

YEAR-ROUND FUNDRAISING IDEAS AND PLANNING

You can fundraise year-round for The Longest Day® to make an even greater impact in the fight against Alzheimer's. Host creative seasonal activities leading up to The Longest Day to increase donations and raise awareness for the cause.



JANUARY

IDEA: Gather your friends for a movie marathon with popcorn, candy and other snacks. Invite guests to make a donation at the door.

MY PLAN:



FEBRUARY

IDEA: Ask colleagues to take part in a cook-off for National Chili Day on Feb. 22, and ask for donations by the bowl.

MY PLAN:



MARCH

IDEA: Organize a karaoke night. People can donate to perform a specific song or to encourage others to get up on stage!

MY PLAN:



APRIL

IDEA: Organize a hike in honor of Earth Day. Ask each hiker to make a donation.

MY PLAN:



MAY

IDEA: Raise money with a car wash, and invite your neighbors to get involved.

MY PLAN:



JUNE

IDEA: Partner with a business to host a pin-up campaign. Order supplies through Shop for the Cause.

MY PLAN:



JULY

IDEA: Beat the heat and set up a lemonade stand at a community event. Maximize fundraising by advertising your stand around town.

MY PLAN:



AUGUST

IDEA: Host a cookout. Offer food, music and yard games in exchange for a donation.

MY PLAN:



SEPTEMBER

IDEA: Ask to sell concessions at your local high school's football games.

MY PLAN:



OCTOBER

IDEA: Host a haunted house or a costume contest. Charge admission, and sell spooky snacks.

MY PLAN:



NOVEMBER

IDEA: Set up a Facebook Fundraiser on #GivingTuesday, the first Tuesday after Thanksgiving.

MY PLAN:



DECEMBER

IDEA: Hold a party in honor of the winter solstice on Dec. 21 with hot cocoa, holiday snacks and luminaries. Ask guests to make a donation to The Longest Day.

MY PLAN:

MY PROGRESS

GOAL \$

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Fundraising tips:

- » Continue fundraising after The Longest Day.
- » See if your employer will match what you raise.
- » Visit alz.org/thelongestday and log in to your Participant Center for more fundraising resources.

LOOK AT YOUR SPHERE OF INFLUENCE

Complete this "Who do you know?" exercise to help you think about all the individuals you know who can join you in the fight against Alzheimer's. Use this worksheet to discover potential volunteers, donors and participants.





THE LONGEST DAY

ALZHEIMER'S ASSOCIATION

GOAL TRACKER

COMMITTEE MEMBERS



PARTICIPANTS



FUNDRAISING LEADERS



OVERALL FUNDRAISING



SOLSTICE CHAMPIONS CLUB MEMBERS



Goal:

A progress bar consisting of a horizontal line with 10 vertical tick marks along its length. The bar ends in a rounded circle.

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