



FUNDRAISING



ACTIVITY IDEAS

Virtual and In Person Ideas!

FREE- MATERIALS PROVIDED

- Casual for the Cause (Jeans Day)
- Customizable Pin Up Flowers or Footprints
- ALZ Bracelet Sale
- Change cans/donation boxes

ON-GOING OR SIMPLE EVENT IDEAS

- Connect your Facebook to your walker page for a social media fundraiser
- Donate PTO Hours or Payroll Deduction
- Can/Bottle Drive
- Monthly or Bi-Monthly Food Sales
 - Bake Sale, Popcorn, Ice Cream Bar, Cotton Candy, Nacho Bar
- Dine to Donate
 - Many restaurants will provide a give back percentage when you bring patrons in for set hours



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ONE TIME ACTIVITIES OR EVENTS

- Chili Cook Off
 - Have 5+ coworkers make a crock pot of chili. Charge staff eating \$5 entry. Everyone gets a small sample of each chili and then votes for their favorite by choosing their bowl for lunch.
- Spaghetti Dinner
 - Low cost meal prep, make a suggested donation of \$5 to set by a basket upon entry or make it to go if you can't do a large event
- Raffles (50/50 or donated items)
- Silent Auction
 - If you can't do an event, set up a silent auction in your lobby for a week. Buyers bid on paper and then you call the winners and reveal on social media
 - Do you have kids or seniors? Even think of making an auction out of their artwork framed!
- Craft Show or Vendor Fair
 - You can do hand made items or include direct sale companies
- Garage Sale
 - Collect things you or friends want to part with and then throw a charity garage sale. Donate the funds you make!
- Car Wash- for your employees or the public



ACTIVITY IDEAS

- Spirit Week
 - Come up with fun themed dress days or activities throughout the week. Employees pay \$1 each day they want to participate.
- Custom T Shirt Sale
 - Reach out to a local printer and create your own custom t shirt to purchase for \$15. Take orders for a few weeks. After your deadline, order shirts for all who have paid in advance.
 - Pro Tip! If able, allow employees to wear these custom shirts on a casual Friday. They'll be more willing to purchase if they can get out of a uniform or wear it more often!
- Carnival
 - Organize 5 easy carnival games with supplies you may even already have. Get a local food truck, clown, and face painter to donate their time for a couple hours. Find a local musician or play some tunes and invite the public! Charge a suggested \$5 cover or charge for just games and food.
- Paint & Pour
 - Provide drinks and/or appetizers and find a local instructor to teach a paint night. Charge enough to cover your supplies plus a margin.



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- Pet Contest - Virtual or In Person
 - Charge an entry fee for the pet owners participating and encourage voting by donating in that pet's name
- Art by Commission- Suggested for kids or seniors
 - Pick a special artist in your family or at work that wants to color or make art for others. Something like "If you donate \$5, I'll mail you a piece of custom art!" Share on social media!
- Car Show
 - Gather local old or unique cars, charge an entry fee for their owner and a suggested admission fee for those coming to view.
- Easter Egg Hunt
 - Organize an Easter Egg Hunt for the kids in your community. Get the eggs and candy donated and charge a suggested donation for admission to the hunt.
 - Virtual Option: Organize for kids to get their photo with the Easter Bunny virtually by sending in photos and allow for their parents to drive through/pick up an Easter treat bag for a suggested donation price
- Ice Bucket Challenge/Polar Pluge Style Ideas
 - "I'll do x activity if you donate x dollars."



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- Jail Your Boss
 - Have employees pay \$1 per minute to put their boss "in jail". Create a fake jail cell for them to sit in for extra fun. Make extra money by allowing them to buy themselves out.
- Direct Sales Friends
 - Many companies such as Usbourne Books, Pampered Chef, Norwex etc. allow their consultants to do fundraiser parties online and donate a portion of their sales
- Bowling Night
 - Talk to your local bowling alley to see if they offer a deal for groups/fundraisers. Sign up your own bowlers and have them pay you a bit more than what you owe the bowling alley for a margin. Some alleys offer a food/drink special.
 - Pro Tip! Use this same idea for places like Putt Putt Golf, Laser Tag, etc.
- Golf Outing
 - Organize for your employees or the public. Include hole sponsors, and get prizes donated for raffles, etc.
- Dinner Party or Wine Party
 - Invite your friends/family over for a dinner party or wine tasting and charge a suggested donation for entry



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ACTIVITY IDEAS

- Murder Mystery Party
 - Organize your own night of live Clue! Charge a suggested donation for entry
- Virtual Cooking Demo
 - Don't cook yourself? Check with a local cooking school or favorite chef in town to see if they'll donate an hour. Live stream the cooking demo for people to participate at home. Charge a suggested donation for entry
- Virtual Health/Exercises Classes
 - Don't teach or have a friend who does? Call your local yoga studios, gyms, and health enthusiasts. Find someone to donate an hour to lead a virtual class and charge a suggested donation for entry
- Social Media Ideas:
 - High Fives to #endalz - each person that donates \$5 to your fundraiser on social media gets a high five
 - Every 65 Seconds (because every 65 seconds someone is diagnosed with Alzheimer's)- Ask for 6 people to donate \$5, etc.
- Sports Fun:
 - Super Bowl Squares, March Madness Brackets, MLB playoffs, World Cup, Olympics, Kentucky Derby, etc.

2021 Incentive Program

You must be a registered participant to earn incentive gifts.
Register for a Walk to End Alzheimer's® event in your area at alz.org/walk



2021 Walk to End Alzheimer's participant T-shirt
\$100



Campfire mug, collapsible silicone pet bowl or tank top*
\$300



Canvas tote bag, vegan leather dopp kit or baseball tee AND Champion medal and yard sign**
\$500



Oversized velour beach towel, garden flag or apron with pockets
\$750



Mobile power bank, stainless steel water bottle or Bluetooth finder and key chain AND Grand Champion striped-sleeve T-shirt
\$1,000



Igloo cooler, full-zip hoodie or Pandora bracelet
\$1,500



Cozy fleece jacket*, yoga mat or anti-theft design laptop backpack AND Elite Grand Champion crew sweatshirt
\$2,500



Fuji Instax camera bundle or North Face jacket*
\$5,000



YETI Hopper cooler or PowerXL air fryer with pot holder
\$7,500



GoPro bundle with dry bag or three suitcase set with luggage tags
\$10,000

*Available in men's and women's styles.

**Yard sign design may vary.

Individuals who reach the fundraising minimums for the participant T-shirt, Champion medal, yard sign, Grand Champion T-shirt and Elite Grand Champion sweatshirt will receive these items in addition to their selected incentive prize.

Visit your Participant Center at alz.org/walk for fundraising tools, tips and ideas.

Gifts are not cumulative; only one item is awarded to each fundraiser. Fundraiser may select one item at or below the level achieved.

Redemption certificates will be sent via email after the event. Contact your local chapter for the fundraising deadline.

Need help with your certificate or redeeming your prize? Call 855.462.7263 or email ALZ.Incentives@halo.com.



How to create a Walk to End Alzheimer's Facebook Fundraiser

Registered Walk to End Alzheimer's® participants can now log in to their Participant Center on alz.org/walk and set up a Facebook Fundraiser. All donations received through your Walk to End Alzheimer's Facebook Fundraiser will be credited to your individual fundraising webpage.

What are the benefits of a Facebook Fundraiser?

- **Quick.** Your Facebook friends can donate on the spot.
- **Easy.** With just a few clicks, you can invite friends to support your efforts.
- **Motivational.** Your friends will see updates about your progress and which of their friends are donating.
- **Far-reaching.** Your donors are encouraged to invite and share your fundraiser with their friends, which means you could receive donations from people you don't know who were moved by your story!

How does it work?

- You must be a registered participant in order to create a Walk Facebook Fundraiser. Once registered, visit alz.org/walk and log in with your username and password, then click "Participant Center."
- On the dashboard, click "Connect to Facebook" (also accessible from the "My Page" and "Social Media" sections). You'll be prompted to log into Facebook with your account credentials, or, if you're already logged in, confirm you're connecting the correct account.
- You'll be asked to install the Alzheimer's Association® Facebook app (if you haven't already done so) and grant permission for the app to access your Facebook Fundraiser pages. Once the app has been installed and permissions granted, your Facebook Fundraiser will be automatically created using the personal story, photo and goal from your Walk fundraising page.

For more details and instructions, watch this [video](#) and check out our Facebook Fundraiser FAQ.



Every dollar counts in the fight against Alzheimer's.



Please support my Walk to End Alzheimer's® fundraising efforts. Every dollar helps to advance the care, support and research efforts of the Alzheimer's Association®.

\$5

to help end Alzheimer's.

Thanks to: _____

\$16

in honor of the 16 million caregivers across the country.

Thanks to: _____

\$6

to help fight the nation's sixth-leading cause of death.

Thanks to: _____

\$10

to join the fight.

Thanks to: _____

\$1

to move us closer to a world without Alzheimer's.

Thanks to: _____

\$5

to help advance Alzheimer's care, support and research.

Thanks to: _____

\$3

because 1 in 3 seniors dies with Alzheimer's or another dementia.

Thanks to: _____

\$20

as a self-donation to kick off my fundraising.

Thanks to: _____

\$5

because Alzheimer's is a public health crisis.

Thanks to: _____

\$1

because every dollar makes a difference.

Thanks to: _____

\$10

to help fight the most expensive disease in America.

Thanks to: _____

\$5

to support the Alzheimer's cause.

Thanks to: _____

\$5

because together we can end Alzheimer's.

Thanks to: _____

\$3

because, despite weighing only about three pounds, the brain is our most powerful organ.

Thanks to: _____

\$5

in honor of the more than 5 million Americans living with Alzheimer's.

Thanks to: _____

Go Casual for a Cause!

Get comfortable and show your commitment to the fight against Alzheimer's disease.

100% of your donation helps to advance the care, support and research efforts of the **Alzheimer's Association®**.

Purchase a sticker today!



**Casual
for a
Cause!**

alzheimer's 
association®

[Company Name]
[Event Date]
[Suggested Donation]
[Contact Information]

alzheimer's  association®

THE BRAINS BEHIND SAVING YOURS™

800.272.3900 | alz.org®



COORDINATE A POINT-OF-PURCHASE FLOWER FUNDRAISER.

Invite your friends, colleagues and community members to support the cause by creating a display of point-of-purchase flowers. Give your Walk to End Alzheimer'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 the community.
- Decide how and where to display the pin-up flowers. Ideas include: office doors, windows, cubical 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.** Your flowers can remain displayed beyond the day of the fundraiser as a visual reminder 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.





DINE 'N' DONATE NIGHT

Dear Owner, Will you partner with me to host a fundraising event?

- What percentage of sales are you donate to the Walk to End Alzheimer's® (many participating restaurants donate up to 20 percent).

Event Promotion

- I will ask friends, family and colleagues to help you spread the word.
- I will create an event on Facebook and invite my contacts.
- I will post flyers around town and would love if you could advertise in house as well!

Raising awareness at the restaurant.

- May we use table tents, posters and flyers so that all patrons, even those not there for the event, can learn more about Walk to End Alzheimer's and the Alzheimer's Association®?
- Could we consider making it a trivia night or other type of entertainment to make it even more fun!
- May we use purple balloons and other décor to help draw attention?

Make donating easy.

- May we place donation canisters at the cash registers, bar or other highly trafficked areas?
- May we put an envelope or canister on each table so people can easily make a donation.
- May we sell pin-up flowers at the event? People can write their name or the name of a family member on a flower and hang it on a restaurant wall.

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



HOW TO RAISE \$500 OR MORE IN 10 DAYS.



Make a \$25 self-donation.



Ask two family members to donate \$25 each.



Ask five friends to contribute \$20 each.



Ask five co-workers to give \$10 each.



Ask five neighbors to donate \$10 each.



Ask five people from your place of worship or gym to each make a \$10 donation.



Ask your place of employment for a company contribution of \$50, or to match the total you raise, dollar for dollar.



Set up a Facebook Fundraiser with the goal of raising \$50 or more from friends in your network.



Ask three businesses you frequent (e.g., hair salon, dry cleaner, favorite restaurant) to each contribute \$15.



Hold a team fundraiser and ask your team to donate the first \$30. See how much you can raise beyond that to help you exceed your goal!

Be sure to check out alz.org/walkfundraising for even more ideas and support. Registered participants have access to a variety of fundraising tools, as well as coaching, advice and tips, in their Participant Center at alz.org/walk.

