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 the Alzheimer’s Association® 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 can help keep you motivated as you track your fundraising progress. If you reach the goal, you can always increase it and work toward a new target. Participants who reach specific fundraising milestones earn additional rewards and gain entrance into the exclusive Champions Club. Learn more at [alz.org/championsclub](http://alz.org/championsclub).

- **Share your story.** Your reason to end Alzheimer’s is personal and your fundraising should be, too. Participants who include a photo and story about why they participate in 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 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.