



Planning Your Event - FAQs

1. Are donations made to the Alzheimer's Association® for The Longest Day® event tax deductible?

Yes, under United States tax law, the Alzheimer's Association is a 501(c)(3) tax exempt nonprofit organization.

2. Can we use The Longest Day logos on shirts, signs, posters and banners to promote our event?

Participants may create their own event materials, but we ask that you follow our brand guidelines, which are available in your Participant Center. If you need a high resolution file, please email tld@alz.org for assistance.

3. What do I do if my event needs liability insurance?

The number of teams and diverse activities chosen worldwide by our cause supporters means that the Alzheimer's Association cannot assume liability for, or obtain insurance for, The Longest Day supporter's events.

Participants have the option of securing their own liability insurance coverage. Understanding that the cost of obtaining event insurance is prohibitive, we encourage you to explore other venues for your event, or to potentially tailor your activity to accommodate the available locations.

4. If our event needs a permit, how do we apply for it?

Check with your local jurisdiction for permit requirements and applications. The Alzheimer's Association is unable to secure these on your behalf.

5. Are there any restrictions on hosting an auction/ raffle?

Please check with the governing gaming and licensing division in your state as there are different laws and regulations for each state.

6. Can we use the Alzheimer's Association tax ID number for donations of items, locations or services instead of cash donations?

Unfortunately, only services or donations received directly by the Alzheimer's Association will receive acknowledgement letters for these gifts which are deductible to the extent permitted by U.S. law.

7. Can we use the Alzheimer's Associations tax ID number to purchase items for our event?

Only authorized Alzheimer's Association officers and employees may use the tax ID number of the Alzheimer's Association. This is required by law.

8. If donors give me cash, how do they receive a receipt?

We have a cash donation receipt available in our fundraising tools in your Participant Center for you to use if a donor gives you cash.

9. Will donors who write a check receive a receipt?

All donors that write a check made payable to the Alzheimer's Association and include their name and mailing address will receive a receipt The Alzheimer's Association will send a receipt in the mail once the donation has been processed.