

There are a variety of ways to raise funds for Alzheimer's care, support and research through The Longest Day®. Here are some easy and effective ideas to boost your fundraising efforts throughout the year.



HOST AN EVENT OR ACTIVITY

Charge an entry fee.

Request donations for services or goods.

Create a challenge.

Charge a judging fee.



BOOST YOUR EFFORTS

Arrange a live or silent auction.

Display the QR code to your fundraising page.

Request pledges for miles, goals, etc.

Organize a "split the pot."

Sell pin-ups to honor a loved one.

Hold a wacky wager — dye your hair or sing a song.

Donate a percentage of sales.

Honor a birthday or special occasion.



ASK FRIENDS AND FAMILY

Create a Facebook Fundraiser and share on all of your social media channels.

Send emails or letters.

Seek matching donations from your employer or company.