is almost always another person's treasure, which is why yard sales are such fun and successful events. Work individually or collect items from your team members to set up a garage sale and earn money toward your Walk fundraising goal!

BAR NIGHT – RAISE \$800-\$1,000 Invite family, friends and co-workers to attend for a fun night of \$20 all you can eat & drink, raffle baskets and 50/50 raffle tickets! Step-by-Step Guide: <http://tinyurl.com/alzwalk-barnight>

TABLES AROUND TOWN Raise awareness and funds by setting up a table any place where you have "people traffic". Walkers have been able to raise up to several hundred dollars in just one day by setting up at a local grocery store, Wal-mart, or recreation center. Step-by-Step Guide: <http://tinyurl.com/alzwalk-table>

SEND EMAILS Log into your Participant Center from the Walk home page and use a donation request email template written for you. You can also upload your address book of e-mail contacts. Add your personal story about why you are walking in the email and on your fundraising page. See examples here: <http://tinyurl.com/alzwalk-story>

LETTER WRITING This is a great way to ask for donations & inviting others to join your team without asking in person. Send emails or letters to your family and friends explaining what you're doing and why. Asking for a specific amount works well--or leave it up to them. Mention your personal goal and ask for their help. Enclosing a self-addressed stamped envelope encourages a quick response. You can also give them brief easy instructions for how to donate to you and/or join your Walk team on-line (see great example for a letter or email donation request this packet).

RESTAURANTS TO THE RESCUE Set up a date with a restaurant to donate 10-15% of their profits to your Walk team. Go to <http://tinyurl.com/restaurantstotherescue> to see a list of restaurants which already have a program set up. Since you'll bring customers, it's a win-win deal for all!

Fundraising for the Workplace

BOSS FOR A DAY Allow staff to bid on being boss for the day - high bid wins. Be sure your boss is agreeable to the concept!

BROWN BAG FRIDAY Ask people in your office to bring a brown bag lunch on a Friday and donate that day's lunch money to the Walk.

CASUAL FOR ALZHEIMER'S If your school, organization or place of business has a strict dress code, opt for a day when people can donate a small amount (for example, \$5) in exchange for the option to "dress down", wear jeans or casual dress. For an ongoing fundraiser, make it a regular event – every Friday or once a month. **(To order your free Casual for a Cause stickers from the Alzheimer's Association, visit <http://www.alz.org/casualforacause>).**

FORGET-ME-NOT PROGRAM Forget-Me-Not flowers are sold in local stores and banks across the country. Tellers and cashiers can offer the flowers to patrons for a suggested \$1 donation at the point of purchase and then display all of the flowers sold to create a community-driven visual display. The flowers are free-of-charge to walkers and teams selling them. **(See Quick Fundraisers in this packet for info or contact Sheryl at sberman@alz.org or 216-342-5566).**

PARKING SPACE AUCTION Auction off the President's parking spot or another prime spot.

POTLUCK FUNDRAISER Get together with a few team members who can each contribute a lunch dish to share. Announce to your colleagues in advance that a potluck lunch will be served for a suggested donation of what they would normally spend on a lunch out of the office. Most coworkers will appreciate not having to leave the office for lunch, and they can support a great cause at the same time!

VACATION DAY DRAWING Get permission to hold a drawing for an extra vacation day or day off with pay. The money raised from the raffle tickets goes to your team.

Fundraising Ideas for the Young at Heart

CHORES FOR THE CAUSE Put that youthful energy to good use! Mowing lawns, raking leaves, pulling weeds and recycling are a great way for children to raise money for the cause. Donors will feel good about making a pledge in return for these services.

SWEET SHOP Hold a bake sale and sell Malley's fundraising candy bars from the Alzheimer's Association at work, Wal-Mart or your children's sports games. Ask a local business to let you set up a small display box (beauty shop, coffee shop, drycleaners). (See *Quick Fundraisers* in this packet or visit <http://tinyurl.com/alzwalk-candybars>).

KARAOKE NIGHT Host a karaoke night at a local bar or restaurant. Attendees can donate to sing. Spice things up a bit and have people donate to get their friends on (or off) stage. For ex: It's a \$5 donation to get your friend on stage to sing; \$10 for your friend to get out of it; \$20 for your friend to get YOU up on the stage to sing. That's a total of \$35 raised for just one song!

VIDEO GAME TOURNAMENT Put those video game skills to the test with a tournament fundraiser! Ask your friends or neighbors to loan their consoles and video games for the occasion, and request an entry fee for each player. The competition can be setup as a bracket-style tournament or players can compete for a high score up until the final bell. Local video game retailers may also be willing to donate prizes for the winners.

Out-of-the-Box Fundraising Ideas

FOOTBALL SQUARES A sports pool is a quick way to score some fundraising dollars for the Walk! Choose one game (such as the Super Bowl) or a full season, create a grid, and sell squares to your donors. At the end of the game, the person whose name is in the winning square gets a portion of the money collected. Online resources with step-by-step instructions are available from a number of websites. Remember to check local gambling laws before trying this fundraiser!

PUMP IT UP Coordinate with a local gas station to have volunteers serve as gas station attendants who pump gas and clean windshields for donations for a day.

STRIKE GOLD Participants ask coworkers, friends, and family to donate old jewelry they no longer wear and turn the gold in for cash.

COOK-OFF COMPETITION If you love to cook or know people who do, this is the event for you! Decide whether you want to host a private, friendly cook-off event at your home or open up the event to the community by partnering with a host restaurant. Solicit contestants to face-off with their best recipe for a dish. Contestants supply enough food samples for each guest, you coordinate the competition, and your guests pay an entry fee to enjoy the food and fun. If you are working with a local restaurant, ask them to donate a gift certificate for the winner!

IT'S A BUST Sell balloons for \$10 each and insert a number in each that corresponds to a raffle ticket given to the purchaser. Pop a balloon for each available prize and read off the winning number.

SALONS SHEAR ALZHEIMER'S Hold a fundraiser in your hair salon! You bring in new faces and they donate a portion of the day's sales. Step-by-Step Guide:
<http://tinyurl.com/alzwalk-hairsalon>