

During this time of social-distancing, fundraising to #endalz presents an opportunity for your community to join together virtually, while physically apart. Take your party, run, or golf outing virtual. Lead with why you are participating, pick a virtual fundraiser, follow best practices, utilize fundraising technology and achieve your fundraising goals.

Best Practices

- **Lead with why.** People are motivated by your story and the impact Alzheimer's and all other dementia has on families and the economy. Share the [2020 Alzheimer's Disease Facts and Figures video](#) online.
- **Ask everyone to participate and donate.** People donate because they are asked. With a virtual fundraiser, you have the opportunity to engage with a wider audience.
- **Think outside the box.** Be comfortable with trying something new and exciting to honor your loved one.
- **Update your fundraising page.** Share why you participate and add a photo of the person you're honoring.
- **Create a custom link to your fundraising page.** Share on social media, in emails, in text messages, on LinkedIn, etc. to take donors right to your fundraising page to make a donation.
- **Launch your Facebook Fundraiser.** Start a Facebook Fundraiser from your Participant Center. Use the [Facebook Fundraiser how-to video](#) to get started.
- **Use the Mobile App.** Install the Mobile App so you can manage your fundraiser with ease.
- **Utilize fundraising technology.** Use video platforms to create a virtual event and customizable tools provided in this guide.

Virtual Fundraising Ideas

Boardgame-a-thon. Ask your network and their families to play board games for an extended period of time. Ask for donation bets on who will win. You can even set up online board games with friends at [Tabletopia.com](#).

Concert or karaoke. Offer to sing songs live on Facebook or Instagram - take requests in exchange for a donation. Play the [Alzheimer's Association Musical Moments](#) as people log on.

Cooking lesson. Share a video of yourself making one of your favorite recipes. Let others know why this recipe is special to you and include an ask for support. Create and share a digital cookbook in exchange for a donation.

Dance class. The Jitterbug of the 1930s, the Hand Jive from the movie Grease, the Floss and everything in between. Teach the moves, share why you are motivated to fundraise and ask for donations.

Demo class. Use your skills to virtually teach your friends. Are you skilled at yoga? Drawing? Sewing? Host a virtual class and ask for a donation to participate.

Facebook Fundraiser. Launch a [Facebook Fundraiser](#) through your Participant Center. Use Facebook Live from your Facebook Fundraiser to share your story or activity and invite others to give.

Group marathon. Ask 26 of your friends to join your team, run a mile, and raise \$100 to help #endalz.

Harry Potter trivia night. Ask for a donation to participate. Decorate your home, invite participants to dress up and give an award for the best costume. Set up a group trivia competition using [Crowdpurr](#).

Letter writing campaign. A handwritten note will go a long way. Share why you are participating and ask for a donation. Get the kids involved and have them draw pictures or add notes as well.

Makeup or nail painting tutorial. Great for kids and adults. Use your cosmetology or manicure skills to virtually teach your family, friends and neighbors. Host a virtual class and ask for a donation to participate.

Movie night. Use [Netflix Watch Party](#) or any video system, invite friends to watch a movie with you and donate what they would usually spend at the theatre. Add a theme - 80's movies, old Westerns, or Musicals - dress up accordingly. Add a movie trivia competition using [Crowdpurr](#). You could even mail a bag of popcorn to get people excited!

One-day flash fundraiser. Think one-day flash sale, translated to fundraising. Send emails, texts, post updates on the hour and go live. Share your story and ask for donations during your 24 hours. Don't forget to build up the excitement by promoting it in advance.

Puzzle with me. Invite your virtual community to assemble puzzles. Ask participants to post photos, share the number of pieces, and make a donation. Set a puzzle piece goal, post updates and encourage donations.

Rock, Paper, Scissors tournament. Focus on creating a fun competition, lead with why you are participating, ask for donations and you will achieve your goals.

Scavenger hunt (inside). Households join as a team and donate to play. Each team is sent a small list of items to find in their home. The first team to find all of their items and provide video evidence wins! Encourage teams to challenge each other to find additional items and make bets to see if they can find them or not.

Silent auction or virtual garage sale. Auction items or sell using [Facebook Marketplace](#) or [Instagram](#). Sell for an extended period of time and share why you are participating. Don't forget to ask for donations alongside your sales.

Text. Text your network and ask them to donate by texting 2ENDALZ to 51555 and entering your name. Share your story and include a picture of who you are honoring.

Unplanned staycation. Have a fundraising staycation. Do an online tour of all the places you would have gone and make a self-donation in place of each location. Ask donors to sponsor an unseen site and ask trivia questions to help them guess the site.

Wacky wager. Livestream, using [Facebook Live](#), [YouTube](#), [Twitch](#), or another platform. Ask your community to donate to keep singing, cleaning your house, etc. or for you to do something wacky in return. If five people donate \$50 each, you'll record yourself trying the latest dance move, dying your hair or singing a rival's fight song.

Workout challenge. Ask for a donation for each exercise activity you can complete. Challenge others to complete more than you. Sit-ups, lunges, jump rope, bench press a kid, get creative or host a biggest loser challenge.

Technology to Support Virtual Fundraising

Technology makes fundraising easier and helps you connect with more people. If you need to, assign a family member or friend to be your tech expert. They can implement whatever you need from their own home.

Market your fundraiser

- Share on [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#).
- Get kids involved to create short-form mobile videos on [Tiktok.com](#) and send out a digital invite.
- Try [Evite.com](#) or [Punchbowl.com](#).
- Create awareness using the [2020 Alzheimer's Association Facts and Figures video](#).

Select a video platform. [Houseparty.com](#), [Discordapp.com](#), [Zoom.us](#), or [Google Meet](#) enables a group video experience. Utilize [Youtube.com](#) to share videos. Broadcast real-time video using [Facebook Live](#).

Utilize technology for your specific fundraiser

- [Bridgebase.com](#) and [trickstercards](#) to play bridge with friends, solo, or host a tournament. You can even earn American Contract Bridge League masterpoints and support your local club.
- Play online board games or Uno with friends at [Tabletopia.com](#) or [Letsplayuno.com](#).
- Watch movies and chat with your friends online using [Netflixparty.com](#).
- Create a customizable live crowd trivia for free with [crowdpurr.com](#).
- Live stream with [twitch.tv](#), [tiltify.com](#), [mixer.com](#), or [www.facebook.com/gaming](#).

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