

# TIPS TO FUNDRAISE YOUR WAY TO SUCCESS.

You've taken the first step by signing up for the Alzheimer's Association Walk to End Alzheimer's®. Now it's time to start working toward your fundraising goal! Every dollar you raise will help enhance care and support programs and advance research toward methods of treatment, prevention and, ultimately, a cure.

Here are some fundraising tips to help you get started:



**Set a goal.** A goal gives you something to reach for while fundraising. You can measure your progress against this amount. If you reach the goal, you can always raise it and work toward a new target.



**Share your story.** Your reason for walking is personal and your fundraising should be, too. Participants who include a photo and story about why they walk on their personal page raise three times as much as those who do not.



**Lead the way.** Kick off your fundraising with a self-donation. A self-donor badge will be prominently displayed on your personal page for all to see your commitment to the cause.



**Email, email, email.** On average, one in five fundraising emails will result in a donation. The more emails you send, the better your odds for receiving a donation. Use one of the pre-written emails available in your online Participant Center or draft your own.



**Get social.** Share your story — your reason to end Alzheimer's — on Facebook, Twitter, LinkedIn and other social networks in order to maximize your fundraising reach.



**Take it offline.** Those who raise funds both online and offline raise three times more than those who fundraise just one way. Have a bake sale, make a phone call or start a conversation while at a community event.

Visit [alz.org/walk](https://alz.org/walk) and log in to your Participant Center for more fundraising tips and tools.

