

FUNDRAISING IDEAS FROM A TO Z

- A**
 - **Adult Spelling Bee** – Each participant should be sponsored and/or raise funds for their entry fee. Between rounds, share facts about Alzheimer's disease and the Alzheimer's Association®.
 - **Auctions** – Hold a live or silent auction at work or during a party. Auction off donations from local businesses, handmade gifts or tickets to local events.
- B**
 - **Birthday Party** – Host a purple-themed birthday party and request donations to your Walk to End Alzheimer's® team in lieu of gifts.
 - **Book Sale** – Round up gently used books from your team members' personal collections as well as donations from local publishing houses, bookstores and libraries. Set up a table in a highly trafficked location and sell the books. Include a thank-you bookmark with a photo of your team and a link to your fundraising webpage.
- C**
 - **Change Jar** – Each team member takes a jar and the first person to fill it up with change gets a prize. Start with small jars and increase the size each round. As the donation totals increase, so do the prize values.
 - **Cook-Off** – Who makes the tastiest chili in your office? Who bakes the best cupcakes? Tasting judges are charged for each voting ballot. Whoever gets the most votes is crowned the winner.
- D**
 - **Dating Game** – Get bachelors and bachelorettes involved with this one. The contestants are unseen and must pick their date based on the individual's responses to questions put together by audience members, who pay admission to the event.
 - **Dance Competition** – Hold a dance competition to determine which friend or colleague has the best moves. Incorporate surprise styles — such as disco, break dance, ballet, moonwalk or others — to keep things exciting. Charge an entry fee and reward the winner with a trophy or donated prize.
- E**
 - **Envelope at a Restaurant** – Ask local restaurants to allow you to place donation envelopes or canisters at each table. Servers will collect funds after every sitting. Inquire about putting up purple balloons, table tents and posters around the restaurant.
 - **Errand Service** – Pick a day to run errands for others in exchange for donations.
- F**
 - **Face Painting** – Set up a booth at a park or in conjunction with another event.
 - **Fashion Show** – Put a spin on the traditional fashion show by holding a pet fashion show, a Halloween costume show or an accessory show. Be creative, charge an admission fee and find a way to incorporate stories from those affected by Alzheimer's disease.



- G**
 - **Game Night** – Host a party with a variety of board games. Charge a \$10 entry fee and sell snacks. Or hold a card tournament with a \$20 entry fee — half goes to the winner and half goes to your Walk team.
 - **Garage Sale** – Collect donated items and coordinate a garage sale. Advertise the sale wherever you can and make sure to mention that all donations benefit the care, support and research efforts of the Alzheimer’s Association.
- H**
 - **Haunted House** – Decorate a house or school and charge admission. Set up a couple games and organize a hayride for even more fall fundraising.
 - **Hot Dog Eating Contest** – Find someone to donate the hot dogs (or substitute any food you’d like). Charge an entry fee and sell tickets to the event.
- I**
 - **Ice Cream Social** – Host an office get-together by selling packaged ice cream or access to a sundae bar. Be sure to pack the purple sprinkles!
 - **Igloo Contest** – Charge an entry fee for participation in an igloo-building contest. The best one wins a prize. Or, how about a snowman competition?
- J**
 - **Jail-and-Bail** – Send a boss, principal or owner of a restaurant off to “jail.” Those who are “locked up” can post their own bail by making a donation to the Association, or they can solicit bail from friends, family and employees.
 - **Jeans Day** – Have co-workers donate \$5 to wear jeans or casual wear for the day. Spice it up by making it a Hat Day, Team Spirit Day, Purple Day, etc. Visit alz.org/casualforcause to learn more.
- K**
 - **Karaoke Night** – Host a competition at a popular neighborhood spot or rent a karaoke machine for your home or office. Charge an entry fee to compete and request a donation for each vote cast.
 - **Kiss the Pig** – Put photos of participating teachers or employees on individual jars. The person whose jar has the most money after the time allotted must kiss a pig (or a team mascot, dog, etc.).
- L**
 - **Lemonade Stand** – It’s classic and effective. Make the lemonade with a twist by adding fresh fruit or serve as a slushy. Let the kids help!
 - **Lunch with the CEO or Celebrity** – Auction off a special lunch with your company’s CEO or a local celebrity.
- M**
 - **Matching Gifts** – Many companies already have a matching gift program. Visit alz.org/walkmatch to find out if your workplace matches charitable gifts. This is an easy way to double your funds!
 - **Movie Night** – Host a movie night at a local park, civic center, school auditorium, library or team member’s house. Sell popcorn, homemade treats, drinks and candy.



- N**
 - **New Year's Eve Party** – Ring in the new year with donations to your Walk to End Alzheimer's team! Make this party one not to miss with a unique theme, raffles and prizes.
 - **Network** – Use Facebook, Twitter, LinkedIn and any other social media to let your friends and family across the country know about your fundraising efforts. Post your goal and periodic progress updates. Include links to your Walk fundraising page.
- O**
 - **Office Olympics** – Hold events like typing competitions, swivel chair races, staple pull contests, a stress ball toss, a water cooler drinking game, etc. Ask all participants to pay an entry fee.
 - **Ornament Sale** – Create holiday ornaments with your team and sell them.
- P**
 - **Pancake Breakfast** – This is a perfect event to host before work or a worship service. Pair coffee and juice with the pancakes and charge \$10 a plate.
 - **Play-Off** – Choose your favorite sport and put departments, teams, students, teachers, etc., up against each other to compete. Invite the rest of the school or company to watch and cheer. Sell tickets or charge an admission at the door.
- Q**
 - **Questions-for-\$1** – Set up a jar and charge \$1 (or any donation) per question you answer. Ask your boss to set one in his or her office, too!
 - **Quiz Bowl** – Hold a trivia night at a local establishment. See if the restaurant will donate a portion of the night's proceeds to your Walk to End Alzheimer's team and give gift cards for the trivia winners.
- R**
 - **Relay Race** – From hopping on one foot to balancing an egg on a spoon, get creative with a series of activities and charge an entry fee for teams. Winners get a prize!
 - **Rapping Contest** – Showcase talent (or lack of talent) for fun and charity!
- S**
 - **Services** – Team members offer services for a fee and donate all proceeds. Ideas include salon treatments, photography, babysitting, golf lessons, landscaping and other odd jobs. These services could also be used as prizes for another fundraiser.
 - **Spot-the-Baby Competition** – Collect baby photos of co-workers or friends to display on a board with a number next to each picture. Charge a \$5 fee for a chance to identify the person in each photo. The participant with the most correct answers wins a prize.
- T**
 - **Theater Night** – Ask your local theater to put on a special performance in which a portion of the ticket (and possibly concession) sales is donated to your Walk team. Invite everyone you know and promote the event through social media.
 - **Tug-of-War Tournament** – Hold a tug-of-war tournament to find out which department or class is the strongest. Teams pay an entry fee and are encouraged to create names and T-shirts. Hold a potluck afterward and set out donation canisters.



- U**
 - **Ugly Sweater Contest** – Get a group to dress up and have the audience vote for the ugliest sweater using dollars (\$1 = one vote). Split the pot with the winner.
 - **Unwanted Gifts Sale** – Get your co-workers, friends and family to donate their unwanted holiday or birthday gifts. Set up a bazaar and sell them off.
- V**
 - **Vacation Day** – Ask your employer if the company can offer a paid vacation day as a prize for your fundraiser.
 - **VIP Parking** – Raffle off that coveted parking spot for a week, month or even a year.
- W**
 - **Weeding** – Offer to weed gardens or do yardwork for friends and neighbors in exchange for donations.
 - **Wine-Tasting Party** – Host and charge admission for a wine-tasting party with donated wine, cheese and chocolate.
- X**
 - **Xmas Party** – Dedicate your annual holiday party to Walk to End Alzheimer's. Ask your family, friends and co-workers for donations instead of presents. Honor those affected by the disease by lighting memorial candles.
 - **“X Marks the Spot” Treasure Hunt** – Teams pay a fee to compete against each other by following clues to discover the donated “hidden treasure.”
- Y**
 - **Yacht Race** – Organize a paddle boat race. Charge an entry fee and offer prizes for first, second and third places.
 - **Yoga Lunch** – Get your co-workers to “ommmm” away work stress in a lunchtime yoga session. Find a yoga instructor who will donate half or all the proceeds back to your team. Afterward, provide healthy treats or water bottles labeled with information about your Walk team and fundraising goal. Not into yoga? How about Zumba?
- Z**
 - **Zany Day** – Get people to pay to dress in the craziest outfits they can put together.
 - **ZZZ** – Pay a fee to catch some extra shut-eye and go into work late one Friday.

Be sure to check your local laws before implementing fundraisers to ensure your event does not violate any state gambling laws.

Visit alz.org/walk and log in to your Participant Center for more fundraising tips and tools.

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