

# TIPS TO FUNDRAISE YOUR WAY TO SUCCESS.

Thank you for joining the fight against Alzheimer's! You've taken the first important step by signing up for Walk to End Alzheimer's®. Now it's time to start working toward your fundraising goal! Every dollar you raise will help enhance care and support programs and advance research toward methods of treatment, prevention and, ultimately, a cure.

Here are some fundraising tips to help you get started:



**Set a goal.** A goal gives you something to reach for while fundraising. You can measure your progress against this amount. If you reach the goal, you can always raise it and work toward a new target.



**Share your story.** Your reason for participating in Walk is personal and your fundraising should be, too. Participants who include a photo and story about why they walk on their personal fundraising page raise three times as much as those who do not.



**Lead the way.** Kick off your fundraising with a self-donation. A self-donor badge will be prominently displayed on your personal page for all to see your commitment to the cause.



**Email, email, email.** On average, one in five fundraising emails will result in a donation. The more emails you send, the better your odds for receiving a donation. Use one of the pre-written emails available in your online Participant Center or draft your own.



**Get social.** Share your story — your reason to end Alzheimer's — on Facebook, Twitter, LinkedIn and other social networks in order to maximize your fundraising reach. Set up a Facebook Fundraiser so that all donations received through Facebook will credit to your personal fundraising page.



**Take it offline.** Those who raise funds both online and offline raise three times more than those who fundraise just one way. Have a bake sale, make a phone call or start a conversation while at a community event.

Visit [alz.org/walk](http://alz.org/walk) and log in to your Participant Center for more fundraising tips and tools.



# 2019 Recognition Program

Register for a Walk in your area at [alz.org/walk](http://alz.org/walk).  
You must be a registered participant to earn incentive gifts.



2019 Walk to End Alzheimer's participant T-shirt

**\$100**



Tank top\*\*, Therm-O tote or trunk organizer

**\$300**



Moisture-wicking polo\*\*, wireless phone charging stand or tech organizer AND champion medal

**\$500**



Computer backpack, sweatshirt-fabric beach tote or portable picnic blanket

**\$750**



Quarter-zip pullover\*\*, hoodie or potluck casserole tote AND Grand Champion heathered T-shirt\*

**\$1,000**



Bamboo quarter-zip pullover\*\*, Bluetooth speaker or disc slam

**\$1,500**



Nike half-zip jacket\*\*, Targus Urban Explorer backpack or portable propane grill AND Elite Grand Champion quarter-zip pullover\*

**\$2,500**



Eddie Bauer jacket\*\* or giant tumble tower game

**\$5,000**



North Face Thermoball jacket\*\* or Apple AirPods

**\$7,500**



Cornhole lawn game or Vitamix blender

**\$10,000**

\*Individuals who reach the fundraising minimums for the participant T-shirt, Champion medal, Grand Champion T-shirt and Elite Grand Champion pullover will receive these items in addition to their selected incentive prize.

\*\* Available in men's and women's styles.

Visit your Participant Center at [alz.org/walk](http://alz.org/walk) for fundraising tools, tips and ideas.

Gifts are not cumulative; only one item is awarded to each fundraiser. Fundraiser may select one item at or below the level achieved.

Redemption certificates will be sent via email post-event. Contact your state partner for the fundraising deadline.

Need help with your certificate order or redeeming your certificate? Please call 855.462.7263 or email [ALZ.incentives@halo.com](mailto:ALZ.incentives@halo.com).

