



## COORDINATE A POINT-OF-PURCHASE FLOWER FUNDRAISER.

Invite your friends, colleagues and community members to support the cause by creating a display of paper Promise 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:

- 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 paper 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 paper flower, which represents their promise to honor, remember, care and 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 PAPER 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](https://alz.org/walk) and log in to your Participant Center for more fundraising tips and tools.

