



COORDINATE A POINT-OF-PURCHASE FLOWER FUNDRAISER FOR YOUR WALK TEAM.

Invite your friends, colleagues and community members to support your Walk to End Alzheimer's® team by creating a display of point-of-purchase flowers. Give your team's fundraising a boost as you raise awareness of the event and show support for the fight against Alzheimer's disease.

HOW IT WORKS:

- Reach out to your local Alzheimer's Association® office (alz.org/findus) to obtain your point-of-purchase flowers and other Walk promotional items to distribute at your fundraiser.
- Ask permission to organize this fundraiser at your school, office, health club, place of worship or another gathering space in your community.
- Decide how and where to display the flowers. Ideas include: office doors, windows, cubicle walls, hallways, break rooms, lobbies and hanging from trees.
- Set up a table in a high-traffic area at a peak time, such as the morning rush or the lunch hour.
- Decorate the table to draw attention and offer additional information about Walk to End Alzheimer's and the Alzheimer's Association.
- Encourage visitors to make a donation and invite them to write their name on a flower, which represents their promise to fight for those facing Alzheimer's disease. They may also choose to indicate who they are honoring, e.g., "In honor of Grandma Smith."
- Hang all flowers in your chosen location.



ORGANIZING A POINT-OF-PURCHASE FLOWER FUNDRAISER:

- **Raise money.** An interactive way to engage your colleagues or peers in your fundraising efforts, participants typically encourage a \$1 or \$5 donation in exchange for a flower. All funds raised benefit the care, support and research efforts of the Alzheimer's Association.
- **Increase awareness.** Ask permission to keep your flowers displayed beyond the day of the fundraiser as a way to show others that many people support the fight against Alzheimer's disease.
- **Make it a team effort.** Consider staging a friendly competition among your team members to see who can raise the most money or display the most flowers.

Visit alz.org/walk and log in to your Participant Center for more fundraising tips and tools.

