



# FUNDRAISING GUIDE



“My 'Why' is my Mom. It may be too late for her, but by raising money through Ride to End ALZ, maybe I can help someone in the future. When you use the tools and tips in this guide, fundraising is pretty simple.”

-Yung Lu (left), caregiver and Ride to End ALZ Champion

Alzheimer's is a crisis that hits close to home. But because you ride, you fuel cutting-edge research, while honoring those lost to and living with this devastating disease.

As the world's largest nonprofit funder of Alzheimer's and dementia research, the Alzheimer's Association® invests your dollars in new and innovative approaches treating, diagnosing and preventing dementia.



The Association invests:

- 🚴 **More than \$405 million**
- 🚴 **In over 1,100 research projects**
- 🚴 **In 56 countries**
- 🚴 **Across 6 continents**

## MUCH MORE THAN A BIKE RIDE

By registering for the Alzheimer's Association Ride to End ALZ®, you are now a part of a movement to advance research toward the first survivor of Alzheimer's. The funds you raise will directly impact the Association's ability to accelerate the most promising dementia science.

We are here for you! We have the tools and support to help you meet — and even exceed — your fundraising goals. Thank you for going the distance in the fight against Alzheimer's.

**WE RIDE AS ONE!**



# GEAR UP FOR SUCCESS.

Thank you for fueling the fight to end Alzheimer's! Here are **3 easy steps** to get you started on the right track. Visit the Ride Hub (your online participant center) and download the ALZ Fundraising app for customized fundraising resources. If you have any questions, please email [ride@alz.org](mailto:ride@alz.org).



## TAKE YOUR FUNDRAISING ON THE GO.

Download the free ALZ Fundraising app that allows you to:

- Send texts to recruit riders and ask for donations.
- Share a personalized QR code that links directly to your Ride page.
- Increase your goal, track your progress, even deposit checks — and more!



## PERSONALIZE YOUR RIDER PAGE.

From your Ride Hub, click “My Page.” Here, you can:

- Personalize your page with a photo or video and sharing why you ride. Tell your story from the heart.
- Customize your URL and adjust your goal.



## SPREAD THE WORD.

- Share your story and link to your fundraising page on your LinkedIn, Facebook and other social media channels.
- From the “Social” tab of your Ride Hub, create a Facebook Fundraiser that will link to your Ride page by clicking “Connect to Facebook!”
- Send a personal email to everyone you know. Your Ride Hub has prewritten templates that make it easy. Start by sending 10 emails today!

**Every participant must reach the individual \$500 fundraising minimum to ride on the event day.**

# BUILD YOUR FUNDRAISING MOMENTUM.

Every dollar you raise builds upon our unstoppable momentum in Alzheimer's research — and we are here to help you succeed ([ride@alz.org](mailto:ride@alz.org))! As a Ride to End ALZ participant, you have access to a full suite of personalized support tools to help you reach the finish line.

## HERE ARE SOME KEY TAKEAWAYS AS YOU BEGIN YOUR FUNDRAISING JOURNEY:



- 1. Start now.** Participants who start early raise more than those who wait.
- 2. Share your story.** Personalize your fundraising page by sharing your reason for riding along with a photo.
- 3. Ask, ask, ask — and follow up.** Our online fundraising tools and sample messages make asking friends and family for donations easy.
- 4. Set a stretch goal.** Once you hit the \$500 fundraising minimum and earn your official Ride jersey, keep going! Check out the fundraising incentives flyer to learn about all the perks!
- 5. Know your stuff.** Back up your ask with facts. Visit [alz.org/facts](http://alz.org/facts) and [alz.org/research](http://alz.org/research).
- 6. Double your donations.** Many employers offer programs to match charitable contributions made by employees. Visit [alz.org/ridematch](http://alz.org/ridematch) to search for your company.
- 7. Show your appreciation.** Thank your donors for their support!

# GET CREATIVE.

Get inspired by some tried-and-true fundraising ideas! Consider your personality and interests to make them your own. Need help reaching the fundraising minimum and earning your jersey? Just email [ride@alz.org](mailto:ride@alz.org).

🚲 **Identify** several large companies and contact them directly. They may be willing to sponsor you.

🚲 **Contact** a couple local bike shops. Ask them if they would like to sponsor you for the entire amount! You may even get some cool riding gear.

🚲 **Host** a fundraising dinner at your favorite restaurant. Ask the restaurant to supply the food and you supply the donation forms!

🚲 **Partner** with a local fitness center or company to host a class for donations.

🚲 **Invite** all your friends (and their friends!) to a happy hour with a suggested \$25 donation.

🚲 **Channel** your inner Julia Child by hosting a bake sale.

🚲 **Organize** a fundraiser for your office. Encourage your colleagues to challenge each other to raise the most. Give the winner a prize like movie passes or a gift certificate.

## ADDITIONAL RESOURCES:

If you have any questions on fundraising or Ride to End ALZ, visit our website or contact us directly:

[alz.org/ride](http://alz.org/ride)  
[ride@alz.org](mailto:ride@alz.org)  
833.239.RIDE (7433)

Useful links:

[FAQs](#)  
[alz.org/research](http://alz.org/research)  
[alz.org/facts](http://alz.org/facts)

