VIRTUAL FUNDRAISING GUIDE

Even when we're apart, we can come together to end Alzheimer's.

Raising funds and awareness for the Alzheimer's Association Walk to End Alzheimer's® may look a bit different during this time of physical distancing. But there's still so much that can be done to advance the care, support and research efforts of the Alzheimer's Association®. In this guide, you'll find tips and inspiration to help you fundraise from home and reach your goals in new and creative ways.

BEST PRACTICES

Set your goal. Raise $100 to earn this year's official Walk to End Alzheimer's T-shirt. Continue fundraising and receive additional recognition and rewards once you hit milestones through our Champion's Club and incentive program.

Update your fundraising page. Your personal story will inspire others to donate. Share why you participate in Walk and add a photo of the person or people you're honoring.

Customize your page link. Creating a custom URL makes it easier for donors to find your fundraising page and support your efforts. To do so, access your Participant Center, click on "My Page" then "Customize Your Link."

Launch a Facebook Fundraiser. Start a Facebook Fundraiser from your Participant Center. Check out the Facebook Fundraiser How-To Guide to get started.

Tap into your network. Many people are willing to donate — they just need to be asked! Check out these tips on how to raise $500 or more in 10 days and become a fundraising champion!

Go virtual. Almost any fundraising event can be held virtually using the websites and video platforms mentioned in this guide.

Use the mobile app. Install the Walk to End Alzheimer's mobile app so you can keep track of your fundraising progress, send thank-you messages to donors, deposit checks and more. Scan the QR code below using your smartphone's camera to download the app.

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TECHNOLOGY TO SUPPORT VIRTUAL FUNDRAISING

Get the word out.

- Share your fundraising event on Facebook, Twitter, Instagram and LinkedIn.

- Get kids involved to create short-form mobile videos on Tiktok.

- Send out a digital invitation on Evite or Punchbowl.

Select a video platform.

- Webex, Houseparty, Discordapp, Zoom and Google Meet allow you to host a group of people for a virtual hangout.

- Use YouTube to upload and share videos.

- Broadcast in real-time using Facebook Live or Instagram Live.

Tailor your technology to your fundraiser.

- Bridge Base and Trickster Cards allow you to play bridge alone, with friends or in a tournament. You can even earn American Contract Bridge League masterpoints® and support your local club.

- Play online board games on Tabletopia or play virtual Uno.

- Watch movies and chat with your friends online using Teleparty.

- Create a customizable live crowd trivia with Crowdpurr.

- Livestream with Twitch, Tiltify or Facebook Gaming.

Thank your donors.

- Use the Walk to End Alzheimer's mobile app to thank everyone who donates to your fundraiser.

- Send your appreciation with customizable e-cards. Try Smilebox or Blue Mountain.

- Show your thanks in a fun way by sending a personalized JibJab video.

- Give all donors a shoutout on social media; this can help more donations come in from shared connections.

VIRTUAL FUNDRAISING IDEAS
FROM A TO Z

A

- **Adult spelling bee.** Host the event via videoconference. Contestants enter by donating to your Walk team and the winner gets a gift card to support a local business.

B

- **Board games.** Ask your network and their families to play board games and have players donate to participate or pledge to support the winner. You can even set up online board games with friends on Tabletopia.

C

- **Concert from the couch.** Does someone in your household sing or play a musical instrument? Host a live concert on Facebook or Instagram. You can even take requests in exchange for a donation. Play the Alzheimer's Association "Music Moments" album as people log on.

- **Cooking lesson.** Share a video of yourself making one of your favorite recipes. Let others know why this recipe is special to you and ask for support. Or, ask friends, family and co-workers to share their go-to recipes and create a digital cookbook to sell.

D

- **Dance class.** The jitterbug of the 1930s; the hand jive from the movie "Grease"; the floss from "Fortnite"; and everything in between — teach the moves, share why you're motivated to fundraise and ask for donations.

- **Demo class.** Use your skills to teach your friends virtually. Are you great at gardening? Drawing? Sewing? Host an online class and ask for a donation to participate.

E

- **Escape room.** Check out Simplemost's list of free escape rooms you can host online. Ask people to donate to your Walk team to join in the fun.

F

- **Facebook Fundraiser.** Launch a Facebook Fundraiser through your Participant Center. Use Facebook Live to share your story or do an activity, and invite others to give.

G

- **Group marathon.** Ask 26 of your friends to join your team, run a mile and raise at least $100 to help #ENDALZ.

H

- **Happy hour from home.** Invite friends, family or co-workers to an online happy hour — encouraging everyone to wear purple! Share why you walk, along with the Alzheimer's Association Alzheimer's Disease Facts and Figures video, and ask for donations.

- **"Harry Potter" trivia night.** Ask for a donation to join. Invite participants to dress up and give an award for the best costume. Set up a group trivia competition using Crowdpurr.

I

- **Ice cream social.** Send kits with purple sprinkles, chocolate chips, mini marshmallows or chopped nuts to those who donate. Have attendees supply their own ice cream and enjoy your creations together over a virtual hangout.

J

- **Jewelry making.** Make bracelets, earrings or necklaces and sell them for a donation to your team. There are many online tutorials that you can follow.

K

- **Karaoke night.** Host an online competition using a free karaoke website or YouTube. Charge an entry fee to compete, request a donation for each vote cast or make donations to choose a song for someone else to sing.

L

- **Letter-writing campaign.** A handwritten note will go a long way. Share why you are participating and ask for a donation. Find letter-writing tips here.

M

- **Matching gifts.** Many employers offer programs to match charitable contributions made by employees, sometimes doubling or tripling your donations! Visit alz.org/walkmatch to find out if your workplace has a matching gift policy.

- **Movie night.** Using Teleparty, invite friends to watch a movie with you and donate what they would usually spend at the theater. Add a theme — such as '80s, old Westerns or musicals — and dress up accordingly. Add a movie trivia competition using Crowdpurr. You could even mail candy or a pack of microwave popcorn to attendees to get them excited!

N
- **Name that baby.** Ask friends or co-workers to send you their baby pictures and compile all photos into a PowerPoint. Show the presentation during a video call or virtual happy hour and ask for donations per guess.

O
- **One-day flash fundraiser.** Think one-day flash sale, translated to fundraising. Send emails and texts, post updates on the hour and go live on social media. Share your story and ask for donations during those 24 hours. Build up excitement by promoting it in advance.

P
- **Puzzles.** Invite your virtual community to assemble puzzles. Ask participants to post photos, share the number of pieces they're working with and make a donation. Set a puzzle piece goal, post updates and encourage donations.

Q
- **Questions, anyone?** Everyone who makes a donation to your team gets to submit a question that you will answer via Facebook Live. You could even ask a local public figure or celebrity to do the answering!

R
- **Read-a-thon.** Beat the boredom for the young ones in your life by offering to read books over video conference. Parents will appreciate the break and the kids will enjoy seeing others virtually! Make it a weekly event and charge for admission.

S
- **Scavenger hunt.** Ask each household to join as a team and donate to play. Send each team a small list of items to find inside their home. The first team to find all of their items and provide video evidence wins! Encourage teams to challenge each other to find additional items for bonus points.

- **Silent auction or virtual garage sale.** Auction or sell items using Facebook Marketplace or Instagram. Note in your listing that you're raising money for Walk to End Alzheimer's and share why you are participating. Ask for donations alongside your sales.

T
- **Text.** Let your network know they can donate by texting 2ENDALZ to 51555 and entering your name. Share your story and include a picture of who you are honoring.

U
- **Ugly Sweater Contest.** Get a group of co-workers to wear ugly sweaters on a video conference and ask each person to vote for the ugliest sweater using dollars ($1 = one vote). Split the pot with the winner.

V
- **Vacation day.** Hosting a fundraiser with your co-workers? Ask your employer if the company can offer a paid vacation day as a prize.

W
- **Wacky wager.** Livestream using Facebook Live, YouTube, Twitch or another platform. Ask your community to donate for you to keep singing, cleaning your house, etc., or for you to do something wacky if you reach certain fundraising milestones. For example, offer to record yourself trying the latest dance move if five people donate $50 each, or agree to dye your hair if ten people give $100.

- **Workout challenge.** Ask for a donation for each exercise activity you can complete. Challenge others to see who can finish the most reps or work out for the longest period of time. You could do sit-ups, lunges, jump rope, even (safely) bench press your pet or child — get creative!

X
- **Xmas in July.** Get in the holiday spirit early! Bake cookies, watch Christmas movies and deck the halls with decorations. Post what you're doing to social media and ask for donations in the spirit of gift-giving.

YZ
- **Yoga or Zumba.** Partner with a yoga or Zumba instructor to host a virtual class, donating half of the proceeds back to your team.

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